



City of Wimberley

221 Stillwater, Wimberley, Texas 78676

REGULAR CITY COUNCIL MEETING
WIMBERLEY CITY HALL – CITY COUNCIL CHAMBERS
221 STILLWATER, WIMBERLEY, TEXAS 78676
THURSDAY, SEPTEMBER 18, 2025 - 6:00 PM

MINUTES

1. CALL TO ORDER

The meeting was called to order on September 18, 2025, at 6:00 p.m. by Mayor Pro Tem Rebecca Minnick.

2. CALL OF ROLL

City Secretary, Tammy Heller called the roll.

Council Members Present:

Rebecca Minnick, Place 1
Bo Bowman, Place 2
Chris Sheffield, Place 3
Bob Clark, Place 4
David Cohen, Place 5

Staff Present:

Tim Patek, City Administrator
Tammy Heller, City Secretary
Nathan Glaiser, ACA/Director of Dev. Svcs.
Richard Shaver, Parks Director
Michele Woods, Tourism Director
Esther Pena, City Attorney

Council Members Absent:

Jim Chiles, Mayor

3. INVOCATION

Scott Tidwell, Fellowship of the Crossroads gave the invocation.

4. PLEDGE OF ALLEGIANCE/SALUTE TO THE TEXAS FLAG

The Pledge of Allegiance and Salute to the Texas Flag were recited.

5. PROCLAMATIONS/RECOGNITIONS

5.1 A proclamation of the City of Wimberley, Texas recognizing October 10, 2025 as National World Homeless Day

Mayor Pro Tem Minnick read the proclamation recognizing October 10, 2025, as National World Homeless Day.

Nancy Heinz, representing the Homeless Coalition of Hays County, accepted the proclamation and provided information about upcoming events. She highlighted a "Coffee and Conversation" event scheduled for October 8th at Barnabas Connection, which will bring together local service providers and county representatives to discuss homelessness issues in Wimberley. She mentioned that Commissioner Hammer and representatives from the Wimberley School District were invited to attend.

Ms. Heinz also discussed a justice-involved job fair in partnership with Workforce Solutions on September 27th, offering second chances to those with challenging employment histories. She noted that the coalition holds monthly meetings on the second Wednesday at First Presbyterian Church in San Marcos. Additionally, she mentioned Southside Community Center's upcoming ribbon cutting for their renovated transitional housing center on October 9th and their special World Homeless Day event on October 10th, which will offer meals, immunizations, haircuts, and hygiene kits.

5.2 A proclamation of the City of Wimberley, Texas recognizing October as "Domestic Violence Awareness Month"

Mayor Pro Tem Minnick read the proclamation recognizing October as Domestic Violence Awareness Month.

Nicole Preston, representing Hays-Caldwell Women's Center (HCWC), accepted the proclamation and provided an update that they had actually served 225 lives from Wimberley, which represented a 36% increase from the previous year. She outlined the various services offered by HCWC, including non-residential counseling, advocacy services, shelter, and transitional housing called Marla's Place. Ms. Preston mentioned that HCWC has expanded to serve clients throughout Texas, with people on their waitlist from Bexar, Travis, and Comal counties. She noted that fall is typically their busiest season, and they currently have 38 people on their counseling waitlist with only 7 counselors available.

5.3 A proclamation of the City of Wimberley, Texas recognizing October as "Hill Country Night Sky Month"

Mayor Pro Tem Minnick read the proclamation recognizing October as Hill Country Night Sky Month. The proclamation highlighted Wimberley's status as an International Dark Sky Community and emphasized the importance of preserving natural night skies for ecological health, quality of life, and economic vitality. The proclamation encouraged citizens to enjoy the night sky and participate in upcoming events, including a Howl at the Moon dance party on October 7th, Boo Hole Halloween on October 18th, and the Blue Hole star party on October 25th.

Greg Webb, representing Wimberley Valley Dark Sky, accepted the proclamation.

6. CITIZENS COMMUNICATIONS

One citizen was present but did not formally sign up to speak. They expressed interest in the upcoming aquatics feasibility study agenda item.

7. CONSENT AGENDA

7.1 Consider approval of Minutes from the September 5, 2025 Regular City Council Meeting

7.1 Approval of the July 2025 Revenue and Expenditure Report for the City of Wimberley

Council Member Sheffield moved approval of the consent agenda. Council Member Bowman seconded. The motion passed unanimously (5-0).

8. PRESENTATION AND POSSIBLE ACTION

8.1 Receive a presentation from the Homeless Coalition of Hays County on upcoming activities and events.

This item was covered during the proclamation for World Homeless Day.

9. CITY STAFF REPORT

9.1 Parks Director Report regarding, but not limited to, programs/events and maintenance projects.

Parks Director Richard Shaver presented his quarterly report:

- Blue Hole Regional Park received the Travelers Choice Award, placing it among the top 10% of attractions worldwide on TripAdvisor, which he attributed to the excellent frontline staff and their dedication to customer service.
- The swimming season operated smoothly with no major incidents, with reservations continuing to sell out. The season will conclude with the remaining weekends in September.
- Blue Hole Nature Camp and Wimberley Summer Camp exceeded last year's attendance and revenue, with an 18% increase in attendance and multiple weeks having waitlists.
- The Community Center saw increased bookings compared to the previous quarter, including more weekday rentals for public meetings, private events, and fitness classes.
- He highlighted a successful new "Super Dimension" gaming program at the Community Center, hosted monthly by two local entrepreneurs planning to open a gaming shop in Wimberley. The program has become one of their most popular offerings, drawing diverse audiences.
- A major leak was identified at the Community Center in early July, which was quickly repaired thanks to rapid response from city maintenance staff.

- Recreation program attendance is trending upward, with efforts to expand access to underserved groups through scholarship outreach, bilingual signage, and inclusive marketing.
- The parks department partnered with the Acoustic Bat Monitoring Program, collecting 92 audio recordings at Patsy Glen Refuge in June and July, which identified eight bat species, including six considered species of greatest conservation need: eastern red bat, hoary bat, northern yellow bat, cave myotis, tricolored bat, and Seminole bat.
- A grant application for \$750,000 was submitted to Texas Parks and Wildlife for the Blue Hole Nature Center on August 1st, with preliminary information expected before year-end.
- The department is launching an online survey for public input on the nature center, with public outreach events to be announced soon.
- Fall program registration is open, with planning underway for major events like Boo! Hole Halloween on October 18th, which has Pedernales Electric Cooperative as the title sponsor and expects attendance of over 6,000 people, up from 5,500 last year.

In response to questions, Director Shaver provided updates on the Labor Day weekend storm impacts, noting that while the park was closed for all three major holidays this year due to severe weather events (Memorial Day, Fourth of July, and Labor Day), revenue was still up compared to last year. He also confirmed that the proposed nature center site is located in the recreation loop at Blue Hole, near the soccer fields and existing playground.

9.2 Tourism Director Report regarding, but not limited to, Hotel Occupancy Tax Collections, programs/events and other projects.

Tourism Director Michelle Woods presented her report:

- Lodging revenue is up about 9% year-to-date compared to last year, though the last two months showed declines (July down 8%, August down 17%). She noted that the increase in gross revenue has come from bringing out-of-compliance accounts back into compliance and adding new accounts, while many individual lodging establishments are not having a strong year.
- The department has hired a new social media manager, who specializes in hospitality marketing and has been working since July to build relationships with lodging owners and create a framework for social media content.
- Tourism marketing strategies are shifting to a 50/50 split between traditional print media and digital advertising.
- Visit Wimberley is being established as a hub for all tourism information in Wimberley, creating categorized business lists that benefit both tourists and locals. The office receives approximately 10 visitor inquiries daily, either by phone or in person.
- Planning is underway for Hometown Holidays 2025, following last year's successful blueprint with the tree lighting and parade on the Saturday after Thanksgiving. The department purchased the domain hometownholidays.com to promote the event and distinguish it from similarly named events in neighboring communities.
- The main stage at Christmas Courtyard is approximately 80% booked with live music, appearances by Buddy the Elf, mini equine therapy horses, and performances by local music teachers' groups. They are working to incorporate "Wimberley" signage in multiple areas to ensure the town is identified in photos of the event.

- The department has experienced issues with HDL, their current hotel tax collection company, and has begun interviewing alternative providers. Director Woods expects to return to Council within a few weeks with more information and a possible recommendation for change.
- She noted that while tourism numbers show some volatility, Wimberley's tourism remains stronger than in many other areas of the state and country.

In response to questions, Director Woods clarified that there are fewer than 10 short-term rentals currently out of compliance with hotel occupancy tax requirements, and she plans to take a more personalized approach to bringing them into compliance. She also mentioned that August showed an interesting inconsistency where overnight stays were down but in-town business was up.

10. PUBLIC HEARINGS AND POSSIBLE ACTION

10.1 Hold a Public Hearing and consider action on Resolution No. 06-2025, adopting the City of Wimberley Fiscal Year 2025-2026 Budget and Proposed Fee Schedule

City Administrator Tim Patek presented the final budget and fee schedule, noting one addition to the fee schedule: a \$1,500 daily rate for renting the entire Wimberley Community Center venue.

Mayor Pro Tem Minnick opened the public hearing at 6:59 p.m. With no public comments, the hearing was closed at 7:00 p.m.

Mr. Patek also mentioned that Hillview and Mesa roads had been repaved and completed the previous Friday, and that the upcoming budget includes additional funds for more road projects in the new year.

Council Member Sheffield moved to approve Resolution No. 06-2025, adopting the City of Wimberley Fiscal Year 2025-2026 Budget and proposed fee schedule as presented.

Council Member Bowman seconded. The motion passed unanimously (5-0).

City Secretary Tammy Heller noted that the approved budget would be available on the city website's main page and also on the City Administrator's web page.

11. DISCUSSION AND POSSIBLE ACTION

11.1 Discuss and consider action regarding the City of Wimberley's proposed goals and priorities for Fiscal Year 2026

City Administrator Tim Patek presented the proposed goals and priorities for Fiscal Year 2026, which remained unchanged from previous discussions.

Council Member Bowman moved to approve the proposed goals and priorities for the fiscal year 2026. Council Member Clark seconded. The motion passed unanimously (5-0).

11.2 Discuss and consider action on Ordinance 2025-19, amending the City of Wimberley's Municipal Retirement System Benefits, authorizing an increase to the employee contribution rate from 5% to 6%.

City Administrator Tim Patek explained that the increase from 5% to 6% for the employee retirement contribution rate was included in the budget. He noted that the Texas Municipal Retirement System (TMRS) now allows cities to go up to 8% (increased from 7% by recent legislation). Mr. Patek described this as a good benefit for employees, especially for the older demographic, and mentioned that many cities in Texas are at 7%, though some remain at 5%. He emphasized that the city's match is 2-to-1, making it a valuable benefit for employees.

Council Member Cohen moved to approve the increase of the retirement benefit from 5% to 6%. Council Member Bowman seconded. The motion passed unanimously (5-0).

11.3 Discuss and consider possible action regarding a Request for Proposals (RFP) for an Aquatics Feasibility Study

Parks Director Richard Shaver presented the request for proposals for an aquatic's feasibility study, which was included in the adopted Wimberley Parks and Recreation Master Plan. The study would evaluate what types of aquatic recreation services (splash pads, pools, and/or expanded river access) are realistic for Wimberley given the community's needs, environmental context, and financial sustainability.

The consultants selected would work with staff and residents to analyze demand, review potential sites, develop concept alternatives, and provide cost estimates and funding strategies. The goal is to create an actionable roadmap for the city to make informed decisions about future aquatic investments. The Parks and Recreation Board unanimously approved the RFP, and the timeline would be approximately two months to complete the RFP process and recommend a contractor by January 2026.

Council discussion emphasized the importance of exploring partnerships with the school district, Woodcreek, the county, and potentially the YMCA to share costs for such a facility. Mayor Pro Tem Minnick noted that maintenance and operations would be a significant consideration. Director Shaver confirmed that the RFP includes a public engagement component to work with potential stakeholders and partners, and the selected consultant would identify at least three potential sites for any proposed facility.

City Administrator Tim Patek added that the study itself would likely cost between \$30,000 and \$50,000.

Council Member Cohen moved to authorize the RFP for an aquatic study, as presented. Council Member Bowman seconded. The motion passed unanimously (5-0).

11.4 Receive a presentation from the Director of Tourism, following a recommendation from the Hotel Occupancy Tax (HOT) Committee, on the disbursement of HOT funds and consider action on a reimbursement grant agreement between the City of Wimberley and Madonna Kimball for a mural outside the Senior Citizens Craft Center

This item was postponed to a future meeting.

11.5 Receive a presentation from the Director of Tourism, following a recommendation from the Hotel Occupancy Tax (HOT) Committee, on the disbursement of HOT funds and consider action on a reimbursement grant Agreement between the City of Wimberley and Jeffrey Brown for a Film Festival in Wimberley

Tourism Director Michelle Woods reported that Jeffrey Brown had submitted a request for approximately \$3,000 in Hotel Occupancy Tax funds for a documentary master class for about 20 people, proposed for January 2026. The Hotel Occupancy Tax Committee, while appreciating the concept and Mr. Brown's credentials, determined that the event's limited size would not generate sufficient lodging revenue to justify the grant. The estimated tax revenue from the event would be only \$128, so the committee recommended declining the application.

No action was taken by the Council.

12. CITY COUNCIL REPORTS

12.1 Announcements

City Secretary Tammy Heller announced that the next meeting would be October 16th, with no meeting on October 2nd. She also announced the Community Cleanup is on October 11th and the Boo! Hole event is on October 18th. Council members volunteered to help with the Boo! Hole event and the costume contest judging.

City Administrator Tim Patek reminded everyone about the 2025 Hill Country Leadership Summit on Thursday, September 25th at Camp Lucy, which he, Mayor Chiles, and Council Member Clark would be attending.

Councilmember Cohen announced an art exhibition at Project Art, located at 111 River Road, scheduled for the following day from 6:00 PM to 8:00 PM.

Mr. Patek also reminded everyone that the Community Cleanup on October 11th would include a shredding truck (accepting donations for the Boy Scouts), metal collection, and TDS roll-offs for general waste disposal. The event runs from 8:00 AM until noon or until capacity is reached at the Lions Club parking lot.

12.2 ADJOURNMENT

Mayor Pro Tem Minnick adjourned the meeting at 7:21 p.m.

RECORDED BY:

Tammy Heller
Tammy Heller, City Secretary

APPROVED BY:

James T. Chiles
James T. Chiles, Mayor

