

City of Wimberley
 City Hall, 221 Stillwater
 Wimberley, Texas 78676
Wimberley Community Budget Forum
Minutes of Joint Meeting of the City Council
& Wimberley Budget Advisory Board
 August 2, 2011 at 6:00 p.m.

City Council meeting called to order at 6:00 p.m. by Mayor Bob Flocke.

Council Members Present: Mayor Bob Flocke and Councilmembers Tom Talcott, Mac McCullough, Matt Meeks, Steve Thurber, and John White.

Budget Advisory Board Members Present: Chair Rick Millinor, Members Robin McCullough and Secretary Craig Mooty. Member John Urban was absent.

Staff Present: City Administrator Don Ferguson and City Secretary Cara McPartland

Community Members Present: Bruce and Claire Billingsley, Gary Callon, Elaine Wilson, and Colleen Judd.

Workshop Session

Workshop to discuss and gather input from members of the community on issues relating to the development of the Fiscal Year 2012 City of Wimberley Operating Budget

Mayor Flocke stated the purpose of tonight's meeting and introduced City Administrator Ferguson, who presented an overview of the City's budget process, City services provided, full- and part-time staffing, Council-identified priorities, budget timeframe and key deadlines, details on the General Fund and Special Revenue Funds (related to Blue Hole Park and Municipal Court), breakdown of revenue sources, sales tax revenue history, expense categories (including General, Public Safety, Public Works, Streets, and Parks), and budget growth.

At the conclusion of City Administrator Ferguson's presentation, he encouraged citizen questions/comments and read email correspondence from Dell and Gerin Hood dated July 29, 2011 stating the City's need to make a commitment to Blue Hole Regional Park funding, due to the Park's importance to the local economy. The full text of the Hoods' email is attached to these minutes.

Discussion among Council/Board/community members included:

- Basic costs of City government
- Citizen volunteers and area demographics
- Services provided to the City by Hays County at no charge
- Lack of places to trim budget to meet needs, including improvements for tourists/local residents such as public restrooms, parking, lighting, and sidewalks

- Personnel costs
- Eclectic nature of Wimberley's "look" and the difficulty of regulating aesthetics
- Street improvements and preservation of Wimberley's unique charm, particularly in the Square area
- Economic development and promotion of business
- Size of original incorporated area
- How to generate additional revenues
- Possible creation of Public Improvement District(s)
- Examples of fund raising efforts by various non-profit organizations

Mayor Flocke called the meeting adjourned at 7:06 p.m.

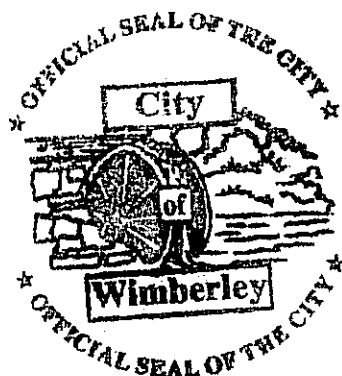
Adjournment: Council/Budget Advisory Board joint meeting adjourned at 7:06 p.m.

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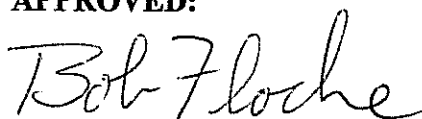


Cara McPartland

These minutes approved on the 18th of August, 2011.



APPROVED:



Bob Flocke, Mayor

Don Ferguson

From: Dell and Gerin Hood [REDACTED]
Sent: Friday, July 29, 2011 12:45 PM
To: Don Ferguson
Subject: Community Budget forum

Don,
I'm not a resident of the City, and it's likely my opinion will be disregarded by a majority of the Council, so I'm offering these thoughts to you with the request you put them forward as coming from an interested anonymous party.

You know how successful the Blue Hole park has become as an attraction and the resulting income to the City it has generated. It is a net income generator. And yet the City continues to refuse to commit any significant budget resources to parks and recreation outside of what the facilities themselves can generate. If Phase II development of Blue Hole sputters out because of a lack of funds, no one can predict how much revenue would be lost to local businesses and thus to the City. No matter how diligently and successfully Friends of Blue Hole works to produce the funds needed for completion of the Blue Hole project, without a significant City financial contribution to the development and continuing operation of Blue Hole, the City remains dependent on an outside body for the single largest source of non-tax income to its budget. This simply does not make sense. If the City expects to earn the operating cost of Blue Hole from the park itself, it should be willing to participate in the financing of the project. So I urge the Budget Committee to step forward and make a commitment of some City funding to help continue the completion of all facilities for Blue Hole Regional Park.

It might be worth suggesting a study (by a graduate student in finance/economics?) of the added income to area merchants generated by Blue Hole. It seems a no-brainer that a season of nearly full attendance at the Hole has to be adding some sales to local businesses, and thus to City coffers. Let's try to find out some hard figures on what that additional income is so both the wider public and the budget makers can make better-informed decisions. I personally know of several friends from Austin who've already made, or are planning to make, extended visits to the Hole and Wimberley just because I talk about how great the new design is. And they are spending money in our town.

Please understand that this is no criticism of your efforts as the overall administrator of the Parks budget. I know you are dependent on the decisions of Council. My comments are meant specifically for the decision makers on the budget - ultimately, Council.

I appreciate your unflagging work for the City.

Thanks,

Dell

8/2/2011