



City of Garden Ridge

"A way of life, not just a place to live"

AGENDA

CITY COUNCIL REGULAR MEETING WEDNESDAY, AUGUST 3, 2022, 6:00 P.M.

The Garden Ridge City Council will meet in a regular session on Wednesday, August 3, 2022, at 6:00 p.m. in the City Council Chambers, 9400 Municipal Parkway, Garden Ridge, Texas. This is an open meeting, open to the public, subject to the Open Meetings Law of the State of Texas, and as required by law, notice is hereby posted providing time, place, date, and agenda thereof. The meeting facility is wheelchair accessible and accessible parking spaces are provided. Requests for accommodations or interpretative services must be made to the City Secretary 48 hours prior to this meeting.

1. Call to Order/Roll Call

2. Pledge of Allegiance

3. Presentations

- a) Presentation of City Partnership Plaque by Tri-County Chamber of Commerce.

4. Citizen Comment Period – limited to 30 minutes total

Rules for Citizens' Participation: The City Council welcomes citizen participation and comments at all City Council Meetings. If you speak, you must follow these guidelines:

- a) Respect and courtesy:
 - 1. Direct your comments to the entire City Council, not to an individual member, nor to the audience.
 - 2. Show the City Council the same respect that you would like to be shown.
 - 3. End your speaking at the time allotted below.
- b) Speaking:
 - 1. First citizen comment period.
 - 1.1. You are required to sign up to speak and you are limited to one 3-minute period.
 - 2. Second citizen comment period.
 - 2.1. You are not required to sign up and you are limited to one 2-minute period.
 - 3. State your name and address before your comments begin.
 - 4. You are only allowed to speak once per topic, unless also speaking during a posted Public Hearing.

NOTE: The Texas Open Meetings Act permits a member of the public or a member of the governmental body to raise a subject that has not been included in the notice for the meeting. However, any discussion of the subject must be limited to a proposal to place the subject on the agenda for a future meeting and any response to a question posed to the City Council is limited to either a statement of specific factual information or a recitation of existing policy. TEX. GOV'T CODE § 551.042.

5. Consent Agenda

THESE ITEMS MAY BE ACTED UPON IN A SINGLE MOTION. NO SEPARATE DISCUSSION OR ACTION ON THESE ITEMS WILL BE HELD UNLESS REQUESTED BY A COUNCILMEMBER. PUBLIC COMMENT ON THESE ITEMS MAY BE HEARD DURING CITIZENS' PARTICIPATION; HOWEVER, THAT DOES NOT MEAN THE ITEM WILL BE CONSIDERED OUTSIDE THE CONSENT AGENDA.

- a) Approval of Minutes for the June 1, 2022, City Council Regular Meeting.
- b) Approval of Minutes for the July 13, 2022, City Council Regular Meeting.
- c) Financial Statement, Summary Report, and Management's Discussion and Analysis of Results of Operations – June 30, 2022.

6. Staff Reports

- a) City Administrator Monthly Activity Report.
 - City/employee recognitions, *Volunteer Garden Ridge!*, Community and Event Center report, building permits, citizen concern/input, upcoming events, personnel updates, and continuity of operations.

- b) Finance/HR Monthly Activity Report.
 - Financial reporting, audits, employee benefits, communication efforts, upcoming events, personnel updates, and continuity of operations.
- c) City Secretary Monthly Activity Report.
 - Administrative operations and projects, records management, communication efforts, citizen concern/input, upcoming events, personnel updates, and continuity of operations.
- d) Police Department Monthly Activity Report.
 - Traffic/code compliance enforcement, criminal activity, upcoming events, personnel updates, and continuity of operations.
- e) Public Works Department Monthly Activity Report.
 - Public Facilities: Street/right-of-way maintenance, drainage facility/easement maintenance, City facilities maintenance, animal services, personnel updates, and continuity of operations.
 - Utilities: Water pumping/usage from City wells, system infrastructure maintenance/repairs/projects, leak adjustments, water/drought management, personnel updates, and continuity of operations.
- f) Library Monthly Activity Report.
 - Upcoming events and continuity of operations.

7. City Engineer Projects Status Reports

- a) FM 2252 TxDOT Project.
- b) Land Development Projects.

8. City Commission and Committee Reports/Recommendations/Possible Actions

- a) Planning and Zoning Commission:
 - 1. Receive monthly activity update as applicable.
- b) Quarry Commission:
 - 1. Receive monthly activity update as applicable.
- c) Water Commission:
 - 1. Receive recommendation regarding the Leak Adjustment Process.
 - 1.1. Discuss and take action on the Leak Adjustment Process.
 - 2. Receive monthly activity update as applicable.
- d) Wildlife Management Advisory Commission:
 - 1. Receive monthly activity update as applicable.
- e) Parks Committee:
 - 1. Receive monthly activity update as applicable.

9. Approvals and Authorizations

The following items are for discussion, consideration, and action.

- a) City of Garden Ridge Crisis Communications Plan.
- b) City of Garden Ridge Strategic Marketing Plan.

10. Updates

a) City Council Projects.

1. Meeting with Comal County officials concerning new residential development on Bat Cave Road and the impacts on Garden Ridge (Swint and Erickson).
2. Mitigation of growth and encroachment impacts on Garden Ridge (Swint and Erickson).
3. Economic Development/Council Liaison to Tri-County Chamber of Commerce (Smith and Erickson).
4. Alamo Area Metropolitan Planning Organization Technical Advisory Committee Update (Valdez and Erickson).
5. Council Liaison to the Water Company/Utilities Department (Valdez and Erickson).
6. Council Liaison to Comal ISD (Arvidson and Erickson).
7. City Welcome Signage (Bower and Erickson).
8. Parks Recycling (Bower and Erickson).

11. Discussion of Future Agenda Items

12. Citizen Comment Period – limited to 20 minutes total

See “Rules for Citizens’ Participation” under Item 4.

13. Reports and Comments from Mayor and City Councilmembers

The Mayor and/or City Councilmembers may comment, make general announcements, and/or provide progress reports on events, activities and/or committees/board meetings concerning the following:

Alamo Area Metropolitan Planning Organization
Boy Scouts and/or Girl Scouts
City of Garden Ridge sponsored events and outreach efforts
Comal ISD (Garden Ridge Elementary School/Danville Middle School/Davenport High School)
Counties (Bexar/Comal/Guadalupe)
Families of Garden Ridge
Garden Ridge Lions Club and Garden Ridge Women’s Club
Garden Ridge Citizen Police Academy Alumni Association/Citizen Patrol
Greater Bexar County Council of Cities
Northeast Partnership
Tri-County Chamber of Commerce

14. Executive Session

The City Council will recess its open meeting and reconvene in Executive Session:

- ### **a) Pursuant to Texas Government Code Section 551.071(1) and 551.071(2) – Consultation with Attorney and 551.072 – Deliberations About Real Property.**
1. To receive legal advice regarding proposed revisions to Ordinance No. 7 and any potential liability issues.
 2. To seek legal advice regarding pending litigation, Cause No. C2022-0615B, Michael C. Domgard II vs. City Council for the City of Garden Ridge, Texas.
 3. To consult with and receive legal advice regarding variance and Special Use Permit processes related to development project: Guadalupe Readymix – proposed Concrete Batch Plant at 20762 FM 2252.

15. Business Items

The City Council will reconvene into Regular Session upon conclusion of the Executive Session and may recall any item posted for Executive Session for action, as necessary.

16. Adjournment

AGENDA NOTICES:

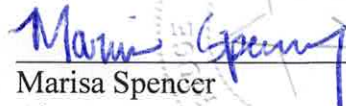
Decorum Required: Any disruptive behavior, including shouting or derogatory statements or comments may be ruled out of order by the Presiding Officer. Continuation of this type of behavior could result in a request by the Presiding Officer that the individual leave the meeting, and if refused, an order of removal.

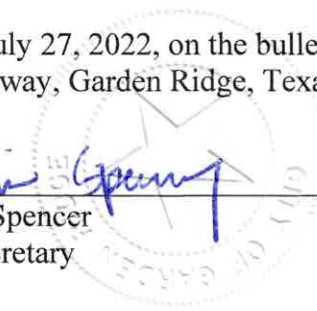
Action by Council Authorized: The Council may vote or act upon any item within this Agenda. The Council reserves the right to adjourn into closed session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by Title 5, Chapter 551, of the Texas Government Code.

Executive Sessions Authorized: This agenda has been reviewed and approved by the City's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of Texas Government Code Chapter 551 by legal counsel for the governmental body and constitutes an opinion by the attorney that the items discussed therein may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion.

Attendance By Other Elected or Appointed Officials: It is anticipated that members of the other city boards, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the City Council, other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action are specifically provided for on an agenda for that board, commission, or committee subject to the Texas Open Meetings Act.

This is to certify that I, Marisa Spencer, posted this Agenda at 10:00 a.m. on July 27, 2022, on the bulletin board located at the entrance to Garden Ridge City Hall, 9400 Municipal Parkway, Garden Ridge, Texas.


Marisa Spencer
City Secretary





City of Garden Ridge

"A way of life, not just a place to live"

MINUTES CITY COUNCIL REGULAR MEETING WEDNESDAY, JUNE 1, 2022, 6:00 P.M.

Councilmembers Present:

Mayor Robb Erickson
Mayor Pro-Tem Lisa Swint
Councilmember Kelly Smith
Councilmember Jesse Valdez
Councilmember Todd Arvidson
Councilmember Kay Bower (arrived at 6:27 p.m.)

Councilmembers Absent: None

City Staff Present:

Nancy Cain, City Administrator
Marisa Spencer, City Secretary
Kat Balbi, Assistant City Secretary/Communications Specialist
Karen Ford, Finance/HR Director
Tina Ynfante, Finance/HR Assistant
Ron Eberhardt, Police Chief
Steven Steinmetz, Public Works Director
Linda Crosland, Librarian
Cynthia Trevino, City Attorney

City Commissioners Present:

Karen Diaz, Chair, Planning and Zoning Commission
Kerim Jacaman, Vice-Chair, Planning and Zoning Commission
Michael Crow, Planning and Zoning Commissioner
Darren Bates, Planning and Zoning Commissioner
Jim Mueller, Chair, Water Commission

1. Call to Order/Roll Call

With a quorum of the City Councilmembers present, Mayor Erickson called the regular meeting of the Garden Ridge City Council to order at 6:00 p.m. on Wednesday, June 1, 2022, in the City Council Chambers of the Garden Ridge City Hall, 9400 Municipal Parkway, Garden Ridge, Texas 78266.

2. Pledge of Allegiance: Mayor Erickson led the Pledge of Allegiance and the Texas Pledge.

3. Presentations

a) Tri-County Chamber of Commerce Presentation-Executive Director Mindy Paxton.

Mayor Erickson introduced Executive Director Mindy Paxton. Ms. Paxton spoke regarding the Tri-County Chamber of Commerce and the memberships benefits.

4. Citizen Comment Period

Billy Williams, 8309 Eskimo Forest, thanked the Mayor, City Administrator, Public Works Director, and City Engineer for visiting the Woods of Garden Ridge to view their drainage concerns.

Bill Swint, 8440 Twisted Oaks, spoke regarding concerns related to proposed development.

Robert Bittermann, 22031 Nacogdoches Road, spoke regarding concerns related to proposed development.

Darren Bates, 20103 Regency Run, spoke regarding a recent meeting conducted by Guadalupe Ready Mix.

Sharon Stripling, 21729 Forest Waters Circle, spoke regarding speed limits within City limits and the Draft Zoning Ordinance.

5. Consent Agenda

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a) Approval of Minutes for the May 4, 2022, City Council Regular Meeting.

b) Approval of Minutes for the May 18, 2022, City Council Special Meeting.

c) Financial Statement, Summary Report, and Management's Discussion and Analysis of Results of Operations – April 30, 2022.

d) Destruction of City records in accordance with the City of Garden Ridge Records Retention Plan.

Motion: A motion was made by Councilmember Bower, seconded by Councilmember Arvidson, to approve Consent Agenda items a)-d). The City Council voted five (5) for and none (0) opposed. The motion carried unanimously.

6. Staff Reports

a) City Administrator Monthly Activity Report.

City Administrator Nancy Cain reviewed thank you notes recognizing City Staff, thanked the Knotty Knotters for their generous donation to the Library, and stated *Volunteer Garden Ridge!* reported 296 hours for the month of May. She spoke regarding First Friday, the Shred Event, and personnel updates.

b) Finance/HR Monthly Activity Report.

Finance/HR Director Karen Ford spoke regarding continuity of operations related to the Finance/HR Department.

c) City Secretary Monthly Activity Report.

City Secretary Marisa Spencer reviewed the monthly activity report and spoke regarding continuity of operations related to the Administrative Department.

d) Police Department Monthly Activity Report.

Chief Eberhardt reviewed the monthly activity report and spoke regarding continuity of operations related to the Police Department.

e) Public Works Department Monthly Activity Report.

Public Works Director Steven Steinmetz reviewed the monthly activity report and spoke regarding continuity of operations related to the Public Works Department.

f) Library Monthly Activity Report.

Librarian Linda Crosland reviewed the monthly activity report and spoke regarding continuity of operations related to the Library.

7. City Engineer Projects Status Reports

City Engineer Sam Johnson reviewed the Trihydro Engineering Report and spoke regarding the FM 2252 TxDOT Project and Land Development Projects.

8. City Commission and Committee Reports/Recommendations/Possible Actions

a) Planning and Zoning Commission:

- 1. Receive recommendation regarding Master Development Plan for Guadalupe Ready Mix, LLC, for the development of a Concrete Batch Plant on property located at 20762 FM 2252 in Garden Ridge, Texas.**

Chair Diaz stated the Commission recommends approval of the Master Development Plan for Guadalupe Ready Mix, LLC, for the development of a Concrete Batch Plant on property located at 20762 FM 2252 contingent upon the City Engineer's floodplain review.

David Earl, Earl & Associates, P.C. representing Guadalupe Ready Mix, presented the Master Development Plan and spoke regarding the City Engineer's floodplain review, site design, operations, and permits.

Mayor Erickson announced the City Council will recess the open meeting and reconvene in a closed session consultation with the City Attorney at 7:25 p.m. Mayor Erickson reconvened the open meeting at 8:08 p.m.

1.1. Discuss and take action on Master Development Plan.

The City Council discussed the Master Development Plan and the silo height depicted in the proposed Master Development Plan. Mr. Earl addressed questions from Councilmembers.

Motion: A motion was made by Councilmember Arvidson, seconded by Councilmember Valdez, to table action on this item and request Guadalupe Ready Mix to come back to City Council with a modified plan that matches their intentions related to the height of the silo. The City Council voted five (5) for and none (0) opposed. The motion carried unanimously.

2. Receive monthly activity update as applicable.

Chair Diaz provided City Council with an update on the topics discussed at the Commission's meeting.

b) Quarry Commission:

City Secretary Marisa Spencer reviewed the monthly activity update submitted by Chair Barucky.

c) Water Commission:

Mayor Erickson stated the Commission did not meet in May and there is nothing to report at this time.

d) Wildlife Management Advisory Commission:

Mayor Erickson stated the Commission did not meet in May and there is nothing to report at this time.

e) Parks Committee:

Rod Chamberlain, Parks Committee, provided City Council with an update on the committee's projects and efforts.

9. Approvals and Authorizations

The following items are for discussion, consideration, and action.

a) Petition by Richard E. Kreutzer for a variance to Ordinance No. 13-122018, Section 5, Residential, 5.1.7.2.4.2. Side Yards, Interior Lots, to allow an encroachment of an existing shed five (5) feet into the fifteen (15) foot side yard setback along the north property line of their property at 8227 Shining Elk; further known as Lot 26, Block 2, The Woods of Garden Ridge Subdivision.

Mayor Erickson stated the City Council acting in the official capacity as the Zoning Board of Adjustment will consider a petition by Richard Kreutzer for a variance to Ordinance No. 13 as stated on the agenda.

Richard Kreutzer presented his variance petition.

1. Hold a public hearing.

Mayor Erickson opened the public hearing at 8:30 p.m.

Two (2) citizens spoke regarding the petition and City Secretary Marisa Spencer stated no written comments were submitted.

Mayor Erickson closed the public hearing at 8:32 p.m.

2. Discuss and take action on variance.

The City Council discussed the variance petition and Mr. Kreutzer addressed questions from Councilmembers.

Motion: A motion was made by Councilmember Valdez, seconded by Councilmember Bower, to deny the petition by Richard E. Kreutzer for a variance to Ordinance No. 13-122018, Section 5, Residential, 5.1.7.2.4.2. Side Yards, Interior Lots, to allow an encroachment of an existing shed five (5) feet into the fifteen (15) foot side yard setback along the north property line of their property at 8227 Shining Elk; further known as Lot 26, Block 2, The Woods of Garden Ridge Subdivision. The City Council voted four (4) for and one (1) opposed (Councilmember Arvidson). The motion passed by a vote of 4-1.

b) Amendments to City of Garden Ridge Personnel Policy Manual.

Finance/HR Director Karen Ford reviewed the proposed amendments to City of Garden Ridge Personnel Policy Manual.

Motion: A motion was made by Mayor Pro-Tem Swint, seconded by Councilmember Valdez, to approve the amendments to City of Garden Ridge Personnel Policy Manual as presented. The City Council voted five (5) for and none (0) opposed. The motion carried unanimously.

c) City partnership with Tri-County Chamber of Commerce.

Mayor Erickson spoke regarding the City of Garden Ridge partnering with Tri-County Chamber of Commerce.

Motion: A motion was made by Councilmember Bower, seconded by Councilmember Smith, to allocate \$5,000 to become a member of Tri-County Chamber of Commerce. The City Council voted five (5) for and none (0) opposed. The motion carried unanimously.

d) City of Garden Ridge 50th Anniversary.

Mayor Erickson and Councilmember Bower provided updates regarding the City of Garden Ridge 50th Anniversary.

10. Updates

a) City Council Projects.

1. Meeting with Comal County officials concerning new residential development on Bat Cave Road and the impacts on Garden Ridge (Erickson and Swint).

Mayor Erickson and Mayor Pro-Tem Swint provided City Council with an update on meeting with Comal County officials concerning new residential development on Bat Cave Road and the impacts on Garden Ridge.

2. Mitigation of growth and encroachment impacts on Garden Ridge (Arvidson).

Councilmember Arvidson spoke regarding mitigation of growth and encroachment impacts on Garden Ridge. Councilmember Arvidson and Councilmember Smith agreed to work together in communication efforts with developers.

3. Traffic along FM 3009 (Bower).

Councilmember Bower spoke regarding traffic along FM 3009.

11. Discussion of Future Agenda Items

Councilmember Valdez requested to discuss “What’s Developing in Garden Ridge” and the Alamo Area Metropolitan Planning Organization Technical Advisory Committee.

12. Citizen Comment Period

Michael Crow, 8315 Wild Wind Park, spoke regarding compliance related to City ordinances.

13. Reports and Comments from Mayor and City Councilmembers

The Mayor and/or City Councilmembers may comment, make general announcements, and/or provide progress reports on events, activities and/or committees/board meetings concerning the following:

Alamo Area Metropolitan Planning Organization, Boy Scouts and/or Girl Scouts, City of Garden Ridge sponsored events and outreach efforts, Comal ISD (Garden Ridge Elementary/Danville Middle School/Davenport High School), Counties (Bexar/Comal/Guadalupe), Families of Garden Ridge, Garden Ridge Lions Club, Garden Ridge Citizen Police Academy Alumni Association/Citizen Patrol, Garden Ridge Women's Club, Greater Bexar County Council of Cities, Northeast Partnership.

Councilmember Arvidson spoke regarding Comal ISD graduations and recognized Josh Harshbarger for obtaining the rank of Eagle Scout. Mayor Erickson spoke regarding Families of Garden Ridge Adopt-A-Highway Program, County/City Officials Luncheon, Northeast Partnership, Garden Ridge Elementary School, and Davenport High School.

14. Executive Session

The City Council will recess its open meeting and reconvene in Executive Session:

a) Pursuant to Texas Government Code Section 551.071(1) and 551.071(2) – Consultation with Attorney and 551.072 – Deliberations About Real Property.

- 1. To receive legal advice regarding proposed revisions to Ordinance No. 7 and any potential liability issues.**
- 2. To seek legal advice regarding pending litigation, Cause No. C2022-0615B, Michael C. Domgard II vs. City Council for the City of Garden Ridge, Texas.**

Mayor Erickson announced the City Council will recess at 9:17 p.m. and reconvene into Executive Session at 9:25 p.m., to discuss and seek legal advice on the items stated above.

Mayor Erickson adjourned the Executive Session and reconvened back into Regular Session at 9:44 p.m.

15. Business Items

The City Council will reconvene into Regular Session upon conclusion of the Executive Session and may recall any item posted for Executive Session for action, as necessary.

No action taken.

16. Adjournment

Motion: A motion was made by Councilmember Arvidson, seconded by Councilmember Valdez, to adjourn. The City Council voted five (5) for and none (0) opposed. The motion carried unanimously. There being no further business, the Wednesday, June 1, 2022, City Council regular meeting was adjourned at 9:44 p.m. by Mayor Erickson.

ATTEST

Robb Erickson
Mayor

Marisa Spencer
City Secretary



City of Garden Ridge

"A way of life, not just a place to live"

MINUTES CITY COUNCIL REGULAR MEETING WEDNESDAY, JULY 13, 2022, 6:00 P.M.

Councilmembers Present:

Mayor Robb Erickson
Mayor Pro-Tem Lisa Swint
Councilmember Kelly Smith
Councilmember Jesse Valdez
Councilmember Todd Arvidson
Councilmember Kay Bower

Councilmembers Absent: None

City Staff Present:

Nancy Cain, City Administrator
Marisa Spencer, City Secretary
Kat Balbi, Assistant City Secretary/Communications Specialist
Christine Green, Finance/HR Director
Ron Eberhardt, Police Chief
Steven Steinmetz, Public Works Director
Linda Crosland, Librarian
Cynthia Trevino, City Attorney

City Commissioners Present:

Jim Mueller, Chair, Water Commission
Jerry Barucky, Chair, Quarry Commission
Johnell Holly, Quarry Commissioner
Dr. Miller, Planning and Zoning Commissioner
Darren Bates, Planning and Zoning Commissioner

1. Call to Order/Roll Call

With a quorum of the City Councilmembers present, Mayor Erickson called the regular meeting of the Garden Ridge City Council to order at 6:00 p.m. on Wednesday, July 13, 2022, in the City Council Chambers of the Garden Ridge City Hall, 9400 Municipal Parkway, Garden Ridge, Texas 78266.

Mayor Erickson introduced Marcy Bousum, Roger Bousum, and Lee Jackson as the winners of the 50th Anniversary Scavenger Hunt and invited them to the dais for a ceremonial call to order.

2. Pledge of Allegiance

Marcy Bousum and Lee Jackson, along with Mayor Erickson, led the Pledge of Allegiance and the Texas Pledge.

3. Presentations

a) Davenport High School Presentation.

Principal DeLoach spoke regarding Davenport High School and Coach Zimmerhanzel spoke regarding Davenport High School Athletics.

4. Citizen Comment Period

Bill Swint, 8440 Twisted Oaks, spoke regarding potential impacts of proposed development plans.

Tony Frasco, 8802 Wild Wind Park, spoke regarding potential impacts of proposed development plans.

Kevin Wuest, 20400 FM 2252, spoke regarding potential impacts of proposed development plans.

Janice Rose, 20469 FM 2252, spoke regarding potential impacts of proposed development plans.

5. Consent Agenda

THESE ITEMS MAY BE ACTED UPON IN A SINGLE MOTION. NO SEPARATE DISCUSSION OR ACTION ON THESE ITEMS WILL BE HELD UNLESS REQUESTED BY A COUNCILMEMBER. PUBLIC COMMENT ON THESE ITEMS MAY BE HEARD DURING CITIZENS' PARTICIPATION; HOWEVER, THAT DOES NOT MEAN THE ITEM WILL BE CONSIDERED OUTSIDE THE CONSENT AGENDA.

- a) Approval of Minutes for the May 25, 2022, City Council Special Meeting.**
- b) Financial Statement, Summary Report, and Management's Discussion and Analysis of Results of Operations – May 31, 2022.**
- c) Designate Comal County Tax Assessor-Collector to calculate 2022 Tax Rate for the City of Garden Ridge.**
- d) 2023 Comal Appraisal District Budget.**
- e) Bexar Metro 9-1-1 Network Fiscal Year 2023 Financial Plan and Budget.**
- f) Approval of employee benefits for fiscal year 2023 and authorization for the City Administrator to negotiate contracts with Texas Municipal League IEBP.**
- g) Request from Garden Ridge Elementary School for an exception to Ordinance No. 22, Section 6. Pedestrian Traffic. to allow pedestrian traffic to cross Municipal Parkway between the hours of 7:00am and 8:00am on Tuesday, August 23, 2022-Friday, August 26, 2022, and on Friday, November 11, 2022.**

Motion: A motion was made by Mayor Pro-Tem Swint, seconded by Councilmember Bower, to approve Consent Agenda items a)-g). The City Council voted five (5) for and none (0) opposed. The motion carried unanimously.

6. Staff Reports

a) City Administrator Monthly Activity Report.

City Administrator Nancy Cain reviewed thank you notes recognizing City Staff, employee anniversaries, and stated *Volunteer Garden Ridge!* reported 398 hours for June. She provided City Council with an update on the Shred Event and spoke regarding AT&T outages, First Friday, and the budget/tax rate adoption process.

b) Finance/HR Monthly Activity Report.

Finance/HR Director Christine Green spoke regarding continuity of operations related to the Finance/HR Department.

c) City Secretary Monthly Activity Report.

City Secretary Marisa Spencer reviewed the monthly activity report and spoke regarding continuity of operations related to the Administrative Department.

d) Police Department Monthly Activity Report.

Chief Eberhardt reviewed the monthly activity report and spoke regarding continuity of operations related to the Police Department.

e) Public Works Department Monthly Activity Report.

Public Works Director Steven Steinmetz reviewed the monthly activity report and spoke regarding continuity of operations related to the Public Works Department.

f) Library Monthly Activity Report.

Librarian Linda Crosland reviewed the monthly activity report and spoke regarding continuity of operations related to the Library.

7. City Engineer Projects Status Reports

City Engineer Sam Johnson reviewed the Trihydro Engineering Report and spoke regarding the FM 2252 TxDOT Project and Land Development Projects.

8. City Commission and Committee Reports/Recommendations/Possible Actions

a) Planning and Zoning Commission:

Mayor Erickson stated the Commission did not meet in June and there is nothing to report at this time.

b) Quarry Commission:

Chair Barucky provided City Council with an update on the topics discussed at the Commission's meeting.

c) Water Commission:

1. Receive recommendation regarding the Leak Adjustment Process.

Chair Mueller reviewed the proposed amendments to the Leak Adjustment Process and stated the Commission recommends the proposed amendments be incorporated into Ordinance No. 54.

1.1. Discuss and take action on the Leak Adjustment Process.

The City Council discussed the proposed amendments and agreed by consensus to table action on this item until the Water Commission has a chance to review additional recommendations submitted by Councilmember Valdez.

2. Receive monthly activity update as applicable.

Chair Mueller provided City Council with an update on the topics discussed at the Commission's meeting.

d) Wildlife Management Advisory Commission:

Mayor Erickson stated the Commission did not meet in June and there is nothing to report at this time.

e) Parks Committee:

Dr. Jim Miller, Parks Committee, provided City Council with an update on the committee's projects and efforts.

9. Approvals and Authorizations

The following items are for discussion, consideration, and action.

a) Resolution No. 489-072022 A Resolution of the City Council of the City of Garden Ridge, Texas, dissolving the Quarry Commission and repealing Resolution No. 104-092002 that established the Quarry Commission.

Mayor Erickson spoke regarding Resolution No. 489-072022 and the dissolution of the Quarry Commission.

Motion: A motion was made by Councilmember Bower, seconded by Councilmember Arvidson, to approve Resolution No. 489-072022 A Resolution of the City Council of the City of Garden Ridge, Texas, dissolving the Quarry Commission and repealing Resolution No. 104-092002 that established the Quarry Commission. The City Council voted five (5) for and none (0) opposed. The motion carried unanimously.

b) Ordinance No. 233-072022 An Ordinance of the City Council of the City of Garden Ridge, Texas, dissolving the Wildlife Management Advisory Commission and repealing Ordinance No. 196-032018 that established the Wildlife Management Advisory Commission.

Mayor Erickson spoke regarding Ordinance No. 233-072022 and the dissolution of the Wildlife Management Advisory Commission.

Motion: A motion was made by Councilmember Arvidson, seconded by Councilmember Smith, to approve Ordinance No. 233-072022 An Ordinance of the City Council of the City of Garden Ridge, Texas, dissolving the Wildlife Management Advisory Commission and repealing Ordinance No. 196-032018 that established the Wildlife Management Advisory Commission. The City Council voted five (5) for and none (0) opposed. The motion carried unanimously.

c) City of Garden Ridge 50th Anniversary.

Mayor Erickson and Councilmember Bower provided updates regarding the City of Garden Ridge 50th Anniversary.

10. Updates

a) City Council Projects.

1. Meeting with Comal County officials concerning new residential development on Bat Cave Road and the impacts on Garden Ridge (Erickson and Swint).

Mayor Erickson and Mayor Pro-Tem Swint spoke regarding meeting with Comal County officials concerning new residential development on Bat Cave Road and the impacts on Garden Ridge.

2. “What’s Developing in Garden Ridge” (Valdez).

Councilmember Valdez spoke regarding the “What’s Developing in Garden Ridge” presentation.

3. Alamo Area Metropolitan Planning Organization Technical Advisory Committee Update (Valdez).

Councilmember Valdez spoke regarding the Alamo Area Metropolitan Planning Organization Technical Advisory Committee.

4. Mitigation of growth and encroachment impacts on Garden Ridge (Arvidson and Smith).

Councilmember Arvidson and Councilmember Smith spoke regarding mitigation of growth and encroachment impacts on Garden Ridge and communication efforts with developers and community members.

City Attorney Cynthia Trevino addressed questions from Councilmembers regarding annexation laws and development agreements.

5. Traffic along FM 3009 (Bower).

Councilmember Bower stated there is nothing additional to report at this time.

11. Discussion of Future Agenda Items

Councilmember Smith requested to discuss annexation and possible options related to development agreements.

12. Citizen Comment Period

Dr. Jim Miller, 9910 Marie Meadow, spoke regarding enforcement of water restrictions and wildlife in the City.

Bev Kokos, 22903 FM 3009, spoke regarding annexation.

13. Reports and Comments from Mayor and City Councilmembers

The Mayor and/or City Councilmembers may comment, make general announcements, and/or provide progress reports on events, activities and/or committees/board meetings concerning the following:

Alamo Area Metropolitan Planning Organization, Boy Scouts and/or Girl Scouts, City of Garden Ridge sponsored events and outreach efforts, Comal ISD (Garden Ridge Elementary/Danville Middle School/Davenport High School), Counties (Bexar/Comal/Guadalupe), Families of Garden Ridge, Garden Ridge Lions Club, Garden Ridge Citizen Police Academy Alumni Association/Citizen Patrol, Garden Ridge Women’s Club, Greater Bexar County Council of Cities, Northeast Partnership, Tri-County Chamber of Commerce.

Mayor Erickson spoke regarding Families of Garden Ridge Adopt-A-Highway Program, County/City Officials Luncheon, Northeast Partnership, and Tri-County Chamber of Commerce. Councilmember Bower spoke regarding Tri-County Chamber of Commerce.

14. Executive Session

The City Council will recess its open meeting and reconvene in Executive Session:

a) Pursuant to Texas Government Code Section 551.071(1) and 551.071(2) – Consultation with Attorney and 551.072 – Deliberations About Real Property.

1. To receive legal advice regarding proposed revisions to Ordinance No. 7 and any potential liability issues.

2. To seek legal advice regarding pending litigation, Cause No. C2022-0615B, Michael C. Domgard II vs. City Council for the City of Garden Ridge, Texas.
3. To consult with and receive legal advice regarding variance and Special Use Permit processes related to development project: Guadalupe Readymix – proposed Concrete Batch Plant at 20762 FM 2252.

Mayor Erickson announced the City Council will recess at 9:03 p.m. and reconvene into Executive Session at 9:15 p.m., to discuss and seek legal advice on the items stated above.

Mayor Erickson adjourned the Executive Session and reconvened back into Regular Session at 10:19 p.m.

15. Business Items

The City Council will reconvene into Regular Session upon conclusion of the Executive Session and may recall any item posted for Executive Session for action, as necessary.

No action taken.

16. Adjournment

Motion: A motion was made by Councilmember Valdez, seconded by Mayor Pro-Tem Swint, to adjourn. The City Council voted five (5) for and none (0) opposed. The motion carried unanimously. There being no further business, the Wednesday, July 13, 2022, City Council regular meeting was adjourned at 10:20 p.m. by Mayor Erickson.

ATTEST

Robb Erickson
Mayor

Marisa Spencer
City Secretary

Management's Discussion and Analysis of Results of Operations – June 2022

GENERAL FUND

Cash

Total available funds as of June 30, 2022, are \$3,424k.

Revenue

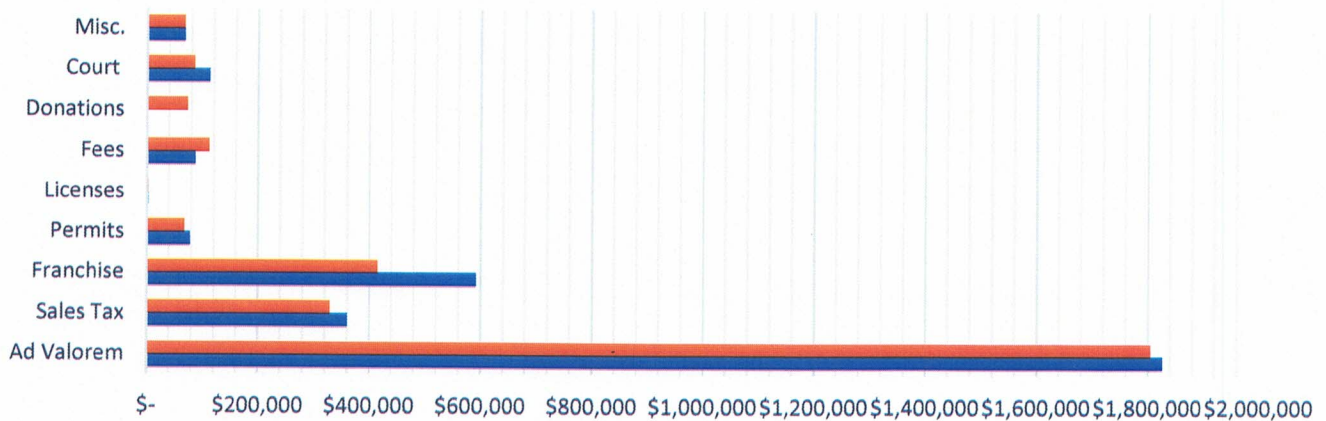
Ad Valorem Tax received for June totals \$75 YTD collections total \$1,805k or 98.8% of the FY22 budget of \$1.818.1k

Sales Tax Revenue YTD totals \$375.5k or 104.3% of the \$360.0k budgeted for FY22.

Annual Building Permits revenue totals \$80.6k or 104% of the \$77.5k budgeted for FY22.

Trash Collections YTD total \$61K or 74% of the \$82k budgeted for FY22.

General Fund Revenue - Actual YTD to FY22 Budget

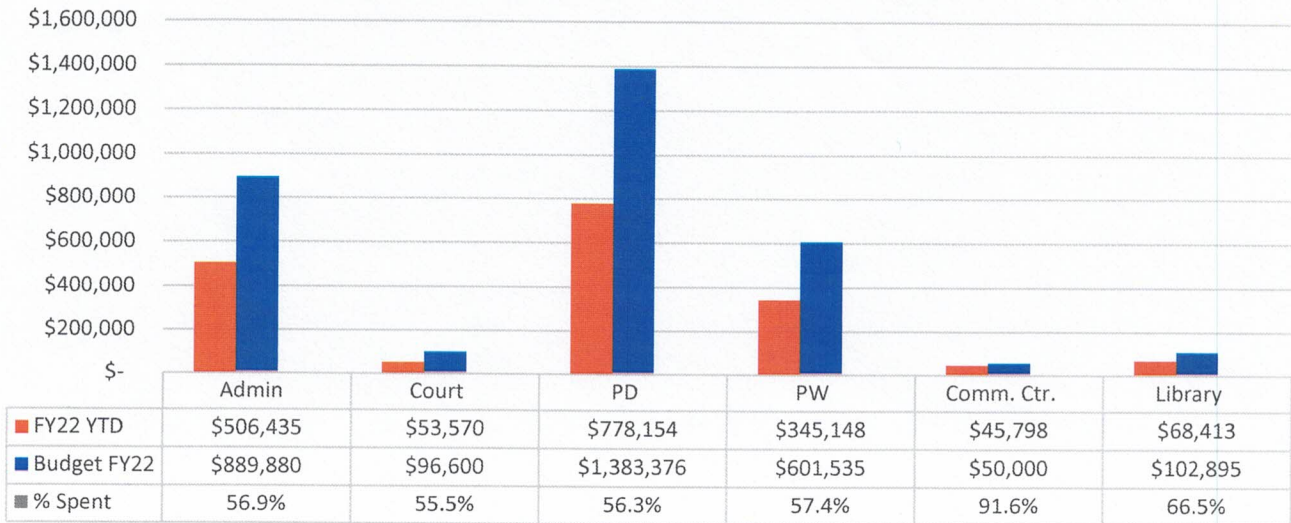


	Ad Valorem	Sales Tax	Franchise	Permits	Licenses	Fees	Donations	Court	Misc.
FY22 YTD	\$1,804,950.	\$329,671.11	\$415,767.35	\$67,516.25	\$2,875.00	\$111,925.00	\$72,979.10	\$85,549.27	\$67,920.23
Budget FY22	\$1,826,071	\$360,000	\$591,200	\$77,500	\$3,100	\$86,690	\$-	\$112,225	\$67,500

Expenditures

All departments are operating within the FY22 budget.

General Fund Expenditures - Actual YTD to FY22 Budget



WATER FUND

Meters

Current meters for June 2022 total 1679 vs 1672 for June 2021.

Cash

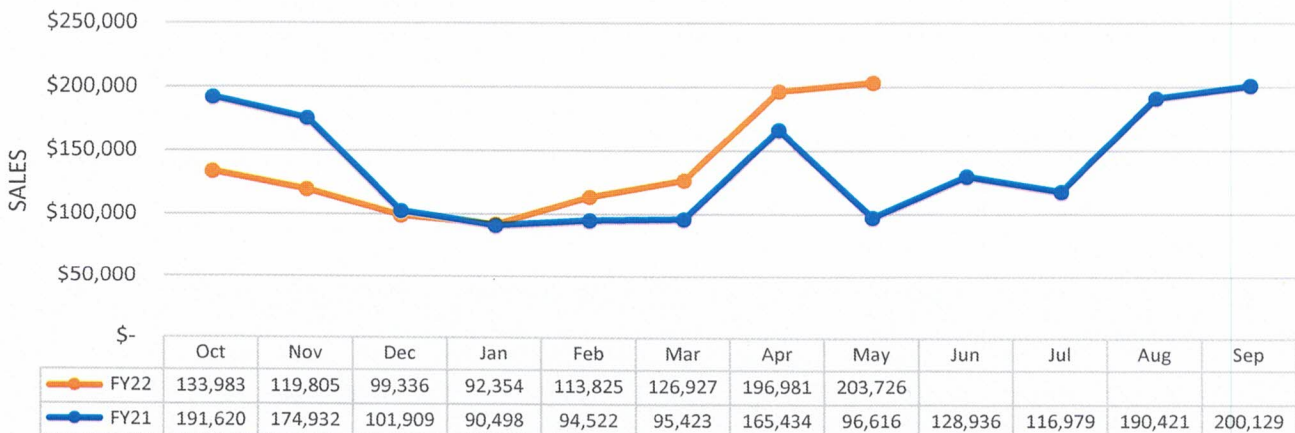
Total available funds as of June 30, 2022, are \$1,082.8k.

Revenue

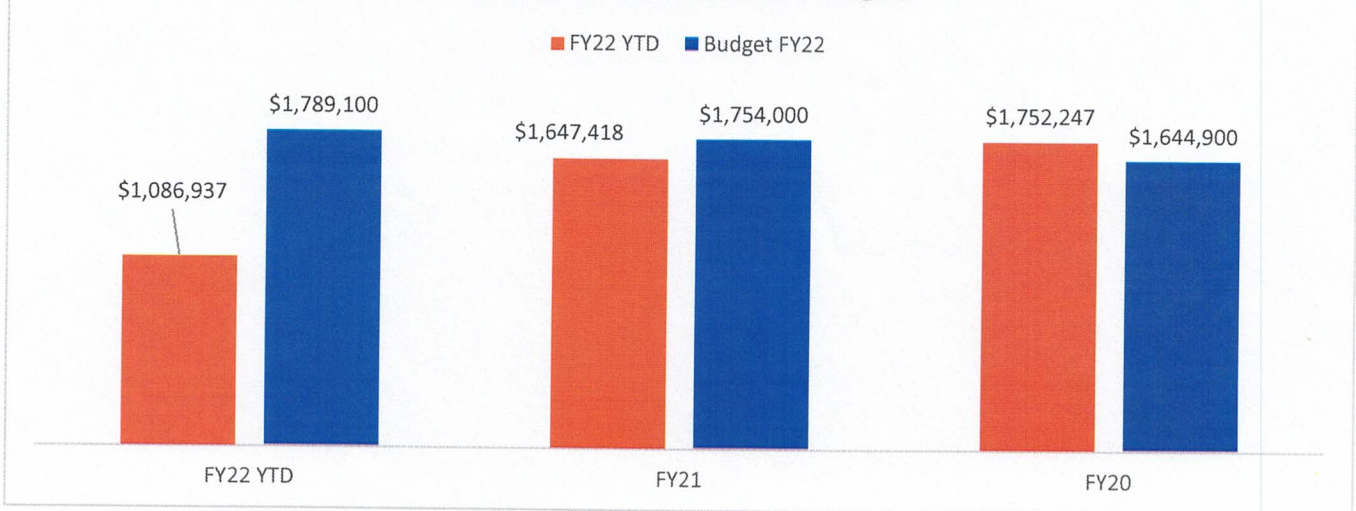
Revenue YTD totals \$1,481.5k or 78.24% of the \$1,893.5k budgeted for FY22. Total revenue for the same period last year was \$1,075.8k.

Water Sales for the month total \$321.3k. YTD water sales total \$1,408.3k or 78.72% of the \$1,789.1k budgeted for FY22.

WATER SALES - FY22 VS FY21 VARIANCE \$



Water Sales Actual vs Budget

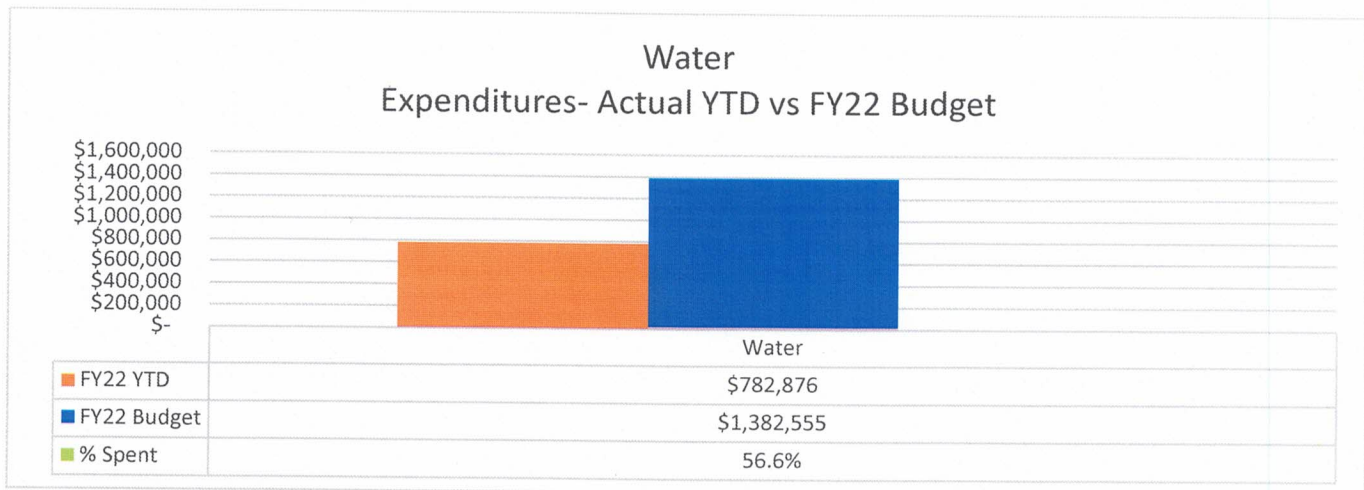


Meter installation revenue YTD totals \$7.9k or 79.5% of the \$10k budgeted for FY22.

Expenditures

Expenditures for the month total \$70.2k. YTD expenditures for FY22 total \$853.1k. Next bond payment will be August 2022.

Water Expenditures- Actual YTD vs FY22 Budget



Interest & Sinking Fund

Revenue

Ad Valorem Tax collections YTD total \$698.2k of the \$719.0k budgeted for FY22.

Expenditures

Next bond payment will be August 2022.

Capital Improvements Fund – (all accounts are restricted)

Cash Balance

Water Impact Fee Balance is \$170.9K.

Street Impact Balance is \$59.1k.

American Recovery Acct. Balance is \$489.1k

SIB Loan (TXDOT) Acct. Balance is \$549.3k

Revenue

No revenue to report for June.

Asset Seizure Fund

Cash Balance

The Restricted Fund Balance is 47.4k. The Restricted Fund Balance is \$47.4k.

Revenue

No revenue reported for June.

Expenditures

No expenditures in June.

Summary

The City of Garden Ridge is financially sound and operating within the Budget set forth by the City Council.

CITY OF GARDEN RIDGE**MONTHLY ACCOUNT BALANCES & INTEREST RATES**

PERIOD ENDED AS OF 06/30/2022

CITY FUNDS	BALANCE	CURRENT INTEREST RATE
GF OPERATING ACCOUNT	\$ 195,380.60	0.00%
GF MONEY MARKET	3,517,025.67	0.70%
PEG CAPITAL FEES	42,786.61	0.68%
TEXPOOL INVESTMENTS	6,615.42	1.00%
SIB LOAN I&S	4,992.66	0.20%
2017 I&S	2,189.96	0.60%
2012 I&S	40,572.70	0.65%
2012 REFI	26,691.62	0.65%
2015 I&S	57,892.67	0.70%
TEXPOOL WATER IMPACT FEES	170,909.38	1.00%
TEXPOOL STREET IMPACT FEES	59,148.61	1.00%
AMERICAN RECOVERY ACCT	489,138.58	0.30%
SIB LOAN FUNDS (TXDOT)	549,398.10	0.30%
ASSET/FORFEITURE - STATE	99.24	0.08%
ASSET/FORFEITURE - FED	47,445.37	0.65%
TOTAL CITY FUNDS	\$ 5,210,287.19	

WATER FUNDS	BALANCE	CURRENT INTEREST RATE
OPERATING ACCOUNT	1,307,029.25	0.70%
WATER SURCHARGE	149,455.76	0.70%
TEXPOOL WATER INVEST	\$ 2,240.33	1.00%
TOTAL WATER FUNDS	\$ 1,458,725.34	

TOTAL ALL ACCOUNTS	\$ 6,669,012.53	
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CITY OF GARDEN RIDGE
CASH & INVESTMENTS STATEMENT
CURRENT AND YEAR TO DATE AS OF 06/30/2022

GENERAL FUND	BALANCE
GF Operational Checking	\$ 195,380.60
GF Money Market	3,517,025.67
TexPool Investments	6,615.42
Restricted Amounts	(294,434.30)
TOTAL AVAILABLE FUNDS	\$ 3,424,587.39

WATER FUND	BALANCE
Operational Checking	\$ 1,307,029.25
TexPool Water Invest	2,240.33
Water Surcharge	149,455.76
Restricted Amounts	(375,868.39)
TOTAL AVAILABLE FUNDS	\$ 1,082,856.95

CITY OF GARDEN RIDGE
STATEMENT OF ACTIVITIES
CURRENT AND YEAR TO DATE AS OF 06/30/2022

GENERAL FUND	Jun-22	YTD	FY 2022 BUDGET	% OF BUDGET	BUDGET BALANCE
REVENUES	\$ 108,401.06	\$ 3,067,604.57	\$ 3,140,286.00	97.7%	\$ 72,681.43
EXPENDITURES					
ADMINISTRATION	80,163.72	585,640.27	889,881.00	65.8%	304,240.73
COURT	8,050.44	61,620.27	96,600.00	63.8%	34,979.73
POLICE	114,801.39	892,955.00	1,383,375.00	64.5%	490,420.00
PUBLIC FACILITIES	43,072.10	389,414.12	601,535.00	64.7%	212,120.88
COMMUNITY CENTER	7,596.20	53,393.75	60,000.00	89.0%	6,606.25
LIBRARY	9,652.59	78,066.00	102,895.00	75.9%	24,829.00
FUND CHANGES/XFER	-	-	-	0.0%	-
TOTAL EXPENDITURES	263,336.44	2,061,089.41	3,134,286.00	65.8%	1,073,196.59
NET POSITION	\$ (154,935.38)	\$ 1,006,515.16	\$ 6,000.00		\$ (1,000,515.16)

WATER FUND	Jun-22	YTD	FY 2022 BUDGET	% OF BUDGET	BUDGET BALANCE
REVENUES	\$ 330,103.01	\$ 1,481,568.32	\$ 1,893,500.00	78.2%	\$ 411,931.68
EXPENDITURES	70,257.16	853,133.23	1,382,555.00	61.7%	529,421.77
REVENUE +/- EXPENDITURES	259,845.85	628,435.09	510,945.00		(117,490.09)

OTHER CASH OUTFLOWS	Jun-22	YTD	FY 2022 BUDGET	% OF BUDGET	BUDGET BALANCE
BOND PRINCIPLE PAYMENTS	504,100.00	504,100.00	505,385.00	99.7%	1,285.00
XEROX LEASE PRINCIPLE PMTS	463.80	4,120.78	5,560.00	74.1%	1,439.22
TOTAL OTHER CASH OUTFLOWS	\$ 504,563.80	\$ 508,220.78	\$ 510,945.00		\$ 2,724.22

CITY OF GARDEN RIDGE
STATEMENT OF ACTIVITIES - COMMUNITY CENTER
PERIOD ENDED AS OF 06/30/2022

REVENUES	YTD	Budget
RENTALS	\$ 44,680.00	21,000.00
DEPOSITS	16,220.00	13,000.00
CLEAN-UP FEES	4,150.00	1,800.00
DEPOSITS REFUNDED	(16,220.00)	(10,000.00)
DONATIONS	-	-
TOTAL REVENUES	48,830.00	25,800.00
EXPENDITURES		
PAYROLL/TAXES/RETIREMENT	2,268.63	2,480.00
MANAGER FEES	17,514.50	18,000.00
COMPUTER/INTERNET	1,248.30	1,680.00
TELEPHONE	450.00	600.00
UTILITIES	6,941.11	10,820.00
MAINTENANCE	4,691.11	8,000.00
SUPPLIES	716.26	1,200.00
CLEANING	4,140.00	5,720.00
EQUIPMENT	173.84	500.00
MARKETING	-	1,000.00
DONATION EXPENDITURES	-	-
FACILITY ENHANCEMENTS	-	-
TOTAL EXPENDITURES	38,143.75	50,000.00
NET POSITION	\$ 10,686.25	\$ (24,200.00)

City Secretary

From: City Administrator
Sent: Monday, July 25, 2022 8:46 AM
To: City Secretary
Subject: FW: [EXTERNAL] Kim is a Gem, extraordinaire!

August agenda.

Nancy Cain
City Administrator
City of Garden Ridge
administrator@ci.garden-ridge.tx.us
210-651-6632

From: Cassandra Small
Sent: Friday, July 22, 2022 5:32 PM
To: City Administrator <administrator@ci.garden-ridge.tx.us>
Cc: Kim Ryan
Subject: [EXTERNAL] Kim is a Gem, extraordinaire!

Dear Ms. Cain,

My name is Cassandra Small and I am a Garden Ridge resident. I booked the Garden Ridge Community and Event Center for my 70th birthday celebration on June 18, 2022. Let me start by saying I am not a party planner and this event felt quite daunting at the outset. I was determined to accomplish this task.

I met with Kim to walk through the facility and sign the contract. She pointed out so many things specific to my event along the way and I began to relax a bit about the process. As I worked through other details of the event I had questions and concerns. At every turn Kim was quick to respond, gave me the info I requested and always reassured me that I was making good progress.

As the event date approached my guest count increased and we had to reconfigure the setup and make a few other adjustments. Kim met every request and inquiry with professionalism and a "can do" spirit. This was particularly evident the night of the event. Food service was delayed and it was clear we would not meet the contracted end time. I called Kim. She took charge and got all the necessary approvals to extend the event. This effort was a bit more involved than usual as

the law enforcement officers providing the security were from agencies outside of Garden Ridge P.D..

My event was a great success in no small part because of Kim's esprit de corps and her professionalism. I can't say enough about what a gift it was to have Kim on my birthday team. She is a shining example of why Garden Ridge is "A WAY OF LIFE, NOT JUST A PLACE TO LIVE" !

Sincerely,
Cassandra L. Small

--
Cassandra L. Small

Garden Ridge Community and Event Center
Monthly Report
July 1st thru July 31st 2022

Utilization (by Days)

FY 21-22 (Current Month)	FY 20-21 (Current Month)	FY 21-22 (Year to Date)	FY 20-21 (Year to Date)
24	18	235	216

Wildflower (Booked Current Month)	Bluebonnet (Booked Current Month)
13	11

Category Count (by Events)	(Current Month)	(Year to Date)
1. Resident / Non-Resident	6	51
2. City Chartered Non-Profit Organizations	2	23
3. Non-Residents Service Organizations	4	60
4. Non-Profit Associations	4	50
5. City Use	8	51

City OF GARDEN RIDGE BUILDING REPORT

July-22

Major Permits

Permit #	Address	Builder	Sq. Ft.	Value \$	Permit Fees
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Minor Permits

Permit #	Address	Builder	Project	Permit Fees
2329 -22	9902 Michelle Hill	ADT Solar	Minor Electric	\$ 125.00
2330 -22	22211 Quiet Moon Dr.	Brandon Lancaster	Fence	\$ 125.00
2331 -22	21479 Fairview Circle	CBS Systems	Minor Plumbing	\$ 100.00
2332 -22	8323 Wild Wind Park	Keith Zars Pools	Pool, Spa, Deck	\$ 701.56
1652 -22	9324 Gloxinia	Aramendia Plumbing	Water Heater	\$ -
2333 -22	19439 Arrowood Pl.	Scott D Electrical	Minor Electric	\$ 125.00
2334 -22	9413 Magic Falls	Collaborative Services	Minor Electric & Plumbing	\$ 225.00
2335 -22	9514 Gloxinia Dr.	Collaborative Services	Minor Electric & Plumbing	\$ 225.00
2336 -22	9318 Gloxinia Dr.	Tuff Shed	Outbuilding	\$ 100.00
1653 -22	22016 Senna Hills Dr.	NE Air Conditioning	Minor HVAC	\$ 100.00
2337 -22	8302 Apache Forest	Tuff Shed	Outbuilding	\$ 100.00
2193 -22	9435 Goldenrod Lane	MJC Concrete	Concrete Slab, Sidewalk, Fence	\$ 403.60
2338 -22	22016 Senna Hills Dr.	ATMA Energy LLC	Minor Electric	\$ 125.00
2339 -22	20514 Cedar Cavern	Paradise Lawn & Maint.	Driveway	\$ 125.00
2340 -22	8283 Apache Forest	Superior Fence of S A	Fence	\$ 125.00
2341 -22	9090 Garden Ridge Dr.	Alamo Building Solutions	Remodel	\$ 225.00
2342 -22	22407 Oro Viejo	Newsome Enterprise	Minor Plumbing	\$ 100.00
2343 -22	22195 Quiet Moon Dr.	Evan Ross	Driveway	\$ 125.00
TOTAL				\$ 3,155.16

Total Major Fees for the month	\$ -
Total Minor Fees for the month	\$ 3,155.16
TOTAL	\$ 3,155.16

Fiscal Year 2022

Total major projects value	\$ 4,157,790.00
Total major projects sq. ft.	31,983
Total major permit fees	\$ 24,446.00
Total minor permit fees	\$ 46,200.63
Total permit fees	\$ 70,646.63



City of Garden Ridge

“A way of life, not just a place to live”

City Secretary Monthly Activity Report Reporting Period: July 2022

Administrative Operations and Upcoming Events

City Hall Office Hours

- Monday/Wednesday/Thursday: 8am-5pm, Tuesday: 8am-6pm, and Friday: 8am-4pm.
- Upcoming Holidays (City Hall Closed): Monday, September 5th.
- City Hall Offices closing at 2pm on Wednesday, August 17th for Staff Training.
- After hours emergency phone number: 210-651-6831.

City of Garden Ridge 50th Anniversary

- The City enjoyed celebrating our 50th Anniversary with everyone. If you were unable to attend the event or were unable to check out the various swag items available for a donation, you can come to City Hall during regular business hours to get your limited edition swag while supplies last. See the City website or the City Facebook page for pictures of the various items and their suggested donation amounts.

First Friday

- Join the Mayor and City Council at Paul Davis Park on Friday, August 5th from 5:30pm to 7:30pm for fun and conversation. This month's theme is Hot August Nights. Drinks will be available thanks to The Erickson Family and our very own resident, Paul Duke, will provide live music. There will also be food trucks! This is a great opportunity for the community to come together, and we truly hope to see you there!

Garden Ridge Blood Drive

- The City and the Garden Ridge Lions are co-sponsoring a blood drive on Saturday, August 13th, from 8:30am to 1:30pm at the Community and Event Center. You must make an appointment to donate. See the Grapevine or the City website for additional information.

August City Council Special Meetings

- City Council will conduct special meetings at 6pm in the City Council Chambers on Thursday, August 11th and Monday, August 29th. Agendas will be posted at least 72 hours in advance for each meeting.

Communication Efforts

Garden Ridge Emergency Alert System: G.R.E.A.S. enhances the city's ability to communicate with residents during an emergency by sending direct notifications to your phone. This system is used to send alerts for inclement weather, road closures, garbage delays, and so much more! Go to the City's website and click on the "ALERTS" graphic button on the homepage to SIGN UP/MODIFY your communication preferences. When signing up you will receive an email to validate your account, so make sure to complete the validation to receive alerts.

Streaming of Meetings: City Council - 146 views / Commissions - 32 views.

Public Information Act (PIA) Summary

Year	Number of Requests
2022	109
2021	146
2020	207
2019	276
2018	225



POLICE DEPARTMENT MONTHLY BREAKDOWN

July 1 through July 31

Calls for Service

Dispatched: 143 City Ordinance: 16 Total: 159 False Alarms: 14

Arrests

- * 1 – Criminal Mischief
- * 1 – Assault Against Elderly/Disabled Person- Offensive Contact
- * 1 – Assault Causes Bodily Injury- Family Violence- Simple Assault
- * 1 – Criminal Mischief > = \$2500<\$30K
- * 1 – Interference with Emergency Call
- * 2 – Public Intoxication
- * 1 – Unlawful Carrying Weapons

Traffic Enforcement

Crashes: 2 Citations: 76 Warnings: 65 Total: 141

Training / Certifications

- * Officer McMahan completed Emergency Vehicle Operations Course, Communication and Intrinsic Bias, and Responding to a Death Scene for Patrol Officers courses
- * Officer McKenzie obtained Basic Instructor Certification
- * Conducting walk throughs at Comal ISD campuses
- * Lt. Bellinger / Chief Eberhardt attended City Attorney legal updates (Hog Wild Seminar)

Outreach Efforts

- * GRCPAAA Volunteer hours: 90 hours
- * Coffee with the Cops

Administrative Comments

- * Officer Wang completed FTO
- * 4th of July Celebration and 50th Party
- * Processing an applicant for DEA / TFO slot



City of Garden Ridge

"A way of life, not just a place to live"

MONTHLY PUBLIC WORKS REPORT

July, 2022

Activities for the month

Public Works Tasks Completed: 325

Storm Water Drainage Facility and Easement Maintenance

- Inspected 10 outfalls.
- Inspected 18 detention ponds.
- Drainages mowed: 1.
- Stormwater public outreach: 2 message displayed on FM 2252 sign.
- Trash removed from Right of ways by volunteers: 30 lbs.
- Drainages mowed: 1.
- Rain fall total : 0 in.

Street Maintenance

- Right of ways mowed: 1
- Signs replaced: 2
- Removed dead tree from Doerr Ln. Right of way.
- Medians mowed: 2.

Parks Maintenance

- Paul Davis Park: Setup and work the 4th of July event.

City Facility/Property Maintenance

- City Hall: 50th anniversary setup and work..
- Replaced 1 fan motor on the chiller plant..
- Cleaned fan coils at the Public Works shop.

Upcoming Events

September Dumpster Schedule

Aug. 6th. & 7th.

- No new reported cases.

Aug. 13th. & 14th.

Aug. 20th. & 21st.

Aug. 27th. & 28th.

Oak Wilt

Future Projects or Needs

- Sound system upgrades for the community center and Paul Davis Park.
- City Hall needs a new chiller plant.
- More storage space required.
- Covered equipment storage.

Steven Steinmetz
Public Works
Director

Eric Lowman
Public Facilities
Foreman

Stanley Georg
Manuel Troncoso
Ryan Furgason
Andrew Klein

Ongoing Responsibilities

- Parks maintenance
- Facilities maintenance
- Streets
- All public facilities grass and right-of-way's
- Storm water Drainage
- Animal Control
- Oak Wilt monitoring

Animal Services Monthly Activities

- 8 deer carcasses were disposed of, which makes for the year 74.
- 4 live traps loaned out this month, 20 traps loaned out year-to-date .
- 280 registered/reregistered animals for the year.
- 0 Nuisance complaints received.
- 0 Animal reported bites.

Adoptions

- 0 Dog; 1 year-to-date.
- 0 Cats; 0 year-to-date.

Returned to owners

- 0 Dogs; 12 year-to-date.
- 0 Cats; 2 year-to-date.

Transferred to other agencies

- 0 Dogs for month; 7 year-to-date.
- 0 Cats for month; 13 year-to-date.

Currently in City care

- 3 Dogs; 5 puppies: 3 Cats:

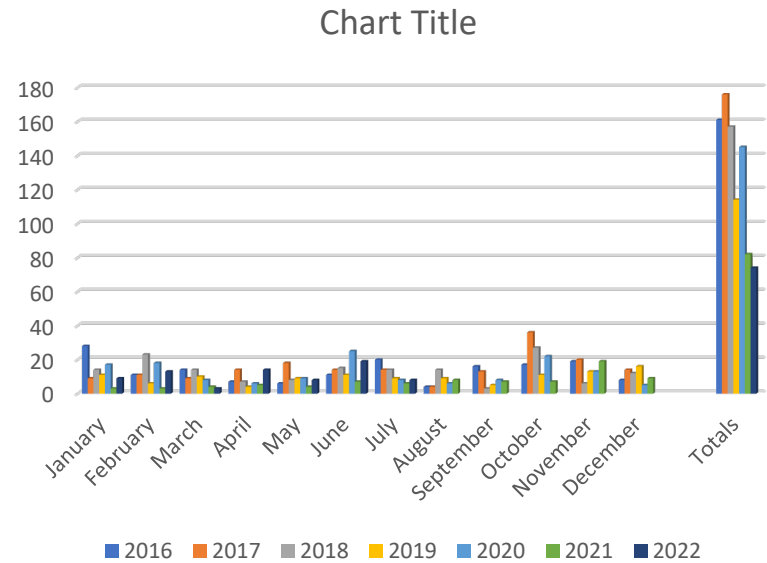


Year to Date Wildlife Report

	Jan	Feb.	Mar	Apr.	May	Jun	Jul	Aug.	Sep.	Oct	Nov	Dec.	Total
Deer	9	13	3	14	8	19	8						74
Raccoons	3	3	3	4	5	13	12						43
Opossums	2	1	1	7	3	4	3						21
Skunks	11	5	2	2	4	6	14						44
Wild hogs	0	0	0	0	0	0	3						3
Turtles	0	0	0	0	0	0	0						0
Squirrels	1	0	3	2	1	2	0						9
Foxes	0	0	0	1	1	3	3						8
Armadillos	0	0	0	0	1	2	1						4
Hawks	0	0	0	1	0	1	0						2
Bats	0	0	0	0	0	1	2						3
Coyotes	0	0	0	0	0	0	0						0
Buzzards	0	0	1	0	0	0	1						2
Ringtails	0	0	0	0	0	0	0						0
Snakes	0	0	1	0	0	0	0						1
Bobcat	0	0	0	0	0	0	0						0
Porcupine	0	0	0	0	0	0	0						0
Duck	1	0	0	0	0	0	0						1
Total	27	22	14	31	23	51	47						215

Deer Carcass Removal Totals for 2016-2022

	2016	2017	2018	2019	2020	2021	2022
January	28	9	14	11	17	3	9
February	11	11	23	6	18	3	13
March	14	9	14	10	8	4	3
April	7	14	7	4	6	5	14
May	6	18	8	9	9	4	8
June	11	14	15	11	25	7	19
July	20	14	14	9	8	6	8
August	4	4	14	9	6	8	
September	16	13	3	5	8	7	
October	17	36	27	11	22	7	
November	19	20	6	13	13	19	
December	8	14	12	16	5	9	
Totals	161	176	157	114	145	82	74

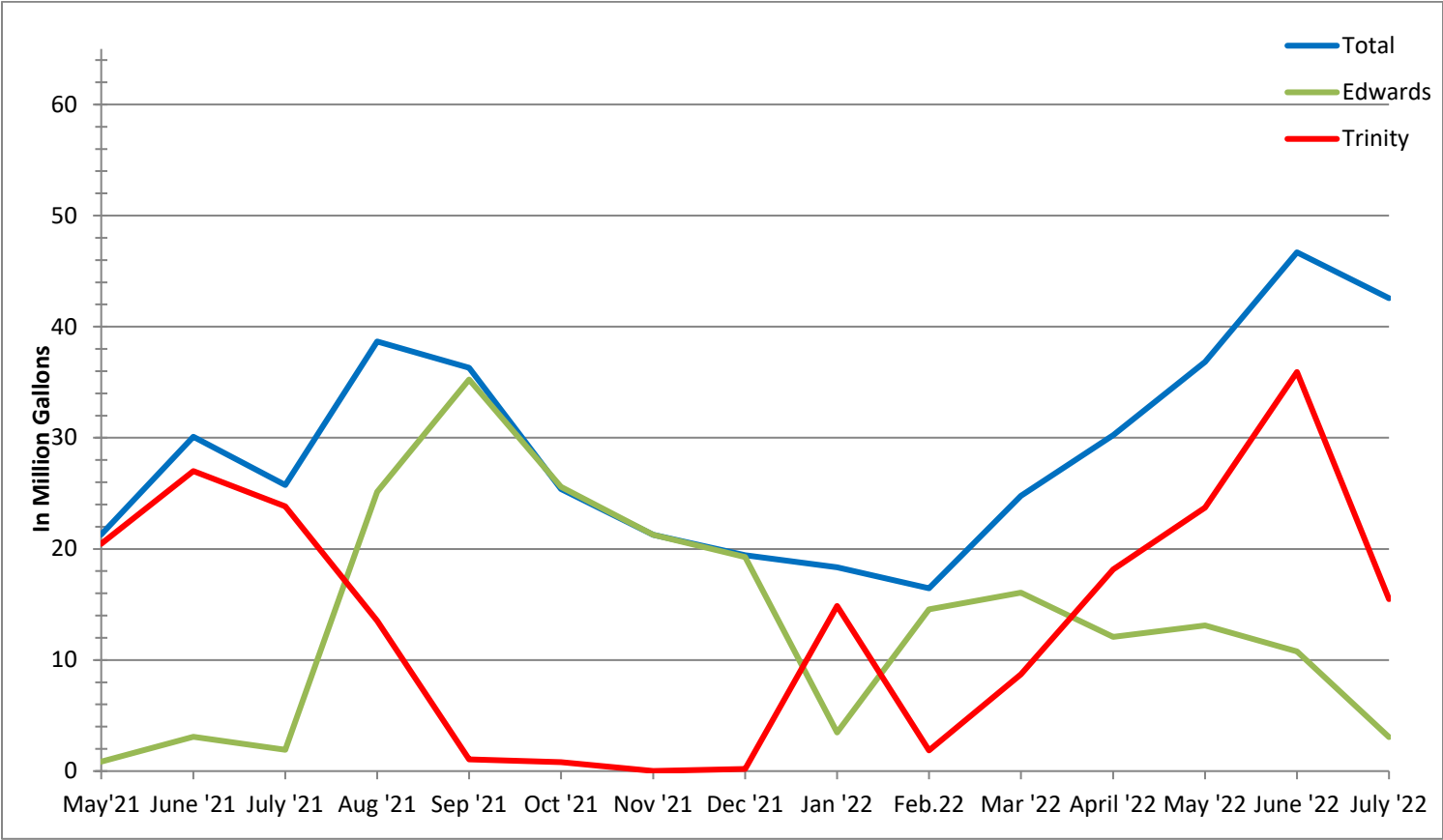




Utilities Department Report

As of July 31, 2022

City of Garden Ridge Aquifer Usage

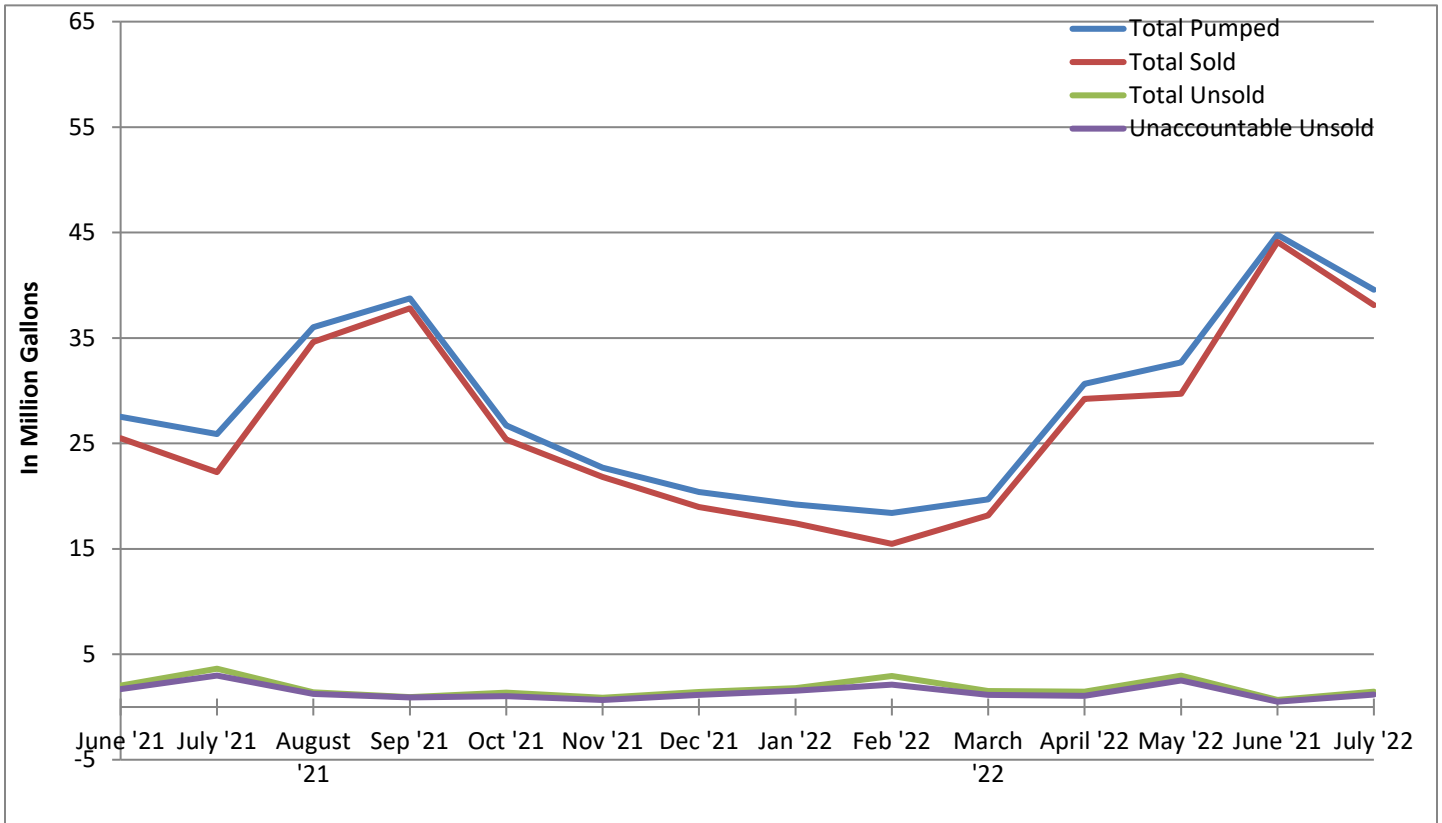


	Month:	Year:	Available:	Stage:
Edwards Well Usage AC/FT:	9.3	224.27	347.91	3
Trinity Well Usage AC/FT:	121.27	438.13	N/A	0

Water Quality

Backteriological Samples	Due:	Missed:	Passed:	Failed:
Distribution Samples:	6	0	6	0
Raw Water Samples:	4	0	4	0
Chlorine Residual Test:	31	0	31	0

2021 – 2022 Pumping Report



Oct '21	26,719	25,368	1,351	1,025	3.8%
Nov '21	22,702	21,817	8,858	668	2.9%
Dec '21	20,393	18,955	1,438	1,149	5.6%
Jan '22	19,203	17,414	1,789	1,553	8.1%
Feb '22	18,402	15,471	2,931	2,131	11.6%
Mar '22	19,708	18,182	1,526	1,160	5.9%
April '22	30,656	29,217	1,439	1,073	3.5%
May '22	32,689	29,713	2,976	2,505	7.7%
June '22	44,778	44,108	6,703	506	1.1%
July '22	39,584	38,121	1,463	1,196	3.0%
Yearly Average	29,992	27,568	3,434	1,258	4.9%
	Yearly national average				16%

Utilities Department Monthly Activities:

New Installed Meters	0	Work Orders	358
Meter Replacements	1	Locates	37
City Owned Leaks	1	Irrigations Permits Issued	1
Meters Read	1695	Total Rebates	2
Meter Tests	0	Total AMI Notification	1614

AMI Information

	June	July		June	July	
Total AMI Notifications	1691	4374	⬆️ 2,683	Abnormal Usage	298	366 ⬆️ 68
Automatic Draft Customers	683	685	⬆️ 2	Continuous Flow	231	99 ⬇️ 132
AMI Customer Portal Profiles	661	690	⬆️ 29	Leak Info Code	849	676 ⬇️ 173
E-Billing Customers	398	384	⬇️ 14	Usage Trend	236	310 ⬆️ 74

Stage 1 restriction alerts 2923

*Active Leak Info Code Alerts – The firmware on the meter is measuring the flow rate through the meter and will only be triggered if water is flowing continuously above the configurable parameter of the meter’s max-flow rate threshold for 24 hours. The city has set a standard max-flow rate of .1% and is notified of any triggered alert.

Leak Adjustments

New Requests	5	Waiting for Customer	0	Approved	0	Amount Approved	\$	Denied	0	Sent to Water Commission	0
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Garden Ridge Library

Volume V, Issue 11

August 3, 2022

Monthly Library Update

By Linda Crosland, Library Director

For leisure, for learning, for life!

Upcoming Activities for August

Children's Activities

Tuesdays and Thursdays, Lego Robotics Free-play, 12:00 noon—4:00 PM; August 11 will be the last day until school starts.

Friday, Preschool Storytime and Stay & Play, 10:30 AM; There will be a three-week break 8/19-9/2

GRES Storytime, Fridays, 1:00 PM; this is will end 8/5

Special

Interactive Movie Night, Friday, 8/12 @ 6:00 PM. There are games and activities that go along with the narrative of the movie, **Willie Wonka and the Chocolate Factory**—fun for the whole family.

Adults' Activities

1st Tuesdays, Card-making for Troops, 1:00

3rd Tuesdays, Card-making, 1:00 PM

4th Tuesdays, Crafternoon, 1:00 PM

Thursdays, Adult Coloring, 1:00 PM

“You can get lost in any library, no matter the size. But the more lost you are, the more things you'll find.”

—Millie Florence

Department Statistics for July

Visits to the Library	1,200
Items Checked Out	2,799
(\$ Saved on hardcopy books	\$15,062.10
New Patrons Added	24
New Items Added to Physical books	135
-Libby Books + Libby Advantage	160
SimplyE	2,600
Volunteer Hours	174

Activity Statistics

Children's Preschool Storytime	166
Children's Lego Robotics, Coding, & Regular Legos	114
Special - Stuffed animal sleepover	50
Adult Classes—Coloring, Sodalis	
Book club, crafts	117

Activity Totals **447**

We had a successful Children's Area during the 50th Anniversary celebration, but have no idea about the numbers. Burial of the *Time Capsule* was also successful and was a nice culmination of the 50th celebration.

Recently I was discussing jobs with an intelligent, educated woman. She said that her job was much more demanding than mine, then added, "Of course, it must have been difficult to get everything organized, but once that was done, you could just read." I was frankly speechless.

I trust that none of you hold that same opinion. However, she was in a position to know what I do, so you may think that we have nothing better to do than read at the library.

I don't wish to sound defensive or, worse yet, whiny, but please know that I work all day every day and never have time to read – except for myriad emails, book reviews, and research articles – in addition to many aspects of my job.

If you ever have questions, please let me know, and feel free to come by any time.

Thank you!

Burying the Time Capsule

July 8, 2022



Garden Ridge's Time Capsule is now registered with the International Time Capsule Society. They map all time capsules that are registered with them.



THE INTERNATIONAL TIME CAPSULE SOCIETY WELCOMES YOU

Time Capsule give individuals, families and organizations an independent voice to the future.

A time capsule is “a container used to store for posterity a selection of objects thought to be representative of life at a particular time.” Time capsules are interesting to people of all ages and touch people on a world-wide scale. Properly prepared time capsules preserve the salient features of history and can serve as valuable reminders of one generation for another.



memorandum

To: Garden Ridge City Council
From: Trihydro Corporation
cc: Ms. Nancy Cain, City Administrator, City of Garden Ridge
Date: July 27, 2022
Re: Engineering Report for August 2022 Council Meeting

1. FM 2252 TxDOT Project

- Design plans submitted to utility coordinator for review
 - Trihydro is in the process of addressing comments

2. Land Development Projects

- Guadalupe Readymix: The City Engineer reviewed the master development plan and provided comments.
- Potential Developments: The City Engineer has met with a couple of developers to discuss city requirements for potential development projects along FM 2252.

c) Water Loss Adjustment: Upon request from a water customer, the City may authorize a partial reduction to a water bill for an unexpected high-water usage resulting from a water loss, such as a leak or criminal activity. Water customers must notify the Utilities Department no later than the due date of the water bill that a Water Loss adjustment will be requested. After notification to the Utilities Department, the water customer must submit a Water Loss Adjustment Request form (Appendix "F") with supporting documentation within 90 days to the Water Department. Water usage resulting from a qualified water loss will be charged at the second-rate tier. All non-qualifying water usage will be charged according to the rate structure in effect during the billing period. Any water loss adjustment spanning more than one billing period shall be considered a single event unless compelling evidence suggests otherwise. The Utilities Department will review each request and investigate the circumstances of each claim. Requests for water loss adjustments that extend 6 months beyond the billing period in which the water loss was detected will not be considered.

1. If the water loss is determined to be the responsibility of the city in part or in full, the Public Works Director shall adjust the customer's water bill by crediting the amount of water usage determined to be the city's responsibility.
2. If a qualifying water loss is determined not the responsibility of the city, the Public Works Director may approve a reduction of the customer's water bill up to \$250.00. If a qualifying water loss would result in larger credit, the customer may opt to accept in writing the \$250.00 credit as full settlement, or the request will be forwarded to the Water Commission for review and action.
3. If the Public Works Director determines that the water loss adjustment request lacks sufficient information to complete an investigation, the customer will be notified and allowed to submit additional information within a reasonable time period, but not longer than 90 days. If the Public Works Director cannot establish a qualifying water loss, or substantiate the volume of the qualifying water loss, the Public Works Director shall deny the request and inform the customer of the specific reasons for the denial. The Public Works Director will inform the customer of their right to have their request reviewed by the Water Commission and will forward the request for action if the customer so elects.
4. The Water Commission will review water loss adjustment requests at regularly scheduled meetings. Customers with pending water loss adjustment requests shall be informed of the date, time, and place where their request will be heard, and encouraged to attend in person or remotely, or to submit written statements. The Water Commission may consider the totality of facts and circumstances and determine whether or not a qualifying loss occurred, and if so the amount of the loss. In making its determination, the Commission shall consider the interests of the customer requesting adjustment, the interests of all other Utilities Department customers, and the impact on the Utilities Department, seeking to equitably balance these interests. The Water Commission will adopt findings and recommendations by majority vote. If the Commission finds that a water loss did not occur, or that the amount of such loss cannot be reasonably established, then the Commission may make no recommendation for adjustment. The customer will be informed of their right to appeal to the City Council. If the Commission finds that a qualifying loss did occur, then the Commission may make a recommendation for adjustment based on the potential amount of the adjustment as follows. Water loss adjustments up to \$500.00 can be recommended to the City Administrator for action. Adjustments over \$500.00 will be forwarded to City Council for review and action. Upon recommendation from the Water Commission, the City Administrator can approve a Water Loss adjustment up to a maximum of \$500.00, or elect to forward the recommendation to City Council for review. When the Water Commission recommends a Water Loss Adjustment greater than \$500.00, the City Administrator may offer an adjustment of \$500.00 in lieu of Council review and action. The customer must accept the adjustment as full settlement in writing.

5. All water loss adjustment requests and actions will be reported to the Water Commission and City Council in the Utilities Department Monthly Report.
6. Water loss adjustments will only be considered qualified if:
 - i. water loss is repaired or corrected
 - ii. the water was shut off, if reasonably possible after detection
 - iii. all information for a thorough investigation is submitted to the Utilities Department in a timely manner
7. No water loss adjustment will be made if:
 - i. reasonable indications of a leak existed, customer was notified of a leak (this includes AMI system notifications), and customer did not shut off the water or repair the leak in a timely manner; or
 - ii. water loss resulted from customer's violation of Ordinance No. 54, Ordinance No. 61, or plumbing code adopted by the City; or
 - iii. reasonable indications show that a leak continues to exist; or
 - iv. excessive use in lawn irrigation systems as a result of programming errors or controller malfunctions; or
 - v. any water loss associated with the construction of residences or non-residential buildings that occur during construction; or
8. If the amount of the water loss cannot be determined, any water loss adjustment should be based upon the average of the same month over the last 3 years (if available) or the highest consumption month in the last 12 months.

**Recommend City Council to consider adding the following items to
7. – No water loss adjustment will be made if:**

- iv. Water loss or excessive use in lawn irrigation systems including but not limited to:
 - programming errors
 - controller malfunctions
 - water lines, zone valve or sprinkler head malfunctions/breakage
- v. Water loss or excessive water use related to:
 - water softeners
 - swimming pools
 - landscape water features
- vi. Water loss or malfunction related to:
 - backflow devices
 - pressure reducing valves (PRV's)
- vii. Any water loss associated with the construction of residences or non-residential buildings that occur during the construction or within one year of the warranty period.

Other items to consider:

- viii. Water loss is a non-service line (line between the water meter and the building) leak including but not limited to:
 - in-house leaks such as toilets, faucets, or other indoor plumbing appurtenances
 - outdoor piping, fixtures or faucets including those located above grade
- ix. Water loss of a service line longer than 500' in length.

City of Garden Ridge

Crisis Communications Plan

July 2022

Purpose

Goals

Procedures

Protocols

Appendices

Communication Channels

Command Staff Contact Information

Media Relations Best Practices

Media Contacts



I. Purpose

The purpose of the City of Garden Ridge Crisis Communications Plan is to identify the roles and responsibilities of staff and the protocols they will follow for communicating information to the community stakeholders of Garden Ridge during an emergency or crisis situation.

For the purposes of this plan, an "occurrence" is defined as an incident, emergency, crisis or event that could have a significant immediate or ongoing impact to residents and businesses. Examples of those occurrences may include and are not limited to natural disasters such as tornados, flooding, ice storms and hurricanes; man-made disasters such as bomb threats, active shooter or other events that involve a response from police, fire or emergency medical personnel. An occurrence may also include controversial issues such as internal city investigations, police investigations, public protests or other situations that require a response from the City.

II. Goals

The goal of the crisis communication plan is to provide information to residents and media in a timely manner, update information as the incident progresses, support the public's safety and ensure the continued delivery of essential city services and operations.

The plan serves as a guide for procedures to follow during an incident, including situation assessment, information analysis and dissemination of information. The communication response goals include:

- Gathering information
- Determining methods of external communications
- Communicating facts in consultation with administration and command
- Minimizing and addressing rumors
- Restoring community confidence
- Protecting the City and the community's reputation

III. Procedures

Emergency operations of the City follow the incident command structure with the city administrator serving as the primary decision maker and leading the emergency

operations procedures. In the administrator's absence, command falls to the Chief of Police or designee.

During crisis or emergency situations, the City's designated communications specialist/public information officer will receive direction from the city administrator, mayor and/or mayor pro tem. They will also serve as the primary contact for response protocols and media inquiries utilizing specific procedures of the plan.

A. Preparedness

Before a crisis or emergency takes place, the communications specialist will work with mayor and council, administration and department staff on public education for residents to prepare them for any potential emergency situations.

This will include but not limited to:

- Developing educational program and materials on known hazardous and warning systems utilized in emergency situations.
- Preparing pre-scripted messaging for known hazards (ex: severe weather events) for website, social media and alert system.
- Briefing local officials and emergency responders on working with the media.
- Maintaining crisis communications plan.
- Identifying location or facilities for a Joint Information Center or media briefing site.

B. Situation Assessment

The person who encounters the emergency occurrence or is notified of the potential emergency should immediately contact the city administrator, who will then notify the mayor. The city administrator will also notify the communications specialist. In the communications specialist's absence, crisis communications will fall to the City Secretary.

C. Information Analysis

The communications specialist/public information officer will gather information from appropriate sources including but not limited to:

- City Administrator
- Mayor
- Police Chief

- Fire Chief
- County Emergency Management official
- Public Works Director
- Secretary

D. Dissemination of Information

The City's communications specialist is responsible for drafting all external communications including, but not limited to:

- News Releases
- Social Media Posts
- Website Updates
- Emergency Notification System Posts
- E-Newsletters

E. Evaluating Response

The communications specialist will debrief administration and the mayor/mayor pro tem on all communications disseminated during the emergency and actions taken related to public communications.

IV. Response Protocols

The city administrator, in consultation with the mayor, will determine if any official statement from the City should be prepared and released. The administrator and mayor will work with the communications specialist to draft all official communications as well as develop responses to media questions and inquiries. Once approved, the communications specialist will disseminate information. The mayor (or their designee) will serve as the primary spokesperson

During emergencies and incidents, information will be disseminated by the communications specialist to the media and the public once it has been deemed appropriate by public safety and administration in accordance with law enforcement investigative policies and laws of the State of Texas.

The communications specialist will disseminate information based on the time of emergency using the following criteria:

High-Level Emergency (natural disaster, bomb threat, active shooter, child abduction, mass casualty event)

- Mass Notification - emergency alert system, email blast, website, social media, news release.
- Media Command Center - determine whether the magnitude of the crisis merits establishing a Crisis Communications Media Command Center for media briefings. Location to be determined.

Low-Level Emergency (high profile investigations, protests, criminal activity, street closures, public works emergencies)

- General Notification - website, social media, email blast.

The communications specialist will work with the appropriate command staff from public safety, emergency management and other City departments to gather information that 1) identifies the time, date and type of emergency, 2) details the extent of injuries and or damage and 3) determine any response or remediation involved in the occurrence. The communications specialist will keep the administration and command staff updated on all media inquiries.

The communications specialist will monitor non-city communication channels, in part to identify factually incorrect information and correct it as soon as possible. The city administrator and mayor will be alerted to the rumors and misinformation and provide direction to the communications specialist on addressing the situation. All responses will reside on the City website with the posting date and time listed at the top of each posting. Social media posts will acknowledge the rumor and provide correct information.

Communications to the media and the public will be based on releasable facts available at the time of dissemination. Official responses either through news releases, news conferences or social media must include verified information and not speculation. All media inquiries during an emergency or incident will be logged and documented.

V. Ongoing Procedures and Protocols

Communications will monitor the emergency daily, connecting with administration and command staff for updated information.

Based on subsequent information and any new facts, the communication specialist will provide updates to all City communication channels, as well as issue any media updates.

Communications will keep notes, logs, emails and data related to the crisis for possible review of procedures and protocol, or Open Records requests.

VI. Post Occurrence Procedures and Protocols

The communications specialist will participate in debriefing sessions with other administration and command staff to evaluate the success of or issues with response procedures and protocols, and assess messaging on all City communication channels.

Evaluate media coverage for accuracy, as well as development of future media strategies.

Review the Crisis Communications Plan annually for possible additions and revisions.

Appendix A - Communication Channels

Official City website - ci.garden-ridge.tx.us

All public information regarding emergency incidents and occurrences should be shared on the City's official website. The City website should be considered the first and official location for City news and information concerning any occurrence. Other City information channels will be used and updated as frequently as possible, but the website will also be primary channel.

The website offers several opportunities for information to be presented for residents.

City Newsroom - News stories providing both updates, crucial information and secondary information.

Incident-specific Pages - Website pages specific to the emergency or incident can provide both updated information as well as other related information such as road and traffic reports, cleanup efforts, shelter locations, etc.

Alert banner - Emergency alerts may be placed at the top of the website homepage and other pages using the alert module.

Civic Send - the e-newsletter module may provide an additional outlet for long-term emergency information and follow ups.

Social Media - Official City Facebook Page & Garden Ridge Police Department Page

The City's current social media accounts - and any subsequent platforms added - will be used to provide emergency public information with the following guidelines:

- All information posted during an emergency incident will begin with the time and date of the post.
- Posts will include crucial information as well as links to City website pages for details.
- Posting schedule will be dictated by events and updated information, but minimum posting will be twice daily - morning and evening - during the emergency.

Garden Ridge Emergency Alert System

The City's emergency alert system, Civic Ready, provides notification via email, text or calls during severe weather and other emergencies. The communications specialist will activate the system by creating the messaging that will be sent through the system's database.

News Releases

Providing news releases to media during an emergency incident is an opportunity for city officials to share statements as well as information on the incident. News releases may also be used in conjunction with news stories drafted for the City website.

- News releases will be written in inverted pyramid style with critical information at the top and secondary information to follow.
- The news release should end with a boiler plate that provides information on the Garden Ridge community including location, population and any community recognition.
- The news release should also include contact information for the City spokesperson and any city official providing comments to the media.

Email Notification System

Emergency information may be distributed via emails from lists generated by the City from various sources including the website, departmental communications, HOAs and community organizations.

City Hall Phone System

Critical public information for residents during an emergency should be included on any message from the City's phone system.

Appendix B - Command Staff Contact Information

City of Garden Ridge Crisis Communications Plan Contact List

Name	Title	Office Phone	Cell	Email
Nancy Cain	City Administrator	210-651-6632 ext. 222	210-347-8931	administrator@ci.garden-ridge.tx.us
Rob Erickson	Mayor	210-651-6632 ext. 267	541-591-0685	mayor@ci.garden-ridge.tx.us
Lisa Swint	Mayor Pro Tem		281-740-5694	councilpl2@ci.garden-ridge.tx.us
Marisa Spencer	City Secretary	210-651-6632 ext. 223	210-778-2188	citysecretary@ci.garden-ridge.tx.us
TBA	Asst. City Secretary/Communications Specialist	210-651-6632 ext. 225		asstcitysecretary@ci.garden-ridge.tx.us
Ron Eberhardt	Police Chief	210-651-6632 ext. 227	210-373-3972	reberhardt@ci.garden-ridge.tx.us
Donald Zipp	Fire Chief -Bracken Volunteer Fire Dept.	210-651-5762		chief@brackenvfd.org
Dan Bellinger	Police Lieutenant	210-651-6632 ext. 228	210-347-8944	dbellinger@ci.garden-ridge.tx.us
Steven Steinmetz	Public Works Director	210-651-6632 ext. 230	210-765-3332	publicworks@ci.garden-ridge.tx.us
Eric Lowman	Public Works Foreman	210-651-6632 ext. 234	210-852-8852	animalservices@ci.garden-ridge.tx.us
Duane Scognio	Utilities Foreman	210-651-6632 ext. 230	210-416-6922	water2@ci.garden-ridge.tx.us
Kim Ryan	Community/Event Center Manager	210-651-6632	210-843-0509	

Appendix C - Media Relations Best Practices

1. Whether one-on-one or in a news conference setting, provide reporters with names and titles of anyone speaking to the media.
2. Provide basic information first (who, what, when, where, why and how).
3. Provide a news release or other handout with detailed information.
4. Make your message effective with
 - 2 or 3 key points
 - brief
 - accurate
 - simple
 - facts and stats
 - examples and/or experts
5. Before interviews compile information and data notes
6. During an interview
 - Don't ignore or evade questions - address the topic
 - Don't repeat a negative statement
 - Asked about a problem, talk about a solution
 - Talk about what you know, facts of the situation

Appendix D - Media Contacts

NEWSPAPERS

Community Impact Newspapers - North San Antonio

3522 Paesanos Parkway, Suite 304
San Antonio, Texas 78231
sanantonio@communityimpact.com

San Antonio Express News

P.O. Box 2171
San Antonio, Texas 78205

Metro Editor - Nora Lopez
nlopez@express-news.net

Political and Government Editor - Sandra Santos
ssantos@express-news.net

Night Editor - September Downing
sdowning@express-news.net

Community Publications - Diana R. Fuentes
DFuentes@express-news.net

TELEVISION

KSAT-TV (ABC)

1408 N. St. Mary's Street
San Antonio, Texas 78215
210-351-1200 (Main)
210-351-1269 (Newsroom)

News Director - Bernice Kearney

KENS-5 (CBS)

5400 Fredericksburg Road
San Antonio, Texas 78229

210-366-5000 (Main)
210-366-2002 (Newsroom)

WOAI-TV News4 San Antonio (NBC)

4335 NW Loop 410
San Antonio, Texas 78229
NewsDesk@news4sanantonio.com

210-366-1129 (Main)
210-442-6397 (Newsroom)

KABB News 29 (Fox)

4335 NW Loop 410
San Antonio, Texas 78229
news@kabb.com

210-366-1129 (Main)
210-442-6397 (Newsroom)

RADIO

WOAI 1200 News Radio

20880 Stone Oak Parkway
San Antonio, Texas 78258

210-736-9700 (Main)
210-737-1200 (Newsroom)

KTSA 107.1/550

4050 Eisenhower Road
San Antonio, Texas 78218

210-654-5100 (Main)
210-599-5555 (Newsroom)



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EXECUTIVE SUMMARY



Located along the southeastern edge of the Texas Hill Country in Comal County, the City of Garden Ridge is a bedroom community whose rapid growth reflects its proximity to San Antonio, just 20 miles to the southwest. Garden Ridge is also surrounded by high-growth communities - Schertz, located 3 miles south; and New Braunfels, 11 miles to the northeast. The City's 2000 population was listed at 1,882. The 2020 Census has Garden Ridge's population at 4,487.

As the region has grown, new residents have been drawn to Garden Ridge's natural beauty and its strong sense of community. Today's Garden Ridge is a mixture of long-time residents who stay for the country feel of the small City and newcomers who want to raise their families in the safe, close-knit community.

With this new growth and the potential for future development, both residential and commercial, City leaders are seeking to create a unique identity for Garden Ridge that not only resonates with residents but creates a positive image and perception of the community to potential homeowners and businesses.

In September 2021, the City of Garden Ridge issued a scope of work document for a strategic marketing plan and brand development. The goal was to develop a new logo concept and tagline for the City, guidelines for utilization of the new logo within the City organization and community and a strategic marketing plan designed to promote the community's positive traits to residents and businesses.

The strategies and tactics identified in the marketing plan include solutions that can be achieved with targeted communication and marketing efforts, as well as those identified that would require funding from the City in its annual budget. Those strategies and tactics are specifically identified as a budgetary response.

Recommendations are for the marketing plan to be implemented over a two-year period, with a review at the end of the first year to measure the success of the efforts.

METHODOLOGY

Following an initial meeting with Garden Ridge elected officials and key City staff, the DFW Strategic Communications team began research in which the Garden Ridge team and key stakeholders in the community participated in interviews to share their impressions on the City's growth, image and visions for the future. The feedback gained through the interviews was a key component of the design discovery process for the development of the new logo and the marketing plan goals and objectives.

The DFW StratComm team also evaluated current community engagement and media to gain insight into public perception in the community and the region. Those insights, as well as the directives by the Garden Ridge team regarding economic development efforts, guided the objectives, strategies and tactics identified in the plan.



STRATEGIC MARKETING **PLAN**



The strategic marketing plan for the City of Garden Ridge has two primary goals: to showcase the City as a great place to live, work and raise a family; and to encourage economic development activity and investment in Garden Ridge. As the San Antonio metro area continues to grow, suburban communities like Garden Ridge are realizing opportunities to increase their tax base with new residents and the businesses that are drawn to new rooftops. In order to attract new residents and businesses, Garden Ridge must position itself as one of the best places to live in the area, thereby generating interest from homeowners and developers.





Goal: Showcase Garden Ridge as a great place to live, work & raise a family

Objective: Increase Brand Awareness

STRATEGY

Introduce residents to new City logo and tagline

In 2022, the Garden Ridge City Council adopted a new logo and tagline, reflecting the community's appreciation for the City's natural setting and hometown feel. As the first change in more than 20 years, introducing the new logo to the community is critical to begin establishing the new look and the "Naturally Home" tagline as the brand for the City.

TACTIC

Distribute auto stickers with the new City logo and/or tagline*

Residents have become accustomed to the auto stickers with the City logo to identify members of the community. New stickers with the new logo and possibly the tagline should be produced and distributed at City facilities and special events.

TACTIC

Website redesign reflects the new logo, color palette and tagline

The City website with CivicPlus is undergoing a redesign in summer 2022. The new website design should use the color palette identified in the new logo and with the new logo featured prominently on the website home page and interior pages. The tagline should also be included with the logo. With the "Naturally Home" tagline, the graphic elements of the design should showcase the City's natural setting and hometown feel. New website should also reflect an easier to use URL (ex: gardenridgetx.gov).

TACTIC

Social Media posts highlighting the new brand and focusing on the “Naturally Home” tagline

The "Naturally Home" tagline offers significant opportunities to engage residents, especially on social media. Utilizing a social media calendar, schedule specific social content that illustrate the tagline in the community.

MEASUREMENT

- ☐ **Distribute 1,000 auto stickers in the first year**
- ☐ **Increase website traffic by 5 percent**
- ☐ **Increase social media followers by 10 percent**



Objective: Share the story of Garden Ridge

STRATEGY

Utilize a social and digital media calendar to develop content that highlights Garden Ridge's community profile and shares why residents make the City their home

TACTIC

Regular website features profiling community leaders

Every community has stories. These stories reflect not only the lives of its residents but the spirit of the community. Sharing these stories gives residents a chance to connect and a non-Garden Ridge audience a look at what the community is all about.

TACTIC

Utilize social media features such as polls and photo sharing to engage residents in sharing what they love about their community

Social media today is the equivalent of the town square; people gather there to share ideas and connect. The various platforms offer tools to engage users, such as Facebook polls or photo sharing. City leaders can hear directly from residents about what they love in their City.

STRATEGY

Develop advertising and marketing reflecting the Garden Ridge community and the "Naturally Home" tagline

TACTIC

Advertising placement in lifestyle, business and retail publications, as well as social media, to showcase Garden Ridge as a great place to live, work and raise a family*

Local publications offer an opportunity to connect with people across the region and the state. Advertising that reflects the Garden Ridge community, its services and events and its "Naturally Home" atmosphere provides potential residents and businesses an easily accessible look at the City.

TACTIC

Draft advertorial content for placement in local media*

Telling your own storytelling through advertorial content offers an economical way to control the narrative and reach different audiences. Using the editorial calendars for local publications, the City can draft content to fit a variety of messaging.

TACTIC

Develop video highlighting the Garden Ridge community*

A 30 to 60 second video on Garden Ridge will offer a visual look at the City and engage the audience in a way that editorial and social media content can't. A quality production with eye-catching graphics and strong video footage of the community can be a positive tool for years to come and, among other things, act as an intro to the City's YouTube page.

TACTIC

Create media kits with information on the Garden Ridge community and economic development*

Media kits with historical data, statistics and a community profile should be ready for distribution when reporters or media reach out for any Garden Ridge coverage.

TACTIC

Look for sponsorship or trade show opportunities to showcase the community as a great place to live, work and raise a family*

Sponsorship of special events in the community and the region offer significant exposure for the City. Trade shows, such as the Texas Municipal League and Texas Economic Development Council conferences or real estate expos, are great exposure and offer opportunities to connect with decision makers one-on-one.

MEASUREMENT

- ☐ **Post one community profile per month**
- ☐ **Post a poll on Facebook once a quarter**
- ☐ **Place at least one ad in year one**
- ☐ **Place at least one advertorial article in year one**

Goal: Encourage economic development activity & investment in Garden Ridge

Objective: Highlight new economic development opportunities in Garden Ridge

STRATEGY

Provide regular information about new development opportunities in Garden Ridge

TACTIC

Develop economic development page on the City website

As the City website undergoes a redesign, add an economic development page on the website that can provide access to critical City information to businesses, developers and investors. Information on the page is tailored to those making decisions on economic development projects. The page can also be marketed with a vanity URL (ex: grtxbiz.com, gardenridgebiz.com)

TACTIC

Produce an economic development map detailing sites for investment

To market not only the community but specific development opportunities, a map - in both print and digital format - offers property information and visual assessment to individuals interested in investing in Garden Ridge.

TACTIC

Design marketing materials focusing on economic development and featuring community brand*

Marketing materials such as brochures, annual reports and lead sheets can provide community and demographic information and details on economic development efforts.

Objective: Provide information on existing businesses and services in Garden Ridge

STRATEGY

Provide regular information to the community about existing businesses in Garden Ridge

TACTIC

Include business directory on the economic development page of the City website

A comprehensive list of Garden Ridge businesses and services is an opportunity to encourage local business owners and support the local economy. The database would be accessible via the economic development page of the City website.

TACTIC

Develop Shop Garden Ridge program*

Reminding residents to shop local not only provides support for those doing business in Garden Ridge, but is a public education opportunity. Sales tax dollars spent in Garden Ridge stay in Garden Ridge and help fund City services and programs.

TACTIC

Participate in the “Shop Local” observance in November

Each November, communities across the country recognize the importance of small businesses to local economics. The Saturday following Thanksgiving is "Small Business Saturday," which encourages people to patronize their communities' small businesses during the holiday shopping season. A proclamation from the Mayor, social media posts and website information will bring attention to the businesses located in Garden Ridge.

** Indicates this tactic will require allocations from the City's annual budget*





About DFW Strategic Communications

DFW Strategic Communications is the product of former municipal public information officers, communications directors, emergency managers, video producers and graphic artists seeking to assist organizational communicators with their efforts to foster two-way communication and enhance stakeholder knowledge.

The information age has dictated that cities, counties, school districts and utility providers be more connected to their communities than ever before. Still, so many do not have a dedicated Communications professional. No matter the size, public agencies need a web presence, video capability and a social media strategy. Our team of experienced government communicators has more than 100 combined years of experience in helping communities tell their stories. We're here to put that collected institutional knowledge to work for cities, counties, school systems and special districts across Texas and beyond.

Contributors to this plan included Senior Consultants Belinda Willis (project lead), Rachel Johnson and Betsy Deck.

Find out more about us at [TexasPIO.com](https://www.texaspio.com).

APPENDIX A – BRANDING GUIDE





GARDEN RIDGE

TEXAS

BRANDING GUIDE

July 2022

Introduction

A consistent brand that is easily recognized and differentiates the City of Garden Ridge from the other cities across Texas and the region is of tremendous value. In an effort to establish a robust brand identity for the City of Garden Ridge, a new logo has been approved by the City Council. To ensure that the new logo and brand maintains consistency, in both internal and external communications and marketing, guidelines have been developed and clearly identified in this manual. It is important that the City of Garden Ridge not implement arbitrary changes but remain committed to its logo, tagline, fonts, colors, and the graphic design of its identity package, a commitment that will strengthen the City's brand.

Adherence to these Brand and Design Guidelines is required by staff in all instances where the City logo is presented. The communications team in the City Secretary's Office will coordinate with staff as it relates to compliance with the logo policy, procedures, and guidelines. These guidelines will be available to all staff. Digital files of the logo and reproducible artwork will be available from the City Secretary's Office.

For any questions regarding the Guidelines and use of the City logo, please contact the City Secretary's Office.

Logo Policy & Procedures

The logo for the City of Garden Ridge is for official City use only and identifies communications, identification, and participation by the City of Garden Ridge, its elected officials, and City staff. Use of the City logo by outside agencies, entities, and businesses is prohibited unless specifically approved by the City of Garden Ridge.

The City of Garden Ridge logo is not to be reproduced without expressed written consent of the City. All requests must be sent to the City Secretary's Office.

The logo is to be used only on City documents, materials or products, or on documentation or materials of which the City is an official sponsor or participant. Vendors producing documentation or materials for the City may reproduce the logo on plans, presentations, and signage. All advertising, marketing, and promotional materials by outside vendors or organizations that include the City of Garden Ridge logo must be approved by the City Secretary's Office prior to printing or publication.

When reproducing the logo onto approved materials, City vendors must maintain the logo's integrity, size and proportion. The City of Garden Ridge logo may not be altered in any way. The logo must be used as directed in the Brand and Design Guidelines. Any City vendor given permission to use the City logo will be given a copy of the Brand and Design Guidelines.

LOGO VERSIONS

GREEN LOGO

RUST LOGO

Official

Minimum Width
1.5 inches



Vertical

Minimum Width
.75 inches



Horizontal

Minimum Width
2.5 inches



Rectangle

Minimum Width
1.75 inches



DEPARTMENTAL LOGO VERSIONS

Departmental logos are available in the following orientations. Departmental logos are best in full-color but can be reversed in a color on the approved color palette when needed. The font used on the department name is Calder.

Official

GREEN LOGO



RUST LOGO



Vertical



Horizontal



LOGO VERSIONS WITH THE TAGLINE

Logos with the “Naturally Home.” Tagline are available in the following versions.

Official

GREEN LOGO



RUST LOGO



Vertical



Horizontal



LOGO STANDARDS

GENERAL USAGE, CLEAR SPACE

Brand elements should not be altered in any way from the form in which they're received and should only be used in the brand colors provided. When possible, pair the logo with the designated brand colors and typefaces, and always maintain strong contrast between brand elements and the background color to ensure legibility. Full color logos should only be used on light colored backgrounds, otherwise use a reversed logo in the approved color palette or white.

The logo should be used with proper spacing around it and should never be sized in a way where it becomes illegible.



LOGO STANDARDS

DO NOT

Stretch or change the proportions of the logo. There are a variety of logo options to fit any space.



DO NOT

Place color logos on low contrast backgrounds.



DO NOT

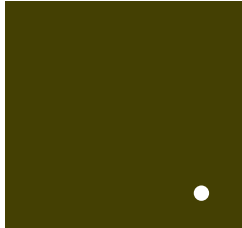
Re-create the logo or change the font.

DO NOT

Change the color of the logo. Logos are available in full-color or reversed in the colors of the approved color palette. Choose a logo that contrasts with the background it's placed on.



COLOR PALETTE



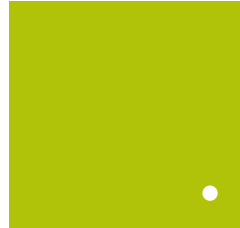
ARMY GREEN

HEX: 444003
RGB: 68, 64, 3
CMYK: 0, 5, 95, 73
PMS: 5815 C



SAP GREEN

HEX: B87A00
RGB: 88, 122, 0
CMYK: 27, 0, 100, 52
PMS: 2280 C



ACID GREEN

HEX: B0C309
RGB: 176, 195, 9
CMYK: 9, 0, 95, 23
PMS: 383 C



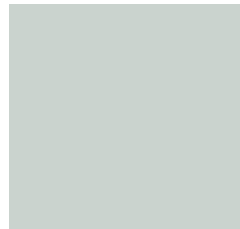
DARK GOLDENROD

HEX: B57009
RGB: 181, 112, 9
CMYK: 0, 38, 95, 29
PMS: 5815 C



RUSSIAN GREEN

HEX: 6F8E74
RGB: 111, 142, 116
CMYK: 21, 0, 18, 44
PMS: 5815 C



ASH GRAY

HEX: C4D5C5
RGB: 196, 213, 197
CMYK: 7, 0, 7, 16
PMS: 5595 U

COLOR GLOSSARY

PRINT: CMYK + PANTONE

For printing, it's best to use CMYK. All of your print brand files are already formatted in CMYK.

For a large (offset) print run with minimal colors or specialty print methods (letterpress, screen printing, etc), use the Pantone Matching System (PMS) colors listed here.

WEB + DIGITAL: HEX + RGB

For web, use the HEX values (#xxxxxx) and for digital applications, use RGB. Remember that colors may vary on different computers or other digital devices due to inconsistent color calibration.

Note: See the File Format Guide for more information on the different color modes (CMYK vs. RGB).

- Indicates Primary Brand Color

H E X = HEXADECIMAL COLOR CODE

R G B = RED GREEN BLUE

C M Y K = CYAN MAGENTA YELLOW BLACK

P M S = PANTONE MATCHING SYSTEM

Fonts

TYPOGRAPHY

The following fonts work together to lend visual clarity and interest to text, making the brand's written content easy to read.

HEADING 1

BODEGA SANS - MEDIUM
ALL CAPS

SHORT HEADLINES & LARGE TITLES

HEADING 2

CALDER - DARK

SECONDARY HEADINGS AND
DEPARTMENT NAMES ON LOGO

BODY

POPPINS - REGULAR

The body copy style is for normal paragraphs and the majority of your brand text content. It's designed to be pleasant to read and more suitable than the brand's heading styles while prioritizing legibility.

Script

Adobe Handwriting- Ernie

Additional Accents or Quotes

FONTS

WHERE TO FIND BRAND TYPOGRAPHY

In order to use our brand fonts (while editing business card files, etc) they must be purchased and downloaded. To find and download recommended brand fonts, follow the links below.

BODEGA SANS - MEDIUM

Used in all caps, Bodega Sans is the City of Garden Ridge Logo Font. It must be purchased and downloaded to be used.

<https://www.myfonts.com/fonts/northernblock/calder/>

<https://fonts.adobe.com/fonts/calder>

CALDER - DARK

Calder is a display typeface. Only one weight is needed, to be used in all caps. This may be purchased on myfonts.com or synced for free through an Adobe Creative Cloud subscription.

<https://www.myfonts.com/fonts/northernblock/calder/>

<https://fonts.adobe.com/fonts/calder>

Poppins Regular

Available for free download through Google Fonts or can be synced through an Adobe Creative Cloud subscription.

<https://fonts.google.com/specimen/Poppins>

<https://fonts.adobe.com/fonts/poppins>

Adobe Handwriting - Ernie

A script/handwriting font available through Adobe Creative Cloud subscription. Fonts with or can be purchased and downloaded.

<https://fonts.adobe.com/fonts/adobe-handwriting>

<https://store.typenetwork.com/foundry/adobe/fonts/adobe-handwriting>

FILE FORMAT GUIDE

FILE TYPE	APPLICATION	RESOLUTION	TYPE OF COLOR	BACKGROUND
EPS	PRINT	INFINITE	CMYK	TRANSPARENT
AI	PRINT	INFINITE	CMYK	TRANSPARENT
JPG PRINT	PRINT	LIMITED 300	CMYK	WHITE
JPG WEB	DIGITAL	LIMITED 150	RGB	WHITE
PNG	DIGITAL	LIMITED 150	RGB	TRANSPARENT

FILE TYPES

RASTER FILES: JPG + PNG

Raster files are the most commonly used graphic files, but they're limited by their resolution and become pixelated when scaled larger than their original size.

VECTOR FILES: AI + EPS

Defined by algorithms instead of pixels, vector files are infinitely scalable. Vector files are ideal for contexts that require precision in printing or cutting your logo, such as for signage, letterpress, foil, laser cutting, etc.

CMYK: PRINT COLOR

CMYK stands for Cyan Magenta Yellow Black — the 4 inks used by most color printers to create their colors.

RGB: DIGITAL COLOR

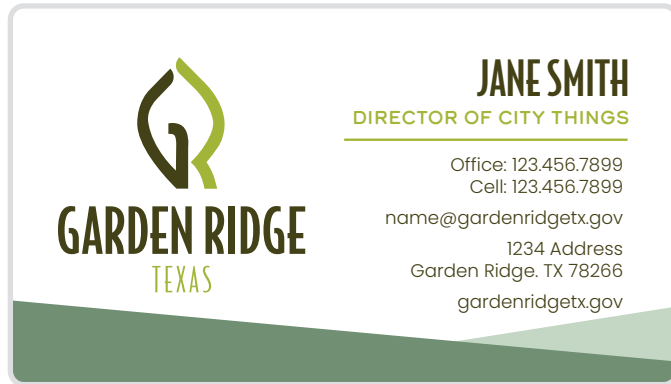
Digital devices use Red, Green, and Blue channels of light to produce their color spectrum—hence, RGB.



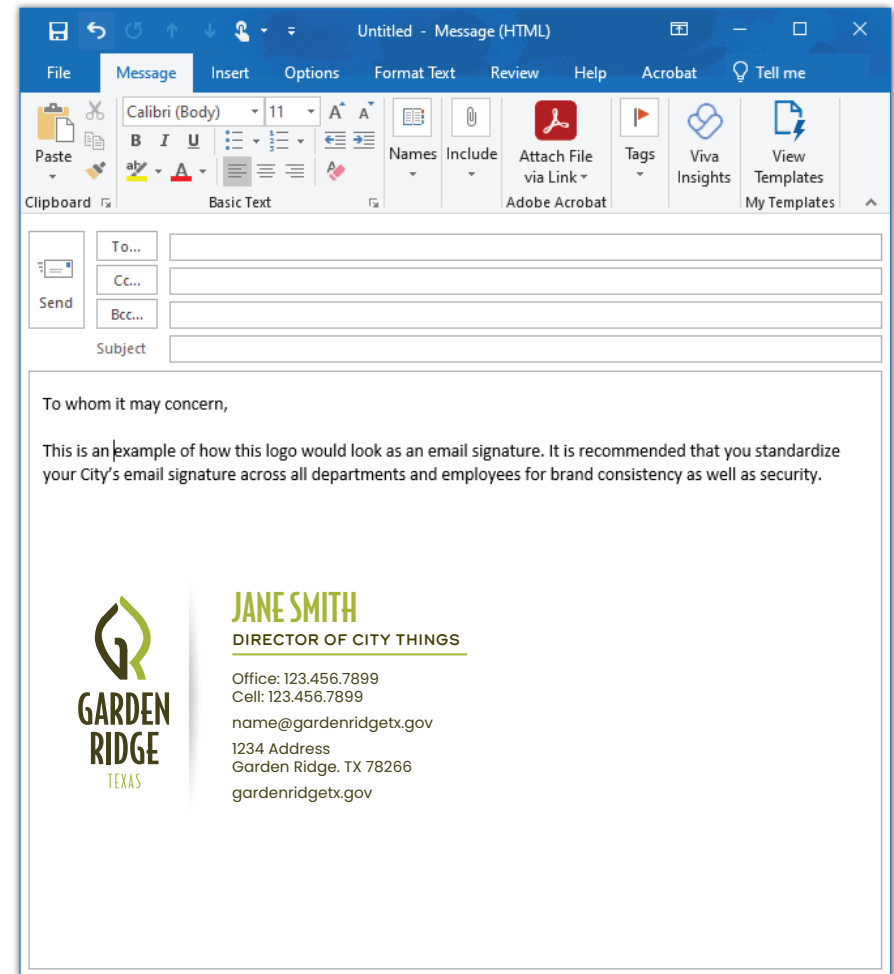
STYLE GUIDE

APPLICATION

BUSINESS CARD EXAMPLE



EMAIL SIGNATURE EXAMPLE



CAR STICKER EXAMPLE



<https://www.stickermule.com/products/die-cut-stickers>

APPLICATION

STATIONERY



GARDEN RIDGE
TEXAS

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Eum ei augue voluptua copiosae. Vis cu altera noluisse intellegat. At vis probatus perpetua. Tale alterum interesset ne quo, est ad exerci oblique recusabo, eu sit simul legendos antiopam. Qui tacimates tractatos ad, delectus sapientem omittantur ut vis. Pro te graece equidem ancillae, indoctum molestiae eam ea.

Signature

GARDEN RIDGE CITY HALL
1234 Address Street
Garden Ridge, TX 78266

 gardenridgetx.gov



GARDEN RIDGE
TEXAS

MEMO

TO
FROM
DATE
SUBJECT



GARDEN RIDGE
TEXAS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Signature

City of Garden Ridge | 1234 Address Street | Garden Ridge, TX 78266 | gardenridgetx.gov

GARDEN RIDGE CITY HALL
1234 Address Street
Garden Ridge, TX 78266

APPLICATION

AGENDA 1

AGENDA CITY COUNCIL REGULAR MEETING WEDNESDAY, MAY 4, 2022 | 6 P.M.



The Garden Ridge City Council will meet in a regular session on Wednesday, May 4, 2022, at 6:00 p.m. in the City Council Chambers, 9400 Municipal Parkway, Garden Ridge, Texas. This is an open meeting, open to the public, subject to the Open Meetings Law of the State of Texas, and as required by law, notice is hereby posted providing time, place, date, and agenda thereof. The meeting facility is wheelchair accessible and accessible parking spaces are provided. Requests for accommodations or interpretative services must be made to the City Secretary 48 hours prior to this meeting.

1. Call to Order/Roll Call

2. Presentation of Colors/Pledge of Allegiance

3. Presentations/Proclamations

- TriCounty Chamber of Commerce Presentation-Executive Director Mindy Paxton.
- Professional Municipal Clerks Week Proclamation.
- National Police Week and Peace Officers Memorial Day Proclamation.

4. Citizen Comment Period – limited to 30 minutes total

Rules for Citizens' Participation: The City Council welcomes citizen participation and comments at all City Council Meetings. If you speak, you must follow these guidelines:

- Respect and courtesy:
 - Direct your comments to the entire City Council, not to an individual member, nor to the audience.
 - Show the City Council the same respect that you would like to be shown.
 - End your speaking at the time allotted below.
- Speaking:
 - First citizen comment period.
 - You are required to sign up to speak and you are limited to one 3-minute period.
 - Second citizen comment period.
 - You are not required to sign up and you are limited to one 2-minute period.
 - State your name and address before your comments begin.
 - You are only allowed to speak once per topic, unless also speaking during a posted Public Hearing.

NOTE: The Texas Open Meetings Act permits a member of the public or a member of the governmental body to raise a subject that has not been included in the notice for the meeting. However, any discussion of the subject must be limited to a proposal to place the subject on the agenda for a future meeting and any response to a question posed to the City Council is limited to either a statement of specific factual information or a recitation of existing policy. TEX. GOV'T CODE § 551.042.

5. Consent Agenda

THESE ITEMS MAY BE ACTED UPON IN A SINGLE MOTION. NO SEPARATE DISCUSSION OR ACTION ON THESE ITEMS WILL BE HELD UNLESS REQUESTED BY A COUNCILMEMBER. PUBLIC COMMENT ON THESE ITEMS MAY BE HEARD DURING CITIZENS' PARTICIPATION; HOWEVER, THAT DOES NOT MEAN THE ITEM WILL BE CONSIDERED OUTSIDE THE CONSENT AGENDA.

- Approval of Minutes for the April 6, 2022, City Council Regular Meeting.
- Financial Statement, Summary Report, and Management's Discussion and Analysis of Results of Operations – March 31, 2022.

6. Staff Reports

- City Administrator Monthly Activity Report.
 - City/employee recognitions, *Volunteer Garden Ridge!*, Community and Event Center report, building permits, citizen concern/input, upcoming events, personnel updates, and continuity of operations.

9400 Municipal Parkway | Garden Ridge, Texas 78266 | P 210.651.6632 | F 210.651.9638 | ci.garden-ridge.tx.us

AGENDA 2



AGENDA CITY COUNCIL REGULAR MEETING WEDNESDAY, MAY 4, 2022 | 6 P.M.

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5. Consent Agenda

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APPENDIX B | FOCUS GROUP INTERVIEWS



City of Garden Ridge Marketing/Branding Study

Executive Summary

Focus Group Interviews November 2021

SCOPE OF WORK

DFW Strategic Communications was tasked with developing a marketing plan for the City of Garden Ridge that included development of a new city logo. As part of this process, interviews were conducted with key community stakeholders to provide insight and feedback on the community's perception of the City, what they enjoyed about living in Garden Ridge and their aspirations for its future. This feedback is a key component of the design discovery process to development logo options.

Interviews with 19 individuals were conducted in over the course of a week in early November 2021. In addition to being asked specific questions by the DFW Strat Comm team, the participants were encouraged to share any thoughts they about living in Garden Ridge including details of their volunteer activities and civic involvement. The information provided in this executive summary offers an overview of those discussions, the conclusions reached and some specific feedback given by the participants.

FOCUS GROUP FEEDBACK OVERVIEW

- Most of the focus group participants were long-time Garden Ridge who stay because they love the "country feel" of the community.
- All participants said they believe Garden Ridge is a safe community.
- The "natural" look and feel of the city is not only a key reason they stay in Garden Ridge, it is important to the community's identity.
- Most respondents said that while major shopping for residents was not in Garden Ridge it was close enough and the development most desired by the community was small retail and restaurants.
- There was discussion among some participants in regards to development along with FM2252. Most participants were in agreement that the city needs more commercial and retail development. The differences were in how best to ensure that the city gets the kind of commercial development it wants.

FOCUS GROUP QUESTIONS AND RESPONSES

What's the best thing about living in Garden Ridge?

"Far enough away from a big city but close enough to San Antonio or New Braunfels for restaurants, cultural events."

"It's nice to look out and see trees and wildlife."

"It's a great location, easy access to everything."

"It's a small community with a hometown feeling."

"Garden Ridge is a tight community, where neighbors know each other and take care of each other."

"Trees. All the trees."

"Small town feel with larger lots; situated in the Hill country yet close to big city amenities."

What are the best things about doing business in Garden Ridge?

"The willingness of the City to work with us. That effort is getting stronger with new Mayor coming board."

"Developers have done an excellent job with new projects."

"Maintaining the country feel of the city with new development."

What are five adjectives that best describe Garden Ridge?

Peaceful

Safe

Upscale without being stuffy

Friendly

Charming

Serene

Willingness of residents to work to improve the community

Good schools

Scenic

Beautiful

Accessible

Welcoming

How would you describe the City of Garden Ridge's personality?

Friendly. Citizens care about the city and each other.

Sleepy

Bright and cheerful

Small-town feel

Almost country but in the middle of everything

Welcoming

What best describes where Garden Ridge wants to be in the future?

Stay the way it is with residential but grow as a business; a unique commercial atmosphere.

Modernize but don't lose the pull that keeps people here. Keep a mix of older residents and young residents.

Citizens want to maintain quiet and natural ambiance of the city.

Need local, upscale retail, shopping and dining that is within our city.

Ability for individuals to downsize and take the next into something more compact without leaving the city.

More residential that caters to older residents and seniors. Simple, safe and social amenities.

We are having people move out because they can't handle the large-lot homes and maintenance. So, we need residential for aging community so they stay in Garden Ridge. We want our older residents and the young families.

Need for a commercial tax base to help alleviate overall tax base.

Be an engaged partner with businesses as well as residents.

If you could change one thing about Garden Ridge, what would it be?

More development without it getting crazy busy.

Move houses away from the quarry.

Need parks and athletic facilities.

Need a city center/retail area where people could come together.

Annex Ramble Ridge and Seven Hills Ranch and the land around it; they consider themselves Garden Ridge residents.

Fewer deer.

The mindset of the population - aging with no change versus embracing and directing what you want. Educating people about the commercial area.

More things for children; date-night places.

Where is your favorite place in Garden Ridge?

My backyard and its trees

Summertime in our park

Library

The Community Center

Caparelli's Pizza

The City Hall area

The pond in Forest Waters

What makes Garden Ridge unique?

Interactions with the City. They are willing to listen and react on most things.

Citizens caring for each other and pulling for each other.

Small-town feel surrounded by a big city.

The feel of safety in the community.

The nature throughout the city.

What are you most proud of about Garden Ridge?

That we are having our 50th anniversary.

The leadership has been able to keep the character of the city despite all the changes.

The name denotes quality.

Friendly people.

Proud of the things we have built in Garden Ridge.

Seeing people who were raised in Garden Ridge coming back to raise their families.

That people want to move to Garden Ridge because of the great schools and the great community.

How has growth impacted Garden Ridge?

Growth has been well managed. It has not been painful.

More neighborhoods, very nice and high quality.

More young families with children.

More discussions about commercial development and what kind of development we want.

We need business growth - the right growth to help increase the tax base for the city.

What do you think of the city's current logo?

It's OK, but we definitely need something better.

Needs improving. It doesn't really stand out.

I think the City ought to consider changing it to something more modern.

I think it's outdated. I don't think it's a reflection of a modern City.

It's not impressive.

I think its adequate.

I look forward to seeing a new logo.

Is there an official or unofficial tagline that the city uses?

Trying to remember how it goes.

Better slogan would be "Welcome Home."

It's on the website.

I don't have a clue.

Not just a place to live, a way of life.

Not just a destination but a place to live.

Keep it simple. Most people don't know the slogan. It should be less words or just have a logo stand on its own.

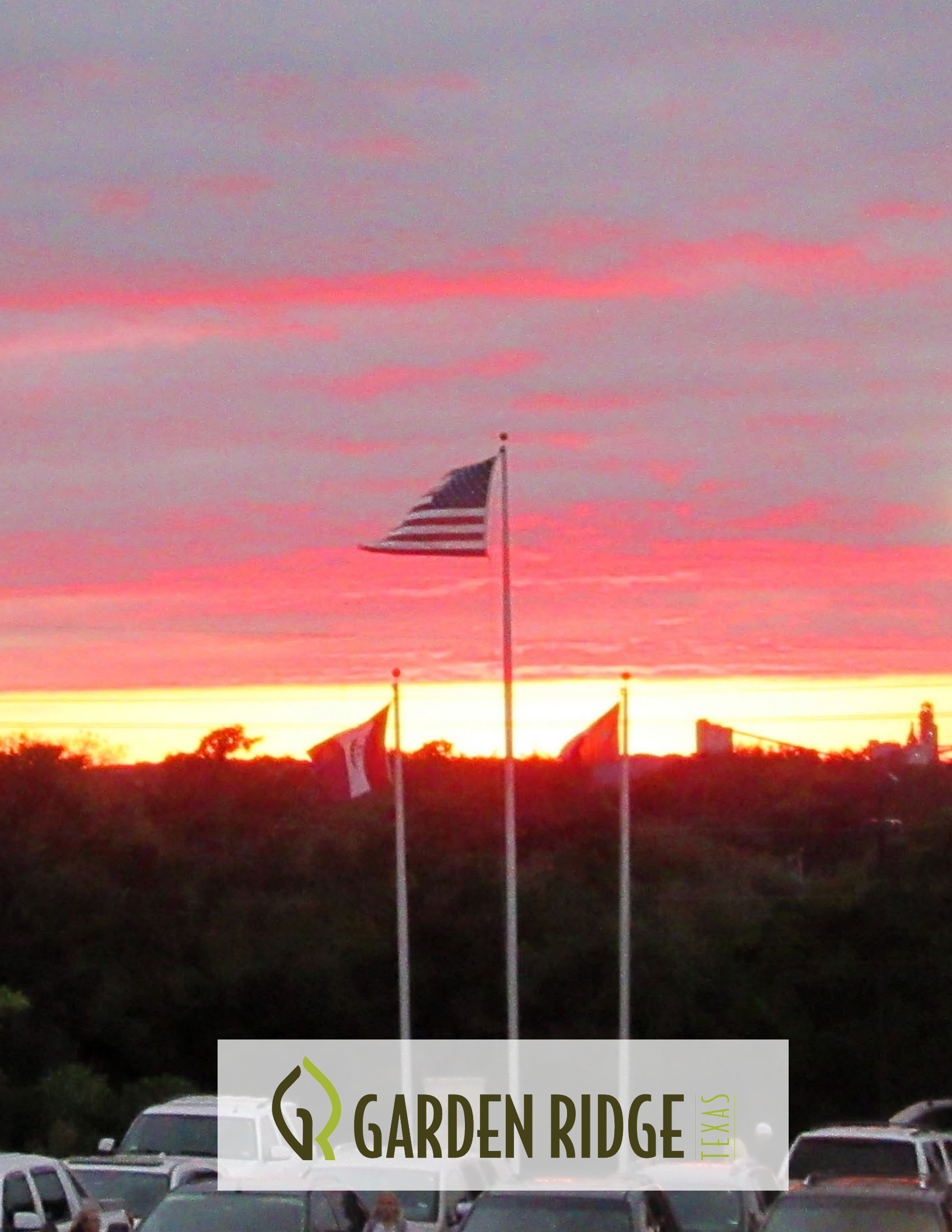
If you were marketing Garden Ridge and sharing the community's identity with people, what would be the most marketable aspect of the city?

The schools, the low crime rate, large lots with lots of trees and wildlife, custom homes for the most part.

A family destination.

It was a retired destination, now it's a family destination. Business owners want to support local and support the schools.

The city needs a tagline people remember and a logo to do the same. It should reflect the path that young people are taking.



 **GARDEN RIDGE** TEXAS

Future Agenda Items

City Council

August 11, 2022, Special Meeting

- 14** days before Meeting (07/28/2022) City Council and Staff items are due.
- 7** days before Meeting (08/04/2022) City Administrator and Mayor review agenda. City Attorney is sent agenda.
- 6** days before Meeting (08/05/2022) Post agenda on bulletin board. Post agenda packet to City Website.
- Meeting Day** (08/11/2022) Special Meeting at 6pm.

City Council = Red
 Planning & Zoning = Green
 Water Commission = Blue
 Quarry Commission = Purple
 Municipal Court = Gray
 Events = Yellow (First Friday)
 Staff/Council Training = Orange

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Special Meeting Agenda Items:

- Present No-New-Revenue and Voter-Approval Tax Rates
- FY2023 Budget Public Hearing
- FY2023 Budget Adoption

August 29, 2022, Special Meeting

- 14** days before Meeting (08/15/2022) City Council and Staff items are due.
- 7** days before Meeting (08/22/2022) City Administrator and Mayor review agenda. City Attorney is sent agenda.
- 6** days before Meeting (08/23/2022) Post agenda on bulletin board. Post agenda packet to City Website.
- Meeting Day** (08/29/2022) Special Meeting at 6pm.

City Council = Red
 Planning & Zoning = Green
 Water Commission = Blue
 Wildlife Management Advisory Commission = Brown
 Municipal Court = Gray
 Events = Yellow (First Friday)
 Staff/Council Training = Orange

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Special Meeting Agenda Items:

- 2022 Tax Rate Public Hearing
- Adoption of 2022 Tax Rate
- Draft Zoning Ordinance 2nd Workshop Session

PENDING FUTURE AGENDA ITEMS

1. Monitoring Wells in the City of Garden Ridge... *Arvidson*
2. Update on City-funded monument for Paul Davis Park... *Bower*