



LIBERTY HILL EDC BOARD OF DIRECTORS
SPECIAL JOINT MEETING WITH P&Z COMMISSION
MEETING MINUTES

Wednesday, July 19, 2023, 6:00 PM
Municipal Courtroom / City Council Chamber
2801 Ranch Road 1869, Liberty Hill, TX 78642

EDC Board Directors:

Tiffany Stillwell, President
Amy Gandy
Robert Baughn
Ashley Vaughan
Demetrice Gonzalez, Secretary

Board Members Absent:

Landon Smith
Greg Parma

Planning and Zoning Commissioners:

Sarah Novo
Chad Cormack
Steve Messana
Diane Williams

Commissioners absent:

Bryan Rivera

City Staff:

Paul Brandenburg, City Manager
Mary Poche, Executive Director LHEDC
Elaine Simpson, City Secretary
Sidney Smith, Director of Finance – via Zoom
Shelby Claridge, Planning Assistant
McKenzi Hicks, Planner II

1. CALL TO ORDER

Steve Messina called the meeting to order at 6:29 PM.

Tiffany Stillwell called the meeting to order at 6:28 PM.

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. Commissioners 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: Commissioners 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.

None.

3) Regular Agenda Items for Consideration

3a.) Discussion, consideration, and possible action on the Planning & Zoning Commission providing the Liberty Hill Economic Development Corporation a monthly summary of activity; and conversely, the Liberty Hill Economic Development Corporation providing the same to the Planning & Zoning Commission.

Both the Board and the Commission members discussed the proposed exchange of this type of report. The key information for sharing highlighted included the following:

- The best source of information related to projects would be the Planning and Development website and Planner McKenzie Hicks advised she would send the EDC the link. It was noted that the Commission is also not always made aware of this information. At the end of the Planning and Zoning Commission meeting agenda is an agenda item in which the Planning Staff provides a summary of the new items that went

through the Council that may or may not have come through the Commission. Planner McKenzi Hicks noted that the Planning staff could coordinate with Mary Poche at the EDC to have these available for the agendas. The Planning and Zoning Commission work plan is also updated monthly now and is available under the Planning and Zoning Commission tab on the City website. Mary Poche advised she has a Director Report she can share with the Commission, but noted some information might be limited due to confidential nature.

- The Planning Director Report, which is primary numbers, is also available monthly.
- The EDC Directors verified that the Commissioners each had received a copy of the city's Economic Development Strategic Master Plan.

City Administrator Paul Brandenburg noted that the Planning and Zoning Commission and the EDC could also have a report section that these could be attached to the agenda.

There was no official action taken.

3b.) Discussion, consideration, and making a joint recommendation to the City Council regarding providing incentives for potential annexations into the City of Liberty Hill.

There was an extended discussion that both EDC and P&Z believe that the city should continue the path of strategic growth, planned growth. The members of both groups agreed that future growth should be:

- Focused on the City needs with any outside growth being strategic where there is infrastructure, and not stretching too far outside our infrastructure.
- Focused on businesses in the city limits, not the ETJ. Focused on being able to provide services (Water) to residents of the city limits.
- Planned in such a manner to increase density, as much as possible, without aggravating existing homeowners.
- Based on Development Agreements that are beneficial to the city, not just the developer(s).
- Based on improved / updated Future Land Use Map (FLUM) and new Uniform Development Code (UDC) that is being updated by Verdunity. The tentative date for updated FLUM to be adopted is October.
- Based on the many Master plans that are being composed now by various planning firms such as Verdunity for the City-Wide Master Plan. There are also Water Masterplans and a City Park Masterplan.

Paul Brandenburg, City Administrator noted a major issue to be resolved is a recent change to annexation which limits the incentives for the City to annex.

McKenzi Hicks, Planner II - agreed to route to EDC / Mary Poche a copy of the descriptions of the zoning districts. She also noted that in August, the new 'interactive map' should be completed and available.

There was a short discussion of all the new or improved Ordinances that have been passed in the recent months such as Dark Skies, Signs and Tree Preservation Ordinances. These will assist in improving the health and safety of the residents of the city and will guide the growth that is expected.

Discussion on how the EDC could help the Commission highlighted the need for the Commission to receive more insight of what is in the pipeline and what industry/development is being targeted to aid the Commission in understanding if something comes to the Commission.

There was no formal motion.

4) Discussion Items

4a) Discussion regarding the draft Future Land Use Map for the LHTX 2040 Comprehensive Plan and the potential direction of land development codes with respect to future potential changes and accommodations for economic development projects.

McKenzi Hicks provided the FLUM electronically to EDC members. The EDC Directors agreed to provide any feedback.

There was also a discussion of 'Place Types'. It was noted that the 'Downtown' on the FLUM does not mirror the 'official' boundaries of Liberty Hill Downtown, as adopted by Downtown Revitalization Commission.

There was a brief discussion of the future 'Bypass', and how it will affect the transportation corridors of the city.

There was also a brief discussion regarding:

- P&Z bylaw changes which will allow the P&Z and City Council to update the FLUM.
- Parkland Dedication 'pros and cons.'
- Future Park Plans.
- Adding Sidewalks, parks, and infrastructure.

There was no formal motion.

4b) Discuss the Liberty Hill Economic Development Corporation's overall strategy for growth.

EDC President Stillwell introduced the agenda item and Mary Poche gave a brief report. This plan is allowing Poche to get the 'Year One' things out of the way early in her tenure. There was a discussion of:

- The importance of the Downtown area.
- Importance of managing growth so infrastructure can be provided.
- The importance of having places for residents to work/ importance of retail.
- Importance of the EDC making return on investment every time they make an agreement with a business.
- Using Marketing tools wisely, but this will be more 'Year Two' type of activity. The website is now being designed and should be launched towards the end of the year.
- Importance of establishing where the water is, and where it can be.
- Importance of 'Big Picture' thinking and working regionally, such as with Williamson County Economic Development.
- Importance of 'Telling the Liberty Hill story' since there is not much information about Liberty Hill out there.

There was no formal action taken.

4c) Discuss the recently adopted zoning ordinance text amendments and code rewrites and any potential zoning ordinance text amendments and code rewrites that pertain to business regulations and economic development.

There was a brief discussion about several recent Ordinances and McKenzi Hicks fielded questions from the EDC Board regarding the Sexually Oriented Business (SOB) Ordinance and the Game Room Ordinance that recently passed City Council, as well as the Ordinance for regulation of Game rooms.

Chair Messana noted new Ordinances have passed in the last year regarding the Sign Ordinance, the Tree Ordinance, and Parking Ordinance.

There was a discussion of how the EDC department can work with the Planning and Development Department. There were suggestions for ways in which the departments could cooperate including:

- Improving the Permitting Process – streamline the processes as much as possible to expedite businesses getting their permits.
- Considering Variances – Sometimes a variance might be worth considering.

Chair Messana explained that recently the City Council approved the Commission bylaws which changes the process for approving plats to the Commission level, which should streamline this process.

There was a discussion that the Planning Department has faith that the new UDC will be a vast improvement because it will not contain loopholes that developers can exploit. The city plans to give developers a fair shake. Development should be mutually beneficial. There was a discussion of negotiating for the developers to put in infrastructure. Also, there was a brief discussion of Planned Unit Developments (PUD) and parking requirement concerns, along with provision to submit an 'Alternate' Parking plan for approval of Council.

There was no formal action taken on this item.

4d) Discussion regarding the growth and the need for joint transportation and mobility consideration, including potential growth corridors within the City of Liberty Hill which would provide the most expedience to market industrial zoned sites for economic development projects.

The Board and Commission members discussed transportation issues including:

- The County Transportation Bond – Liberty Hill submitted 3 projects.
- The work of the city's Public Works Commission – drainage and transportation issues.
- Requiring more infrastructure from Developers. (possibly 'overbuild' and let EDC 'incentivize' the increased capacity)
- Requiring more Traffic Impact Analysis reports.
- Focus on 'Corridors' – not just individual streets.
- The future bypass.
- The issues surrounding the work being done at Hwy 183.
- TxDOT (Texas Department of Transportation) plans for Hwy 29.
- Previous Drainage Master Plan efforts.
- Preparing Plans for improvement of Transportation in the City, perhaps approaching CAMPO (Capital Area Metropolitan Planning Organization).

5) Future Plans

There was general agreement that the Directors and the Commissioner desire to continue this dialogue and hopefully coordination of effort.

There was a suggestion that 2 members from each body meet bi-monthly to discuss progress on the topics discussed tonight, perhaps as a casual meeting over coffee. This will be considered further.

There was no formal motion made for Future Plans.

6) Adjournment

With no further business on the agenda, and no objections from the Board, Director (President) Stillwell adjourned the meeting at 8:34 PM.

PASSED AND APPROVED on August 16, 2023, by the Liberty Hill Economic Development Corporation Board of Director on vote of 6 AYES, 0 NAYS, and 0 ABSTENTIONS.

Tiffany Stillwell
LHEDC Board President / Presiding Officer

Ernie Simpson
Board or City Secretary



With no further business on the agenda, and no objections from the Commission, Chair Messana adjourned the meeting at 8:34 PM.

PASSED AND APPROVED on _____, 2023 by the Liberty Hill Planning and Zoning Commission on vote of _____ AYES, _____ NAYS, and _____ ABSTENTIONS.

Chair Steve Messana

Board or City Secretary

