



City of Liberty Hill, TX
Liberty Hill Downtown Revitalization Committee Minutes
March 28, 2023, 5:30 PM
City Council Chamber / Municipal Courthouse
2801 Ranch RD 1869, Liberty Hill, TX 78642

1. CALL TO ORDER

The Downtown Revitalization Committee Workshop was called to order at 5:30 PM by Chair Lonnie Wendling.

Downtown Revitalization Committee Members:

Kellie Olisky, Vice-Chair
Lonnie Wendling, Chair
Daniel Scott
Danyel Cake

Members absent:

Kristan LeBaron, Secretary

City Staff:

Paul Brandenburg – City Administrator
Jerry Millard – Director of Planning and Development
Katie Amsler, Director of Communication
Mary Poche, Exec. Director of the Liberty Hill Economic Development Corporation
Elaine Simpson – City Secretary

a) Establish quorum.

2) PUBLIC COMMENTS

Regarding items not on this agenda/Public Comments: Those desiring to speak on a topic not listed on the agenda, please complete a speaker form and present it to the City Secretary before the meeting. Speakers will have three minutes each to speak, this time cannot be transferred or

shared. DRC members may not take action during this item and any responses will be limited to factual statements, recitation of existing policy, or request for the topic to be placed on a future agenda.

Regarding topics listed as an agenda item/During specific agenda item: DRC Members request that speakers complete a speaker form, indicate which agenda item they are interested in speaking about, and submit form to the City Secretary before the agenda item is addressed. Speaker forms may be emailed to the City Secretary before the meeting at esimpson@libertyhilltx.gov.

There were no citizen comments.

3) REGULAR SESSION

- a) Discussion, consideration, and possible action on the Downtown Revitalization Meeting minutes from February 28, 2023. (K. LeBaron)

Motion by Chair Wendling, seconded by Vice Chair Olisky, to approve and to adopt, as presented, the February 28, 2023 Downtown Revitalization Meeting minutes. Vote on the Motion: Motion carried unanimously by a vote of 4-0. Ayes: Wendling, Cake, Olisky and Scott. Nays: None. With LeBaron absent.

- b) Discussion, consideration and possible action regarding Texas Downtown Association (TDA) Assessment Report for Liberty Hill (from July 2021).

City Administrator Paul Brandenburg explained that this report is from 2021. It is being shared for everyone's information. This report has some helpful information, but it does not provide the information that the Downtown Masterplan will provide.

Since this agenda item (b.) led into a discussion of agenda item (c.), Chair Wendling opened both for discussion. There was no action taken on item (b.)

- c) Hear update, consider and possibly take action regarding Downtown Masterplan Request For Qualifications (RFQ). (P. Brandenburg)

City Administrator Brandenburg explained that this Masterplan will be the topic of a Special Called meeting for Workshop on Wednesday, April 12, 2023. The DRC will meet, along with the City Council and the LHEDC, to discuss the Masterplan.

There was a brief discussion by the Committee that they would like for this Masterplan to be more specific than the Texas Downtown Association Assessment was, because it

was kind of generic. The members discussed concerns that the Downtown Masterplan would duplicate work that was done on the larger Economic Development Masterplan that the EDC just adopted. Also, there was a discussion that the Committee members desire that the Downtown Masterplan have deliverables – plans and not simply analysis.

There was no action taken on item (c.)

d) Hear updates on City Projects for Downtown including projects involving:

City Administrator Paul Brandenburg explained that most of the Boards, Committees, and Commissions at this time are requesting updates for all the city's ongoing infrastructure projects. He explained that instead of having the report given every meeting to every Board, there will be a routine update for the projects and it will be a standing item on the Board agendas to review it. This ensures that all Boards get the same information. He gave them a brief update on the following:

- a. Roads : Roundabout plans go to City Council at their meeting on April 12th. The Council may decide to 'pause' the work on the Roundabout, until the Texas Department of Transportation (TXDOT) project for the signalization at Main and 1869 is done. This way there will not be projects possibly causing slowdowns that close together on Main.
- b. Parking: Mr. Brandenburg explained that there is no Parking Plan finalized yet. The Comprehensive Masterplan will have this.
- c. Sidewalks/Paths – There was a discussion, and Mr. Brandenburg disseminated a map showing the pathways route(s) all along Main Street, as have been discussed. The City hopes to secure grants for the funding for this project, so plans hinge on the funding. It is about ½ funded now.
- d. Water and Wastewater: The new LH20 Task Force held their first meeting March 1, 2023. The next one will be April 5, 2023. They are charged with researching water resources.
- e. Main Street – The letters to those who have a Main Street address have been sent out. The Public Hearing is tentatively set for April 26th City Council Meeting. The responses so far have trended 90/10 % in favor of the renaming of Loop 332 to "Main Street". City staff is currently researching the costs of street signage.

Soon the accent painting that the DRC members discussed last year will begin. The painting cannot be done until it is warm enough.

There was no action taken on this item.

e) Discussion, consideration, and possible action regarding new Liberty Hill Economic Development Corporation (EDC) Strategic Plan, approved by LHEDC Board of Directors on March 21, 2023. (M. Poche, Paul Brandenburg)

Executive Director of LH EDC Mary Poche: Exec. Director Poche introduced the item and presented the staff report. The LHEDC approved this new Economic Development Plan and it is now posted on the city's website. The DRC members received an advance copy of this.

The EDC is very excited to begin pursuing the 'target' industries identified in this plan. The Downtown Development Plan will SUPPLEMENT this Economic Development Plan. The current estimate is that about 1/3 of the infrastructure needs for the city are going to be located in the downtown area.

The plan is available and if you have questions, please contact me. If we need to, we can contact the plans author, Ms. Vincent.

There was no formal action on this item.

f) Additional discussion/Continual updates regarding DRC events, including 'Monsters On Main' (Halloween).

Vice Chair Olisky explained that she had no formal update on the Monsters on Main event at this time, currently the group is working on a logo.

At the next meeting, when Secretary LeBaron is here, we will discuss the .25 mile run.

There was no formal action taken on this item.

g) Discuss, consider, and possibly take action regarding idea for a 'Downtown Association.'

Chair Wendling discussed the significant merits of the idea of establishing this kind of group, but the need there will be for leadership for the group. Currently, he explained that there have been some 'Business-To-Business' meetings held at Liberty Tavern. These have very informal so far, organized by a local business owner (plumber). The Chamber of Commerce has recognized the value of this and will be stepping up to assist

in planning future meetings of this type.

Director of Communications and Community Engagement Amsler explained that she has the contact list for these business owners and can provide it to the members of the DRC.

Downtown Associations were discussed, in general, and it was noted that Georgetown has a very robust group. There is also the Texas Downtown Association that will assist us in organizing a group of this sort.

Ex. Dir. Mary Poche explained that she has contacts at the Downtown Association and on the State level and may be able to serve as a resource for this group as well.

There was no formal action taken on this agenda item.

h) Discussion, consideration, and possible action regarding placement of Wayfinding signage items, including information as provided by Mr. Scott.

Mr. Scott introduced this item and provided information in the agenda packets tonight. He advised that it is important to always remember 'Who Will This Serve' when considering erecting signage. There was an extended discussion regarding the expensive nature of the signage, and the need to have a plan in advance so the money is spent efficiently. There need to be signage to direct people downtown. There may also be an opportunity to work with the Parks Department to have signage that directs the way to city parks.

There was a discussion about waiting on this plan until the Comprehensive Master Plan is done, since it will deal with signage. There was also the reminder that the city is interested in setting up new 'Entryway' signage to the City.

There was a brief discussion researching the possibility of entering into an interlocal agreement with the County or with a nearby city that makes their own signage, to see if we could have our signs made in a less expensive manner.

No formal motion was made on this item.

i) Hear update / report from Mr. Scott to report on information shared at the 'Cross Committee Communications' meeting(s).

Mr. Scott has agreed to be the representative for the DRC at these meetings. These meetings are held on a monthly basis and are informally 'chaired' by Mr. Cormack - Vice Chair of the

Planning and Zoning Commission. There are members from the other Boards and Committees in the city, and once a month this group meets to exchange information and update the group on what their Board (in this case, Mr. Scott advising about the activities of the DRC) is doing. He reported about the upcoming Sculpture Fest, and about some of the Master Plan activities that are happening. The City Park has a mini-Masterplan composed for the Parks Board, and the LHEDC just adopted their new plan, as we heard earlier. There is interest in 'Dark Skies' and it is not only from the P&Z Commissioners. There are new developments that will be coming into town soon. Soon there will be more functionality on the city official website as the ability to have more 'maps' and 'geo-information' is added. This will mean the city's website can function better and give users more information on certain pieces of property.

There was no formal motion taken on this agendas item.

It was announced that there would be no Executive Session held.

_____ read the exceptions from the Texas Government Code at ____ PM.

~~4) Executive Session – Downtown Revitalization Committee may convene into Executive (Closed) Session for deliberation of the following items pursuant to Texas Government Code Section 551.071 (Consultation with Attorney), Section 551.072 (Deliberations about Real Property), Section 551.073 (Deliberations about Gifts and Donations), Section 551.074 (Personnel Matters), Section 551.076 (Deliberations about Security Devices), and Section 551.087 (Economic Development).~~

~~a) Pursuant to Texas Government Code Section 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING. A governmental body may conduct a closed meeting to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person. —~~

~~–Discussion of properties in the Downtown area.~~

5.) Future Agenda items/ ADJOURNMENT

Some future agenda items were suggested:

- Reviewing the City Council's recently adopted **Design Guidelines**.
- Texas Downtown Association item.
- Discussion of Downtown Overlay District / Architectural Standards Committee???
- The award of the DRC Masterplan by City Council on 4-12-2023.
- Demolition by Neglect.
- Update EDC incentive programs – Façade Grants?

- Nominations for members of DRC and for a new Chair, Chair Wendling has decided to not seek reappointment to DRC, so he will be 'passing the gavel'.

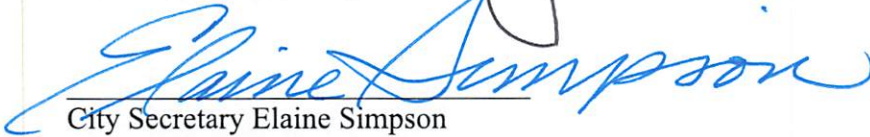
With no other items on the agenda, and no objections from the committee members, Chair Wendling adjourned the Downtown Revitalization Committee at 7:17 PM.

Motion passed on vote of 4 ayes, 0 nays, and 0 abstentions.

PASSED AND APPROVED BY THE Downtown Revitalization Committee of the City of Liberty Hill, Texas on 25th of April, 2023 on vote of 4 ayes, 0 nays, and X abstentions.



Chair Lonnie Wendling



City Secretary Elaine Simpson



Very respectfully,
The undersigned,
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