



# City of Wimberley

221 Stillwater, Wimberley, Texas 78676

**REGULAR CITY COUNCIL MEETING**  
**WIMBERLEY CITY HALL – CITY COUNCIL CHAMBERS**  
**221 STILLWATER, WIMBERLEY, TEXAS 78676**  
**THURSDAY, MARCH 19, 2026 - 6:00 PM**

## **MINUTES**

### **1. CALL TO ORDER**

Mayor Jim Chiles called the Regular City Council Meeting to order at 6:00 PM on Thursday, March 19, 2026.

### **2. CALL OF ROLL**

City Secretary Tammy Heller called the roll with the following members present: Mayor Jim Chiles, Place 1 Rebecca Minnick, Place 2 Bo Bowman, Place 4 Bob Clark, and Place 5 David Cohen. Council Member Place 3, Chris Sheffield was absent. A quorum was present.

### **3. INVOCATION**

Scott Tidwell with Fellowship of the Crossroads delivered the invocation. He reminded attendees about the upcoming Wimberley Valley Emergency Preparedness Fair on Saturday, March 28th at the VFW, noting the city's participation with a booth and expecting about 57 vendors.

### **4. PLEDGE OF ALLEGIANCE/SALUTE TO THE TEXAS FLAG**

The Council recited the pledges to both the US and Texas flags.

### **5. CITIZENS COMMUNICATIONS**

No citizens signed up to speak during this portion of the meeting.

### **6. CONSENT AGENDA**

**6.1 Consider approval of Minutes from the March 5, 2026 Regular City Council Meeting.**

**6.2 Approval of the January 2026 Revenue and Expenditure Report for the City of Wimberley.**

*Motion: Council Member Cohen moved to approve the consent agenda as presented.  
Council Member Clark seconded. The motion passed unanimously (4-0).*

## **7. CITY STAFF REPORT**

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

Tourism Director Michele Woods provided a comprehensive update on tourism activities. For fiscal year 2024-2025, the city collected just over \$841,000 in gross hotel occupancy tax revenue, representing a \$40,000 increase over the previous year. The city currently has 133 active, compliant lodging entities.

Woods emphasized strengthening compliance efforts, working closely with HDL as their partner to monitor delinquent accounts monthly. She reported three accounts currently under audit representing a minimum of \$50,000 in outstanding funds, with payment plans being offered to operators willing to come into compliance.

Woods highlighted successful destination events from the previous quarter, including the annual tree lighting and the first-ever New Year's Eve ball drop event. These events showed strong results, with October, November, and December each averaging a 27% increase in visitor days year-over-year, and December showing a 6% increase in gross HOTA revenue. January saw a 17% increase in gross revenue following the New Year's Eve event.

Woods reported implementing a formal scoring framework for HOTA grant applications to improve transparency and consistency. The office is developing a new Wimberley venue and events guide targeting weddings, corporate retreats, and group travel, as well as a full city limits visitor map to better represent tourism assets beyond downtown.

Looking ahead, Woods outlined plans for continued compliance efforts, launching the venue guide, expanding partnerships, and building shoulder season strategies. She noted ongoing exploration of a downtown shuttle program feasibility, though acknowledging cost challenges.

Council discussions included questions about state HOTA collection (6% collected separately by the comptroller), they expressed appreciation for the collaborative compliance approach with local merchants, and distribution plans for new marketing materials. They also praised the tourism team's work and community engagement efforts.

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

Parks Director Erica Flocke presented detailed financial reports showing parks revenue at \$73,000 year-to-date (excluding capital projects), noting this represents the slower season before swim operations begin. She explained that major revenue sources like gate fees (\$820,000 budgeted), merchandise (\$45,000 budgeted), and special events haven't yet started for the fiscal year.

Flocke highlighted major accomplishments including receiving \$250,000 of the \$3 million Hays County grant, with work continuing on contracts for the remaining funds, plus \$750,000 through TPWD for the Blue Hole Nature Center project. The Nature Center project has moved through public input and redesign phases into design development.

The department completed Oak Park Stage construction and activated the space with vendor booths and live music markets every two weeks. Staff implemented a new trail

wayfinding system using in-house design and fabrication, with maintenance crews installing signs throughout the park's extensive trail system.

Other achievements included converting the spray field by removing the fence in the middle of Blue Hole and restoring it to native prairie, increasing sponsorship revenue to \$19,000 for 2026 (exceeding prior year totals), and cross-training park staff to work at the community center to improve operational efficiency.

Programming events showed exceptional success, with the October Boo! Hole event, January's first-ever sold-out Polar Bear Plunge, and high nature camp registration.

Ongoing projects include the nature center (construction pushed to summer 2027 to pursue additional \$1.5 million TPWD grant funding), Martha Knies playground project, aquatic feasibility study, trail wayfinding signs, and spray field restoration.

Flocke noted challenges including extremely high spring break visitation requiring additional maintenance, ongoing drought conditions causing concern about Blue Hole water levels, community center operational challenges with limited revenue generation, and aging infrastructure requiring ongoing maintenance at both 20-year-old community center and 15-year-old Blue Hole facilities.

Council expressed appreciation for park improvements including new wayfinding signs and community center enhancements, and encouragement to pursue benefactor models for park funding. They also praised visible improvements in park maintenance and facilities.

## **8. DISCUSSION AND POSSIBLE ACTION**

### **8.1. Discuss and consider possible action regarding a contract between the City of Wimberley and the Friends of Wimberley Parks**

Parks Director Erica Flocke presented a five-year term contract for Friends of Wimberley Parks to sponsor the concert series, a popular program event at the park. She noted that Friends of Wimberley Parks has a historical role in the park with all their funds going directly to parks projects.

*Motion: Council Member Bowman moved to accept the contract with Friends of Wimberley Parks as presented. Council Member Minnick seconded. Motion passed unanimously (4-0).*

## **9. EXECUTIVE SESSION**

**9.1 Executive Session pursuant to Texas Government Code, Section 551.071 (Consultation with Attorney) to receive legal advice and consult with the City Attorney regarding legal issues related to the Meeks Easement.**

**9.2 Executive Session pursuant to Texas Government Code, Section 551.072 (Real Property) City Council will meet to deliberate on the value of real property and potential acquisition of land related to future parking needs.**

Council entered executive session at 6:43 p.m.

## **10. OPEN SESSION**

### **10.1. Discussion and possible action resulting from Executive Session**

Council returned from executive session at 7:06 PM. No action was taken on item 9.1.

*Motion: Council Member Minnick moved to authorize the city administrator to pursue the items as discussed in executive session regarding item 9.2. Council Member Cohen seconded. Motion passed unanimously (4-0).*

## **11. CITY COUNCIL REPORTS**

### **11.1. Announcements**

City Administrator Tim Patek reminded council of the joint meeting with Planning and Zoning Commission on April 9th. Given the light agenda for April 2nd (only proclamations and consent agenda) and upcoming meetings on April 9th and 16th, council agreed to cancel the April 2nd meeting if no additional items arise.

Several upcoming events were announced: Wimberley View's 50th anniversary celebration at the library on March 20th at 5:30 PM, the Emergency Preparedness Fair on Saturday March 28th from 10 AM to 1 PM, and the thrift store's 25th anniversary celebration at 9:30 AM on March 28th.

The time capsule installation and ceremony was scheduled for April 23rd at 5:30 PM, coordinated with the Chamber of Commerce as a mixer event. Staff will meet the following week to finalize details.

City Administrator Tim Patek announced the community cleanup event on April 11th at the Lions Club parking lot, featuring shredding services, metal collection, and TDS providing roll-offs and a rear load truck. Boy Scouts will assist with the event.

Patek noted he would be out of office Friday and Monday, with Nathan covering in his absence.

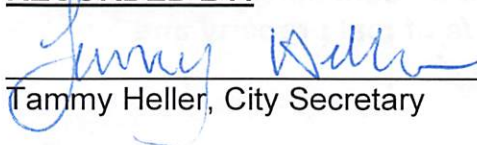
### **11.2. Future Agenda Items**

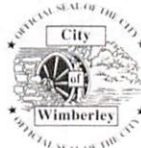
No specific future agenda items were discussed.

## **12. ADJOURNMENT**

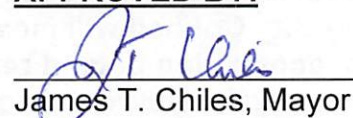
*Motion: Council Member Cohen moved to adjourn. Council Member Minnick seconded. The motion carried unanimously (4-0). Meeting adjourned at 7:10 p.m.*

**RECORDED BY:**

  
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Tammy Heller, City Secretary



**APPROVED BY:**

  
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James T. Chiles, Mayor