

**REPORT AND STRATEGIC PLAN**

**CITY COUNCIL  
STAFF**

**RETREAT**

**November 9, 2013**

**Facilitated by**

**Ron Cox  
Ron Cox Consulting**



## **Report and Action Plan**

### **Introduction**

November 17, 2006.

On November 17, 2006, the City of Sealy Mayor, City Council, City Manager and his staff met in a retreat to discuss and develop long-term goals for the City Council and staff. Prior to the retreat, Ron Cox, facilitator, met with the Mayor and each City Council member to learn and understand areas of concern and ideas regarding the long-term needs and goals for the City of Sealy. The plan was adopted in 2007.

November 9, 2013

On November 9, 2013, the City of Sealy Mayor, Council members and City Manager and his staff met to review the results of the 2006 planning retreat, to review the goals and priorities developed in the 2008 Comprehensive Plan, to review the priorities set in the 2013 Capital Improvements Plan and to set new goals and strategies for Council and staff to accomplish.

The City Council, City Manager and staff participated in the retreat discussions in a free and open manner. All members were honest and respectful in their responses, and dialogue was excellent in all respects. The purpose of this report is to document the discussion at the retreat and provide the basis for action plans for the long term goals established at the retreat.

### **Results of 2006-07 Strategic Plan**

#### Governance

The facilitator reviewed the City's Vision, Mission and Core Values with the group. These had specifically been prepared as a result of the 2006-07 Plan. They are as follows.

## **Vision**

**The City of Sealy is dedicated to preserving our history of excellence while continually investing in our future of progress.**

## **Mission**

**The City of Sealy will strive to assure the highest quality of life for those who choose to live, work, and play here while protecting the City's economic well-being for current and future generations.**

## **Core Values**

In the course of discussions in 2006-07 regarding various issues, the Council and staff identified several key values associated with the community. These are not exhaustive by any means, but those identified are listed below.

- Strong work ethic
- Respect among Council, staff and the citizens
- Strong community support and involvement
- Adherence to strong moral principals
- Emphasis on family
- Strong community pride

These were later translated in to the following **Core Values Statement**.

**"I CARE"**

**I - Integrity**

**C - Customer Care**

**A - Accountability**

**R - Reliability**

**E - Excellence**

## Report on 2007 Strategic Plan

The City Manager reported on progress made on the goals set in 2007.

### **Planning Goals:**

- Develop a Comprehensive Plan
  - Complete the Plan and begin implementation by July 2008. –Completed-
- Support the Library Board in the development of the library.
  - Meet with the Library Board by March, 2007. – Ongoing – Donations have increased by 10%.
- Create a clean and orderly appearance on major thoroughfares through proper development standards. –Ongoing- Mowing I-10 area; monthly litter pick up; tree limb service; leaf pickup; restrictive sign ordinances, landscape requirements for commercial development signature intersections; promotional banners for city.
  - Review applicable ordinances and standards and report to Council initial findings. – Completed.

### **Economic Development Goals:**

- Provide a city that allows citizens to live, shop, work, play, learn and worship in Sealy. – Ongoing -
- Attract businesses that create primary jobs and career opportunities in Sealy. – Ongoing - A list of new businesses was provided to the Council including Blencor, ABC Domes, Landy's Energy, Wildcats, Goodwill, Palais Royale, Jin's, China Buffet, Dollar General, Family dollar, Washington Tractor, Gray industrial, DaVita Clinic, Urgent Care Clinic, Avery's Grill, Quick Stop, Enterprise Crude expansion project.
- Create and adopt a comprehensive financial incentive policy to maximize the financial resources of the City. – Completed and available on SEDC website -
- Encourage investment in infrastructure to enhance economic development. – Ongoing – Invested over \$700,000 in utility infrastructure at the FM 3538 and I-10 area; \$70,000 sanitary sewer line expansion for the Blencor project; \$1.6 million new water lines, rehabilitation of sanitary sewer with new water and gas lines on Highway 36 prior to TxDOT project.
- Enhance the medical facilities and medical capabilities in the City. – Ongoing - .

### **Community Goals:**

- Establish vision and mission statements for the City. – Completed -
- Improve communication between developers and the City staff. – Ongoing -. Significant improvements have been made with new staff and new processes in place.

- Establish, gain, and maintain trust among the citizens. – Ongoing -. It was noted the City Manager recently received an award from the Chamber of Commerce for his work in the community.

**Education Goals:**

- Provide educational opportunities for citizens to be fully educated in Sealy (K-16, vocational and technical education). – Ongoing – Developed the Blinn College campus in Sealy.
- Support opportunities for youth development and education. – Ongoing – YMCA programs implemented and growing. New Memorial Park providing new recreational activities.

**Issues and Concerns**

The facilitator led the Council and staff in a discussion of issues and concerns currently identified. A considerable amount of time was devoted to fully discussing these issues and concerns. Later in the meeting, they were grouped within the Areas of Emphasis outlined above. The Council and staff broke into groups, discussed the identified issues and concerns and established new strategies. These strategies are outlined in the Strategic Plan below.

**Confirmation of Priorities**

**2009 Comprehensive Plan**

The staff reviewed the priorities outlined in the 2009 Comprehensive Plan. The objective was to confirm the priorities established at that time continue to be the priorities of the Council. After a thorough review of the priorities contained in Table 5.1 Action Agenda of the Comprehensive Plan, it was agreed these priorities continue to be appropriate.

In order to provide a consistent plan of action, the Council instructed the new initiatives brought forward in this planning process be incorporated into the Comprehensive Plan Table 5.1. After Council review it is to be presented to the citizens (forum or method not discussed) to determine their priorities. Following that, the Council will adopt the priorities.

**2013 Capital Improvements Plan**

The staff also reviewed the priorities outlined in the 2013 Capital Improvements Plan (CIP), as outlined in the Sealy Planning/Capacity/Building Project Plan prepared and adopted by the City Council. The staff reviewed Table 8.6 and discussed the specific

projects outlined in that Table. The Council agreed again on the priorities established and added projects as follows. These projects are to be prioritized.

- **Public Safety Facility**
  - o Purchase and installation of a generator for the new Public Safety building.
  - o Purchase and installation of covered parking to protect the electronic equipment in the police vehicles from summer heat.
  - o Fencing the back perimeter of the Public Safety Building for added security.
  
- **Park Improvements**
  - o Phase II of new City Park.
  - o Construction of a multipurpose park facility.
  - o Construction of the “Lazy River” water feature.
  
- **I-10 Southside Feeder Road**

These projects will be added to the CIP, and then considered in the annual appropriations budget.

### **Action Plan and Adoption of Strategic Plan**

Following the retreat, staff met to develop an action plan for the developed strategies. The result of their work is outlined in the Strategic Plan attached. Of note, the staff recognized the Area of Emphasis entitled Planning was not named properly for the goals set in that category. They recommend renaming the Area of Emphasis to Communication. In addition, the CIP discussion lent itself to creating two additional Areas of Emphasis entitled Utilities and Infrastructure and Quality of Life.

Reporting to Council on the progress of the Plan will be done on a quarterly basis.

The plan was adopted by City Council September 23, 2014.

**Strategic Plan  
2013-14**

**City Council/Staff**

**Retreat**

**November 9, 2013**

**Adopted  
September 23, 2014**

## **Vision Statement**

**The City of Sealy is dedicated to preserving our history of excellence while continually investing in our future of progress.**



## **Mission Statement**

**The City of Sealy will strive to assure the highest quality of life for those who choose to live, work, and play here while protecting the City's economic well-being for current and future generations.**

## **Core Values**

**"I CARE"**

**I - Integrity**

**C - Customer Care**

**A - Accountability**

**R - Reliability**

**E - Excellence**

## Area of Emphasis

### Communication

**Strategy:** Communicate to the citizens of Sealy by providing them current and up-to-date information about City projects, goals, meetings, services, etc.

#### Team Assignments:

- **Facilitator** – Krisha Langton
- **Team members** – Executive Team
- **Partners** – Community Foundations, AT&T, Boards/Committees/Commission members, Chamber of Commerce, Newspaper, County, Sealy ISD, Blinn College

#### Action Plan:

- Meet with Team and Partners
- Set priorities for Goals
- Develop
  - Action Steps
  - Krisha to do quarterly newsletter and annual report. Staff will need to respond to requests for information.
  - Developing a meeting schedule for meeting directly with Sealy ISD Board
  - Timeline
  - Costs

#### 2007 Ongoing Goals

- Create a clean and orderly appearance on major thoroughfares through proper development standards.

## **2013 Goals**

- Provide annual performance reports to the citizens.
- Mayor to give an annual “State of the City” address.
- Establish a plan to identify available land for purchase to provide an economic development incentive. (Note: This is a duplication to a similar strategy in Economic Development.

## Area of Emphasis

### Economic Development

**Strategy:** Update the current tax incentive policy as one of a number of tools local policyholders have for stimulating and encouraging economic development.

#### Team Assignments:

- Facilitator – Kim Meloneck
- Team Members - Kimberly Judge, Jim Cook, David Ondruch, Jimmy Wright, Dayl Cooksey, Toni Franklin, Steven Kutra.
- Partners – ED Board, Planning Board, CenterPoint, AT&T, County; EMS Board, Property owners; realtors; engineers, Hospital Trust.

#### Action Plan:

- Meet with Team and Partners - held meeting
- Set priorities for Goals
- Develop
  - Action Steps
  - Timeline
  - Costs

#### 2007 Ongoing Goals

- Provide a city that allows citizens to live, shop, work, play, learn and worship in Sealy.
- Attract businesses that create primary jobs and career opportunities in Sealy.
- Encourage investment in infrastructure to enhance ED.

## 2013 Goals

- Develop a Marketing Plan for the city.
- Update the Buxton Reports and promote the results.
- Develop a plan for the establishment/reestablishment of the hospital district for the creation of a regional trauma center.
- Update the Incentive Policy
  - Explore the possibility of providing land as an additional incentive to tax abatement.

## Area of Emphasis

### Community Development

**Strategy:** Develop a community environment that Sealy residents can be proud of with emphasis on amenities to enhance life, work, and play.

#### Team Assignments:

- Facilitator – Toni Franklin
- Team Members – Kim Meloneck, Kimberly Judge, Kim Watson, Chrissy McGee, Jim Cook, Perry Strauss, John Tollett
- Partners – Downtown Association, Mainstreet Advisory Board, Texas Historical Commission, Chamber of Commerce, Downtown business owners, Nancy Naron

#### Action Plan:

- Meet with team and partners
- Set goals and priorities
- Develop
  - Action steps
  - Timeline
  - Costs

#### 2007 Ongoing Goals

- Improve Communications between developers and city staff.
- Establish, gain, and maintain trust among the citizens.

## 2013-14 Goals

- Brand the historical downtown.
  - Build a marketing strategy.
  - Focus on old mattress factory
  - Create walking tour of downtown using historical photos of Sealy, describing old town
  
- Design a uniform signage program
  - Utilize color and signage for all major access arteries and for public buildings
  - Include a planned maintenance schedule.



# Area of Emphasis

## Education

**Strategy:** Provide educational opportunities for the Citizens of Sealy and promote the development of our youth for the betterment of the Sealy Community.

### Team assignments:

- Facilitator – Dayl Cooksey
- Team Members – Kim Meloneck, Kim Watson, Chris Coffman
- Partners – Blinn College, Sealy ISD, Library Board, YMCA, Friends of the Library

### Action Plan:

- Meet with team and partners
- Set goals and priorities
- Develop
  - Action steps
  - Timeline
  - Costs

### 2007 Ongoing Strategies

- Provide educational opportunities for citizens to be fully educated in Sealy.
- Support opportunities for youth development and education.

## **2013-14 Strategies**

- Conduct monthly workshops with SISD and Blinn to discuss improvements and constraints to educational programs.
- Review and make recommendations regarding moving the library under the city's administration.
  - Work with Blinn College to transform the facility to a media/resource center.
- Include more online and offline training for Council and staff, utilizing TML and other resources.
- Develop a Charter amendment to require Council training and define minimal requirements.

# Area of Emphasis

## Utilities and Infrastructure

**Strategy:** Provide utilities and infrastructure in a manner that will encourage controlled, targeted, efficient, green and aesthetically pleasing development.

### Team Assignments:

- Facilitator – Jim Cook
- Team Members – John Tollette, Jonathan Kloss, Jimmy Wright, Kimberly Judge, Kim Meloneck
- Partners – CenterPoint, O’Malley Engineers, developers, TxDOT, Eagle Rock, TCEQ, contractors, County

### Action Plan:

- Meet with team and partners
- Set goals and priorities
- Develop
  - Action steps
  - Timeline
  - Costs

## Capital Improvements Program 2014

Priority	Project Area	Description	Amount
		Public Safety Improvements	\$275,000
		City Hall Expansion/Renovation	\$2,200,000
	Economic Development	IH-10 Southside Frontage Road	
	Public Works	Drainage Improvements-Channel near Allen's Creek	\$300,000
		Storm Drainage-FM 3538	\$125,000
	Utilities	North Water Well Complex	\$2,500,000
		South Water Well Complex	\$1,700,000
		Water SCADA Controls	\$600,000
		Highway 36 Wastewater Extensions	\$1,650,000
		FM 3013 Gas Extensions	\$500,000

# Area of Emphasis

## Quality of Life

**Strategy:** Controlling the future growth of Sealy by implementing these strategies to ensure Sealy remains a high quality community in which to live, work, play, and worship.

### Team Assignments:

- Facilitator: Chris Coffman
- Team Members: John Tollette, Kim Watson, Kim Meloneck, Jim Cook, Captain Reeves, Lawrence Siska, Toni Franklin
- Partners: ED Board, architect, Parks Board, Little League Board, Cryan Foundation, Sealy Community Foundation, Levine Foundation, Selman Foundation, Leroy Zapalac, Crime Prevention experts

### Action Plan:

- Meet with team and partners
- Set goals and priorities
- Develop
  - Action steps
  - Timeline
  - Costs

## Quality of Life Initiatives

<b>Priority</b>	<b>Project Area</b>	<b>Description</b>	<b>Amount</b>
	Facilities	Baseball Complex	\$2,500,000
		Phase Two-Cryan Park	
		Amenities Improvements	
	Quality of Life	Green practices projects	
		Neighborhood protection	
	Staffing	Public Safety staffing	

**City of Sealy**  
**2014 Strategic Plan**  
**Area of Emphasis: Communication**

**Policy Statement:** Communicate to the citizens of Sealy by providing them current and up-to-date information about City projects, goals, meetings, services, etc.

<b>Strategic Initiative (priority order)</b>	<b>Action Steps</b>	<b>Budget</b>	<b>Timeline</b>
<b>Strategy #1 – Quarterly Newsletters</b>	<ul style="list-style-type: none"> <li>• First mail out – July 2014 (electronically – email, website, social media).</li> <li>• Future newsletters will be sent electronically and mailed with the City utility bills.</li> </ul>	Electronically - \$0  Mail with City utility bills - \$3,500/fiscal year	Ongoing – Quarterly (January, April, July, October)
<b>Strategy #2 – Annual Report</b>	<ul style="list-style-type: none"> <li>• Report prepared and presented by Mayor and/or City Manager – Include info about the City and its current status: financially, future plans, growth, projects, etc.</li> <li>• Present at Chamber of Commerce meeting and/or Town Hall Meeting</li> </ul>	\$0	June 2015
<b>Strategy #3 – Quality of Life in Sealy video</b>	<ul style="list-style-type: none"> <li>• Purchase equipment – camera, tripod, audio, and lighting</li> <li>• Arrange interviews with Mayor, City Manager, local civic leaders, business owners, etc.</li> <li>• Video city facilities, parks, schools, businesses, events, economic development, Main Street Program, etc.</li> </ul>	\$1,600	October 2015 – purchase equipment  November 2015 – arrange interviews  December 2015 – video

**Team Facilitator: Krisha Langton**

**Team Members: Toni Franklin, Dayl Cooksey, Kim Watson, Kristin Anderson, Eric Gum**

**Partners: Community Foundations, Boards/Committees/Commission members, Chamber of Commerce, Newspaper, Fire Department, Social Media**

**City of Sealy  
2014 Strategic Plan**

**Area of Emphasis: Economic Development**

**Policy Statement:** Update the current tax incentive policy as one of a number of tools local policyholders have for stimulating and encouraging economic development.

<b>Strategic Initiative (priority order)</b>	<b>Action Steps</b>	<b>Budget</b>	<b>Timeline</b>
<b>Ongoing 2007 Goals</b>			
Provide a city that allows citizens to live, shop, work, play, and worship in Sealy.			Ongoing
Attract businesses that create primary jobs and career opportunities in Sealy.			Ongoing
Encourage investment in infrastructure to enhance economic development.	Various infrastructure projects have been funded over the years. The SEDC continues to provide financial assistance to support pivotal infrastructure projects.	\$0	N/A
<b>Strategy #1- Update incentive policy and explore the possibility of providing land as an additional incentive</b>	<ul style="list-style-type: none"> <li>• Conduct a workshop with team members and partners to discuss the current policy, trends and how we compare to other communities.</li> <li>• Make recommendations for updates/changes to the current tax incentive policy.</li> </ul>	\$0	November/ December 2014  January/ February 2015
	<ul style="list-style-type: none"> <li>• Prioritize incentives and the potential of creating an industrial park.</li> <li>• Received proposal for services dated February 7, 2014. Procure and commission consultant to perform an independent market demand and feasibility analysis for the development of an industrial/business park.</li> </ul>	\$31,500	October-December 2015



**City of Sealy  
2014 Strategic Plan**

**Area of Emphasis: Economic Development**

<b>Strategy #2 - Update the Buxton Report (retail identification) and promote results</b>	<ul style="list-style-type: none"> <li>• Contacted a Buxton representative and discussed current products available and pricing.</li> <li>• Other companies and opportunities exist that could be explored in the future.</li> </ul>	\$50,000/year (3 year program)	FY2015-16
	<ul style="list-style-type: none"> <li>• Researched and priced other sources and programs that could produce data reports, gap analysis and trade area data.</li> </ul>	\$1,095	October 2014
<b>Strategy #3 - Develop a plan for the establishment/re-establishment of the hospital district for the creation of a regional trauma center</b>	<ul style="list-style-type: none"> <li>• Contact facility hospital administrators at Ben Taub, Memorial Hermann, Methodist, and trauma centers in Austin and San Antonio to receive comments and feedback from the medical industry for them to expand their network into Sealy.</li> </ul>	Unknown cost at this time	TBD

**Team Facilitator: Kim Meloneck**

**Team Members: Randy Anderson, Jim Cook, Dayl Cooksey**

**Partners: Sealy Economic Development Board, Planning Commission, Centerpoint Energy, AT&T, Austin County Commissioner's Court, Emergency Medical Service leadership, property owners, realtors, O'Malley Engineers**

**City of Sealy  
2014 Strategic Plan**

**Area of Emphasis: Community Development**

**Policy Statement:** Develop a community environment that Sealy residents can be proud of with emphasis on amenities to enhance life, work, and play.

Strategic Initiative (priority order)	Action Steps	Budget	Timeline
<b>Ongoing 2007 Goals</b>			
Continue to provide communication to developers from city staff	Newsletters, Realtor breakfasts, website listing of regulations, social media	n/a	Active and ongoing
Maintain Trust among citizens	Transparency of financial records, website communication, social media, town hall meetings, open door policy with city manager	n/a	Active and ongoing
<b>Strategy #1 Brand the historic downtown</b>			
• Build Marketing Strategy	Billboard(s) provided by SEDC • Determine message	\$30,000	FY2014-15
	Promotion Committee to Design Logo for Downtown Marketing	Accomplished	September 2014
	Implement Logo • Replace sign on Main Street office • Pay Wittenburg Printing a fee to have logo available for all printing	\$1,000	2014
	Engage community partners	n/a	TBD
	Engage design committee	n/a	TBD
	Plan for visual improvements, banners, art, floral, etc.	TBD	TBD
	Implement energetic events, programs, gatherings, etc.	TBD	TBD

<b>City of Sealy</b> <b>2014 Strategic Plan</b> <b>Area of Emphasis: Community Development</b>			
<ul style="list-style-type: none"> <li>• Building Marketing Strategy (cont.)</li> </ul>	Focus on old Mattress Factory <ul style="list-style-type: none"> <li>• Identify ownership</li> <li>• Develop relationship</li> <li>• Determine availability for public use (tours/events)</li> </ul>	n/a	2014/2015
	Create walking tour of downtown using historical photos of Sealy, describing old town <ul style="list-style-type: none"> <li>• Photo files exist with Main Street and Historical Commissions</li> <li>• Develop a brochure</li> <li>• Develop a marker/placard program to identify all historic structures</li> <li>• Engage Main Street Design Committee</li> </ul>	Brochure - \$200 Marker/Placards – est. \$3,000	Per Board Approval – FY2014-15
<b>Strategy #2 Design a uniform signage program</b>	Utilize color and signage for all major access arteries and public buildings		
	Procure architectural services and build/install signage	est. \$20,000	December 2015
	To be developed by architect upon completion of the design of the signage program.	TBD	Simultaneously with design
	Maintenance schedule for signage	TBD	Ongoing
	City Code Sign Ordinance – conformity for subdivision signage	TBD	TBD
<b>Team Facilitator: Toni Franklin</b>			
<b>Team Members: Kim Meloneck, Randy Anderson, Kim Watson, Chrissy McGee, Jim Cook, Perry Strauss, John Tollett</b>			
<b>Partners: Downtown Association, Main Street Advisory Board, Texas Historic Commission, Chamber of Commerce, Downtown Business owners, Randy Anderson, Nancy Naron</b>			

**City of Sealy**  
**2014 Strategic Plan**  
**Area of Emphasis: Education**

**Policy Statement:** Provide educational opportunities for the Citizens of Sealy and promote the development of our youth for the betterment of the Sealy Community.

Strategic Initiative (priority order)	Action Steps	Budget	Timeline
<b>Ongoing 2007 Goals</b>			
Provide educational opportunities for citizens to be fully educated in Sealy.			Ongoing
Support opportunities for youth development and education.			Ongoing
<b>Strategy #1 - Monthly meetings with SISD and Blinn College leadership and team members and partners to discuss improvements and constraints to educational programs.</b>	<ul style="list-style-type: none"> <li>• Initial meeting with partners and team</li> <li>• Set monthly meetings and determine a time and place.</li> </ul>	None at this time.	October-December 2014
<b>Strategy #2 - Research and put together a project and plan to provide a YAC program.</b>	<ul style="list-style-type: none"> <li>• Research YAC program and attend training to gather additional information.</li> <li>• Speak with leaders of successful YAC programs</li> <li>• Ensure City Council is willing to put in the time and effort necessary for success</li> <li>• Create a plan for Sealy, including a budget for consideration by council</li> <li>• Begin research by the end of September.</li> <li>• Use the next fiscal year to gather information and form a plan.</li> <li>• Meet with YMCA regarding their youth government program(s).</li> <li>• Implement the plan</li> </ul>	TBD	FY 2015-16

**City of Sealy  
2014 Strategic Plan  
Area of Emphasis: Education**

<b>Strategy #3 - Training for City Council and City Staff</b>	<ul style="list-style-type: none"> <li>• Provide information and resources to council and Staff regarding training opportunities.</li> </ul>	n/a	Ongoing
	<ul style="list-style-type: none"> <li>• Provide training opportunities in Sealy through TML or SGR.</li> </ul>	<ul style="list-style-type: none"> <li>• TML conference for 14 people \$6,500</li> </ul>	TML Annual Conference- October 2014
		<ul style="list-style-type: none"> <li>• Diversity Training - \$4,500</li> </ul>	October/ November 2014
		<ul style="list-style-type: none"> <li>• Online training TML – No cost</li> </ul>	Online at the individual’s schedule
		<ul style="list-style-type: none"> <li>• SGR \$20 per session or 30 day access</li> </ul>	Online at the individual’s schedule
<ul style="list-style-type: none"> <li>• Ask staff for ideas on what training they need or would like to receive.</li> </ul>	n/a	Ongoing	
<b>Strategy #4 - Educational Opportunities for Citizens</b>	<ul style="list-style-type: none"> <li>• Work with Blinn College to come up with ideas to provide educational/ training/skill classes for adults in the community</li> </ul>	TBD	TBD
	<ul style="list-style-type: none"> <li>• Provide information - water bills, Facebook, City, Chamber website – on available training and educational classes.</li> </ul>	Staff time for social media development & input	Ongoing
	<ul style="list-style-type: none"> <li>• Citizens Police Academy</li> </ul>	TBD	October 2014

**City of Sealy  
2014 Strategic Plan  
Area of Emphasis: Education**

Educational Opportunities for Citizens (cont.)	<ul style="list-style-type: none"> <li>Continue with workforce development education continuation – funded by SEDC</li> </ul>	TBD	Ongoing
<b>Strategy #5 – Collaborate with Blinn College to transform the Gordon Memorial Library into a media resource center.</b>	<ul style="list-style-type: none"> <li>Establish a stronger relationship with Blinn College Director to understand the needs of the college.</li> </ul>	TBD	Immediately
	<ul style="list-style-type: none"> <li>Host a workshop to allow for networking with city staff, SISD leadership, Blinn Sealy director and staff and the Gordon Library Board of Directors to communicate.</li> </ul>	TBD	Fall 2016
<b>Team Facilitator: Dayl Cooksey</b>			
<b>Team Members: Kim Watson, Kim Meloneck, Krisha Langton, Chris Coffman</b>			
<b>Partners: Lisa Caton with Blinn College; Charles Kinney with RAP; Dwayne Virnau with Gordon Memorial Library Board; Sheryl Moore, Superintendent of Sealy ISD; YMCA.</b>			

**City of Sealy**  
**2014 Strategic Plan**  
**Area of Emphasis: Utilities and Infrastructure**

**Policy Statement:** Provide utilities and infrastructure in a manner that will encourage controlled, targeted, efficient, green and aesthetically pleasing development.

<b>Strategic Initiative (priority order)</b>	<b>Action Steps</b>	<b>Budget</b>	<b>Timeline</b>
<b>Strategy #1 – Public Safety Improvements</b>	Install Generator, covered parking, and fence at Police Department: <ul style="list-style-type: none"> <li>• Solicit grant funds for generator</li> <li>• Works with Kraftsman Products for design and cost estimates for covered parking and fence.</li> </ul>	\$275,000	October 2014 (begin)
<b>Strategy #2 – Wastewater Treatment Plant Rehabilitation</b>	Clarifier, screens, and electrical MDP: <ul style="list-style-type: none"> <li>• Provide information to City Council to determine funding for rehabilitation</li> </ul>	TBD	Upon approval of City Council
<b>Strategy #3 – Utilities</b>	North Water Well Complex <ul style="list-style-type: none"> <li>• Engage engineer for design</li> <li>• Seek bids</li> </ul>	\$2,500,000	TBD by City Council
<b>Strategy #4 – FM 3013 Gas Extensions</b>	<ul style="list-style-type: none"> <li>• Engage engineer for design</li> </ul>	\$500,000	2015
<b>Strategy #5 – Drainage Improvements for Channel near Allen’s Creek</b>	<ul style="list-style-type: none"> <li>• Engage engineer for design</li> <li>• Seek bids</li> </ul>	\$300,000	2015
<b>Strategy #6 – Storm Drainage FM 3538</b>	<ul style="list-style-type: none"> <li>• Engage engineer</li> <li>• Seek bids</li> </ul>	\$125,000	2015
<b>Strategy #7 – Highway 36 Wastewater Extensions</b>	<ul style="list-style-type: none"> <li>• Engage engineer for design</li> <li>• Seek bids</li> </ul>	\$1,650,000	Upon approval of City Council
<b>Strategy #8 – South Water Well Complex</b>	<ul style="list-style-type: none"> <li>• Engage engineer for design</li> <li>• Seek bids</li> </ul>	\$1,700,000	Upon approval of City Council
<b>Strategy #9 – SCADA Controls for Water Distribution System</b>	<ul style="list-style-type: none"> <li>• Bid has been awarded by City Council</li> </ul>	\$800,000	September 2014

**City of Sealy  
2014 Strategic Plan  
Area of Emphasis: Utilities and Infrastructure**

<b>Strategy #10 – IH-10 Frontage Roads</b>	South Side of IH-10 <ul style="list-style-type: none"> <li>• Work with TxDOT on installation of frontage road</li> <li>• Partner with developers – 380 Agreement</li> <li>• Engage engineer for design</li> </ul>	TBD	TBD
	North Side of IH-10 <ul style="list-style-type: none"> <li>• Design – engineering</li> </ul>	Paid	Completed
	<ul style="list-style-type: none"> <li>• Construction</li> </ul>	\$3,200,000	To be completed by March 2016
<b>Strategy #11 – City Hall Expansion/Renovation</b>	<ul style="list-style-type: none"> <li>• Engage architectural firm for design</li> <li>• Seek bids for construction</li> <li>• Provide information to the public</li> </ul>	\$2,000,000	TBD
<b>Strategy #12 – City Parks</b> <ul style="list-style-type: none"> <li>• Phase II New City Park</li> <li>• Construction of multi-purpose facility</li> <li>• Construction of lazy river water feature</li> </ul>	<ul style="list-style-type: none"> <li>• Engage engineer for design</li> <li>• Seek bids</li> <li>• Award contract</li> </ul>	TBD	TBD
<b>Strategy #13 – Infrastructure</b>	<ul style="list-style-type: none"> <li>• Replace existing infrastructure as provided in 2013 Capital Improvement Plan – water, sewer, gas, streets</li> </ul>	TBD	TBD



**Team Facilitator: Jim Cook**

**Team Members: John Tollett, Jonathan Kloss, Jimmy Wright, Kim Meloneck, Randy Anderson**

**Partners: O’Malley Engineers, TxDOT, Eagle Rock Energy, TCEQ, CenterPoint Energy**



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**Policy Statement:** Controlling the future growth of Sealy by implementing these strategies to ensure Sealy remains a high quality community in which to live, work, play, and worship.

Strategic Initiative (priority order)	Action Steps	Budget	Timeline
<b>Strategy #1 Facilities</b>			
• Baseball-Softball Complex	Collaboration with SISD, SEDC and other foundations for joint partnership and grant opportunities	n/a	1 <sup>st</sup> Quarter 2015
	Procure Architect for programming design	6-8 percent of construction cost	TBD
	Procurement of land	TBD	Ongoing
	Install infrastructure	TBD based on the location of the land acquired	TBD
	Design and specification for bidding and award bid	TBD	TBD
	Complete construction	TBD	TBD
• Phase Two for Memorial Park	Collaboration with SISD, SEDC and other foundations for joint partnership and grant opportunities		1 <sup>st</sup> Quarter 2015
	Reaffirm park improvements desired by city council and stakeholders (public hearings)		1 <sup>st</sup> Quarter 2015
	Procure Architect for programming design		TBD
	Design and specification for bidding and award bid		TBD
	Complete construction	TBD	TBD

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• Amenities Improvements	Gateway signage –procure architect to design and construct • Work with TxDOT for branding	TBD	TBD
	Acquire land – donation or purchase for gateway entry signage or messaging • 380 agreements to include land & amenities		
	Construction of signage and landscaping for the amenities – timeline to be staged IH-10 and then HWY 36 • TxDOT upgrades as built improvements • TxDOT grants & others		
	City Code to require: • Regulations of platting property • Sign regulations • Trail & sidewalk amenities • Promotional development		
	Coordinate with Keep Sealy Beautiful, SEDC, SISD, Main Street		
	Revitalize downtown Sealy by leveraging the IH-10 development to fund the revitalization and infrastructure	\$2,500,000	2016
	Develop the IH-10 corridor for restaurant row and retail business	TBD	2015
• Keep Sealy Beautiful	Create organization by ordinance	\$100	July 2014
	Appoint Board members	n/a	September/ October 2014
	Kick off meeting- discuss bylaws, priorities, project and fundraising	n/a	October 2014
	Participate in the Texas Trash Off	\$1,000	April-May 2015
	Continue regular meetings of the board	n/a	Ongoing

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**Strategy #2 Quality of Life**

Green practices projects	<p>Curbside Recycling:</p> <ul style="list-style-type: none"> <li>• Texas Disposal System – provide education to the public utilizing website, newsletters and social media to increase curbside pickup and to encourage and increase with commercial recycling</li> </ul>		ongoing
	<p>Groundwater protection:</p> <ul style="list-style-type: none"> <li>• Enhance partnerships to protect groundwater supply and quality by working with Bluebonnet Groundwater Conservation District and Water Attorney to revise the Groundwater District Rules, state water laws and city codes pertaining to drilling and water conservation.</li> </ul>	Attorney fees, City Manager to attend seminars and conferences on subject matter	ongoing
	<p>City Code updates:</p> <ul style="list-style-type: none"> <li>• Update ordinances as necessary to provide incentives and regulations designed to promote conversation and green philosophies with Scenic City values.</li> </ul>		January-June 2015
	<p>Scenic City:</p> <ul style="list-style-type: none"> <li>• Continue with Scenic City initiatives.</li> </ul>	\$500	ongoing

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Green practices projects (cont.)	Connectivity: <ul style="list-style-type: none"> <li>Citywide walking and biking trail system. Trail is planned but funding has not been determined or appropriated.</li> </ul>	TBD	2016-2017 Budget
	Energy Conservation: <ul style="list-style-type: none"> <li>Encourage Centerpoint to exchange street lights to LED</li> <li>As city equipment is updated, ensure energy conservation equipment is utilized. Sewer plant, water distribution system, park lighting, etc.</li> </ul>	\$0	January 2015
	Light Pollution: <ul style="list-style-type: none"> <li>Develop city code to prohibit or limit light pollution</li> </ul>	Legal Fees - \$300	July-December 2015
Neighborhood protection	District policing by the PD	n/a	ongoing
	Town Hall meetings between the Police Department personnel and neighborhood and/or communities	n/a	January 2015
	Explorer Program through the PD with the youth ages 12-17	Self-funded	TBD
	Citizens Police Academy	TBD	10-2014
	Home and/or Business Crime prevention education	n/a	ongoing
	Neighborhood Watch programs	n/a	2017
	Hotel video surveillance building code requirements. (No exterior room entry)	\$100	January 2015
	Camera Surveillance of high density traffic corridors	\$30,000+	2015-2016 Budget

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Neighborhood protection (cont.)	Enhance Emergency Operation Center with equipment, training for staff and council. Benchmark needs with other communities in the similar geographic and demographic areas.		
	Staff to attend State EOC annual conference	\$1,000 per person	2015
	Public facilities for court and administration. Facility to be constructed on the public safety land.	\$2,000,000	2018-2019
<b>Strategy #3 Staffing</b>			
Public Safety	Monitor and maintain adequate staffing level based on calls for service and crime rate. (ideally, three patrol staff on call currently and increase as population and/or crime mandates)	TBD	ongoing
	Increase supervisory staff as patrol staffing increases		
	Increase investigative and narcotic officers as population increases and/or crime requires		
	Partner with other agencies to provide public safety services (mutual aid)	n/a	ongoing
	Increase patrol staff incrementally to maintain adequate staffing levels as the community grows.	TBD	ongoing

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Public Safety (cont.)	Increase patrol fleet to allow for increased staffing on patrol	\$35k per unit	2016-2021
	Increase municipal court, code enforcement, building official, planning staffing	TBD	2016-2021



**Team Facilitator: Chris Coffman/Randy Anderson**

**Team Members: Krisha Langton, John Tollett, Kim Watson, Jim Cook, Jay Reeves, Lawrence Siska, Toni Franklin**

**Partners: Sealy Economic Development Board and Executive Director Kim Meloneck, Park Board, Sealy Little League, Cryan Foundation, Sealy Community Foundation, Levine Foundation, Selman Foundation, Leroy Zapalac, YMCA Director Betsy Zapalac and crime prevention experts.**