

City of Wimberley
City Hall, 221 Stillwater
Wimberley, Texas 78676
**Minutes of Special Joint Meeting of City Council
& the Economic Development Commission**
October 7, 2010 at 5:00 p.m.

City Council meeting called to order at 5:00 p.m. by Mayor Bob Flocke.

Council Members Present: Mayor Bob Flocke and Councilmembers Charles Roccaforte, Mac McCullough, Bill Appleman (arrived at 5:10 p.m.), Steve Thurber, and John White.

Commission Members Present: Chair Gary Weeks, Robert Currie, Terrie Bursiel, and Nancye Britner. Jenelle Flocke, Zack Ezer, and Jeri Ross were absent.

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

Workshop Session

Workshop to review and discuss the activities and priorities of the Wimberley Economic Development Commission.

Mayor Flocke stated the workshop's purpose and Chairman Weeks presented background information on the Commission's work since inception. Discussion included:

- Outline of relevant topics compiled from Texas Municipal League (TML) sources
- Completed projects and ongoing website redesign
- Identification of specific strengths and weaknesses, such as reliance on volunteers and turnover
- Business climate aligned with community values and associated government regulations
- Elimination of "red tape" and evaluation of current ordinances
- Resource development
- Marketing, promotion, and data collection strategies
- Handouts on possible documents (such as mail-outs or pamphlets) for informational purposes and promotion of desired economic development
- Retention and expansion of existing businesses
- Lack of business incentives
- Need for consensus on the type and amount of development that is consistent with Wimberley's goals and values
- Specific points of interest such as Blue Hole and capitalizing on opportunities to publicize other aspects of Wimberley as a tourist destination
- Distilling Wimberley's Economic Development Strategy (EDS) to talking points and building a consensus around those points
- Using collected data to form consensus on what type of regulations are consistent with the EDS

- Primary purpose of economic development to increase revenues versus protection of existing businesses
- Comparison of business incentives in other cities and whether or not such incentives returned benefits to communities

Discussion generally favored focus on development of an informational pamphlet for prospective business owners and retention of existing businesses. Developing and maintaining an updated list of businesses, website links, and possible future Council and EDC actions were also discussed.

Mayor Flocke called the meeting adjourned at 5:55 p.m.

Adjournment: Council meeting adjourned at 5:55 p.m.

Recorded by:



Cara McPartland

These minutes approved on the 21st of October, 2010.



APPROVED:



Bob Flocke, Mayor