



City of Wimberley

221 Stillwater, Wimberley, Texas 78676

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

MINUTES

1. CALL TO ORDER

Mayor Jim Chiles called the City of Wimberley City Council meeting to order on Thursday, November 6, 2025, at 6:00 PM.

2. CALL OF ROLL

City Secretary Tammy Heller called the roll:

Council Members Present:

Jim Chiles, Mayor
Rebecca Minnick, Place 1
Chris Sheffield, Place 3
Bob Clark, Place 4
David Cohen, Place 5

Staff Present:

Tim Patek, City Administrator
Nathan Glaiser, Assistant City Administrator
Tammy Heller, City Secretary
Michele Woods, Tourism Director
Esther Pena, City Attorney

Council Members Absent:

Bo Bowman, Place 2

3. INVOCATION

Susan Rang, from Wimberley United Methodist Church, provided the invocation.

4. PLEDGE OF ALLEGIANCE/SALUTE TO THE TEXAS FLAG

Those present recited the Pledge of Allegiance to the United States flag and the salute to the Texas flag.

5. CITIZENS COMMUNICATIONS

There were no citizens signed up to speak.

6. CONSENT AGENDA

6.1 Consider approval of minutes from the October 16, 2025 Regular City Council Meeting. (Tammy Heller, City Secretary)

Council Member Sheffield moved approval of the consent agenda, minutes from the October 16, 2025 City Council meeting. Council Member Clark seconded the motion. The motion carried unanimously (4-0).

7. DISCUSSION AND POSSIBLE ACTION

7.1 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 the Senior Citizens Craft Co-Op for a mural outside the Senior Citizens Craft Shop.

Michele Woods, Director of Tourism, presented a HOT grant request from the Senior Citizens Craft Co-Op for \$6,000 to support the creation of a commemorative mural on the side of their building in celebration of their 40th anniversary. Following the city's established mural process, the craft center worked with Wimberley Arts to manage an open call for artists. Four proposals were received, and the craft center board selected artist Teresa Vincent. The total project budget includes approximately \$4,500 for the artist and \$1,000 for supplies and materials, with a proposed completion date of January 30, 2026.

The HOTAC committee reviewed the request and voted to recommend funding not to exceed \$6,000, recognizing that another mural in the downtown area would enhance Wimberley's reputation as an artistic community and contribute to the overall sense of place and character.

Madonna Kimball, representing the Senior Citizens Craft Center, was present to answer questions. Michele displayed the selected artwork by Teresa Vincent and noted that some edits were planned for the final design. Council members commented that the design was appropriate for the craft center and reflected what they do. They also noted that Vincent had previously done good work on a mural at the museum.

Council members asked questions about specific elements in the design. Madonna explained that the mural incorporated items found in the shop, including a ball of yarn, a scarf being knitted, and quilting elements. There was some discussion about the design needing more trees to better represent Wimberley, and Madonna confirmed that additional cypress trees would be added on the right side of the mural.

Council Member Minnick moved to approve the HOT funds for the Senior Citizen Center with disbursement as presented in the agenda item. Council Member Cohen seconded the motion. The motion carried unanimously (4-0).

7.2 Discuss and consider possible action to amend an agreement with HDL Companies for Short-Term Rental Administration and Collection of Hotel Occupancy Tax. (Michele Woods, Director of Tourism)

Michele Woods presented a contract amendment with HDL Companies, the city's third-party hotel occupancy tax administrator. She explained that over the past few months, pricing had started to exceed what was originally anticipated. After productive discussions with HDL, they agreed to a revised agreement that would reset pricing to align with the city's budget expectations while maintaining existing services and support.

Michele explained that the core issue centered around the billing structure for new accounts. New payers were being onboarded under a contingency fee model instead of a flat fee structure. For Wimberley, the percentage-based model resulted in higher costs than the flat fee. HDL agreed to shift all accounts to a flat fee structure to ensure predictable costs aligned with budget expectations.

Mayor Chiles asked if there would be any credits, and Michele replied that they hadn't worked that part out yet. Council Member Cohen asked for clarification on the contract language regarding payment structure. Nathan Glaiser, Assistant City Administrator, explained that HDL had been taking a percentage of every new account instead of charging a flat fee, even for accounts that came through the city's process, not just those discovered by HDL. This resulted in much higher fees than expected.

Nathan further explained that when HDL first came on board, they discovered many STRs in the ETJ that weren't permitted, and they were taking contingency fees for those. The city felt that once those properties were known and became regular filers, it made more sense to switch to a flat fee. There had been some confusion at HDL about which accounts were contingency and which were flat fee, which led to billing issues.

The new agreement would charge a flat fee of \$17 per filing plus \$15,000 for the year for compliance, auditing, and platform management. HDL not only finds non-compliant STRs but also handles collection, follow-up on delinquent accounts, education, and hosts the remittance portal. Michele mentioned that they collect approximately \$700,000-\$800,000 in revenue for the city.

Council Member Sheffield made a motion to amend the agreement with HDL Companies for short-term rental administration and HOT collection as presented. Council Member Cohen seconded the motion. The motion carried unanimously (4-0).

Tim Patek, City Administrator, acknowledged the great job Michele and Nathan did on identifying the issue and working to resolve it.

7.3 Discuss and consider possible action regarding the Hometown Holiday and New Year's Eve Events, including but not limited to possible road closures. (Michele Woods, Director of Tourism)

Michele Woods presented plans for the 2025 Hometown Holidays events. She shared diagrams showing the proposed road closures for various events. The "Holiday Courtyard"

zone in front of the Wimberley Cafe and Sip on the Square, which includes the large tree and stage area, would be converted into a pedestrian zone for about 5-6 weeks from Thanksgiving week until the first week of January. Texan Landscape would begin setting up the tree on the Monday of Thanksgiving week.

For the November 29th parade, the plan would be to close parts of the square to traffic around 3PM, working in coordination with the Wimberley Cafe. People would be able to enter the square but would have to exit via Oak Drive, making the area a pedestrian zone for the evening.

Michele also announced a new event - a New Year's Eve ball drop at 7PM on December 31st. This family-friendly event would feature a professional crane from Escobedo Cranes holding a ball approximately 130-150 feet in the air. Within days of posting the event online, nearly 400 people had responded with interest. The plan is to work with downtown restaurants and businesses to make this a collaborative event where people can watch from various locations. The ball would be created from two metal climbing domes for children, about 10 feet in diameter, bolted together and wrapped in lights.

For New Year's Eve, Michele proposed closing the entire front of the square for the day for safety reasons, creating a pedestrian "street party" zone with music throughout the day from three different bands, including headliners the Hill Country Honeys.

Other holiday season activities will include musicians on the stage every weekend for about five weeks, the Mini Equine 2 U program bringing horses and donkeys, choir performances, and a "kidpreneur" fair that was previously hosted at the library.

Michele mentioned that Hannah Rucker from KXAN would be the emcee for the Christmas parade evening, which would follow the same schedule as previous years with a lighted parade at 6PM followed by the downtown tree lighting and toy drive at around 7-7:30PM. She also noted that they have a contingency plan to temporarily roll back the turf and reopen parking if there's a stretch of bad weather.

In response to questions, Michele confirmed that the parade would start at Lions Field and follow the same route as the Fourth of July parade, and that they were implementing safety measures since it would be an evening parade. She also mentioned that the Wimberley Cafe had requested porta-potties for the parade night and New Year's Eve.

Council Member Minnick made a motion to approve the road closures for the hometown holidays events as presented. Council Member Clark seconded the motion. The motion carried unanimously (4-0).

7.4 Discuss and consider action on Ordinance 2025-21, amending the City's Master Fee Schedule; repealing any ordinance or parts of ordinances in direct conflict with the master fee schedule ordinance; providing for severability, proper notice and meeting; and providing an effective date. (Tim Patek, City Administrator)

Tim Patek, City Administrator, presented the amendments to the City's Master Fee Schedule, explaining that there were some additions recommended by the Community

Center manager as well as some "housekeeping" items that needed to be added from the park side.

He noted that there was a \$150 fee on the park side for facilities that had been left off the previous schedule, as well as an application fee for special events that had not been included. He confirmed that the changes for Blue Hole day passes and season passes had already been included during the budget process.

Council Member Clark moved approval of Ordinance 2025-21, amending the city master fee schedule, as presented. Council Member Cohen seconded the motion. The motion carried unanimously (4-0).

7.5 Discuss and consider possible action on Resolution 08-2025, adopting a temporary moratorium on acceptance, processing, and approval of Short-Term Rental (STR) applications requiring a conditional use permit; establishing findings, scope, duration, enforcement, and effective date. (Rebecca Minnick, Mayor Pro Tem)

Rebecca Minnick, Mayor Pro Tem, introduced this item, explaining that the city's position on STRs has been inconsistent, particularly in commercial areas. She felt that approving STRs on a case-by-case basis wasn't consistent and proposed a 120-day moratorium on STR applications to allow time for a committee to work with a planner from the city's law firm to develop a consistent approach that would set clear expectations for applicants and property owners.

Minnick noted that Nathan had confirmed there were fewer STR applications lately and none currently pending, making this a good time to implement a moratorium.

Council Member Cohen expressed concern about imposing a moratorium without prior notice, suggesting that 30 or 45 days' notice would be more appropriate from a due process standpoint. He felt it would be unfair to people who might have been planning to submit applications.

Minnick responded that since the application process takes more than 30 days anyway, giving 30 days' notice wouldn't help applicants, and might actually cause more problems by encouraging people to rush applications through during the holiday period. She believed starting the moratorium immediately would be clearer for everyone.

The next Planning and Zoning Commission meeting to consider an STR wouldn't be until December 11, so a 30-day notice period would already be reached by then. Nathan stated he always makes it clear to potential applicants that STRs in the city limits require a conditional use permit that is not guaranteed.

The city's legal counsel clarified that the resolution did not require a public hearing and was legally proper under Section 211 of Texas law, which gives municipalities authority to regulate zoning.

The discussion continued with Minnick stating that community members who regularly express concerns about STRs would support an immediate moratorium to allow time for

development of a more thoughtful, consistent approach. Cohen maintained that from a transparency and public perception standpoint, giving notice would be better, while acknowledging the city had the legal authority to impose an immediate moratorium.

Council Member Minnick made a motion to adopt a temporary moratorium on acceptance, processing, and approval of short term rentals immediately for 120 days for conditional use permits for vacation rentals, establishing findings, scope, duration, enforcement and the effective date as presented. Council Member Sheffield seconded the motion. The motion carried 3-1 (Council Member Cohen opposed)

7.6 Discuss and consider possible action regarding wayfinding/monument signage throughout the City of Wimberley. (Jim Chiles, Mayor)

City staff presented options for wayfinding/monument signage throughout Wimberley. Two types of signs were discussed: limestone monument signs costing \$15,000-\$20,000 each, and metal signs costing approximately \$4,600 each (including \$3,600 for fabrication and \$1,000 for installation).

Mr. Patek noted that the tourism budget included \$20,000 for wayfinding signage this fiscal year. The discussion focused on placing signs at three locations: Gateway (at the intersection of FM 3237 and RR12), Midtown (in front of Ace Hardware), and Market Days.

Council members agreed that the metal signs would be more practical, as they would be easier to replace if damaged (referencing a recent incident where a vehicle damaged a wall). They also noted that the metal signs would be consistent with existing wayfinding signs in the city. The placement of the Gateway sign would need further discussion due to right-of-way considerations.

Council Member Minnick made a motion to approve three metal signs for Gateway, Midtown, and Market Days Way, consistent with the other ones, with the placement to be discussed per the rights of way. Council Member Cohen seconded the motion. The motion carried unanimously (4-0).

8. CITY COUNCIL REPORTS

8.1 Announcements

Tammy Heller, City Secretary, announced that city offices would be closed on Tuesday, November 11th for Veterans Day. The next council meeting will be November 20th. Offices would also be closed for Thanksgiving holiday, November 26th-28th. The parade and tree lighting event would be on November 29th.

It was noted that repairs had started on the wall that was damaged when a stolen vehicle crashed into it the previous week. Staff expects repairs to be completed before the tree lighting event.

Councilmember Cohen mentioned he had a Hays County Health Advisory Board meeting coming up and invited input from other council members on items they would like addressed.

8.2 Future Agenda Items

No items discussed.

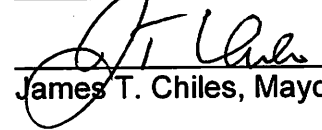
9. ADJOURNMENT

A motion to adjourn the meeting was made by Council Member Cohen and seconded by Council Member Minnick. The meeting adjourned with unanimous consent at 7:19 p.m.

RECORDED BY:


Tammy Heller, City Secretary

APPROVED BY:


James T. Chiles, Mayor

