



MEETING MINUTES
JULY 22, 2025

SEABROOK CITY COUNCIL
REGULAR CITY COUNCIL MEETING

Mayor Jim Sweeney called the Seabrook Council Meeting to order at 6:00 p.m. in the Council Chambers in Seabrook City Hall. Present were City Councilmembers Jim Sweeney, Buddy Hammann, Tyler Kubena, Jared Sessum, Tom Tollett, Angela Cervantes, and Summer Sanford. Also in attendance were City Manager Gayle Cook, City Secretary Rachel Lewis, and Deputy City Manager Sean Landis. Pledges were conducted.

1. PUBLIC COMMENTS AND ANNOUNCEMENTS

Paul Robinson Texas Outlaw Challenge Event suggestion on Main Street

2. WORKSHOP SESSION

2.1 Discuss Draft Strategic Plan

City Manager Gayle Cook went over the plan. **See Attachment A.** She requested any revisions from Council and no revisions were suggested.

2.2 Discussion and Comprehensive Review of the Proposed Fiscal Year 2025-2026 Annual Budget

City Council will conduct an in-depth review and discussion of the proposed Fiscal Year 2025-2026 Budget, with a focus on all major financial components of the municipal government. This work session will include presentation and evaluation of projected revenues and expenditures, departmental funding needs, and strategic priorities to ensure fiscal responsibility and alignment with City goals. Specific areas of discussion will include:

- a. General Fund – Overview of operating revenues and expenditures, department budgets, personnel costs, and other general governmental activities
- b. Enterprise Fund – Review of utility fund including water, wastewater, and sanitation
- c. Special Revenue and Dedicated Funds – Review of restricted funds such as grants, hotel occupancy tax (HOT), and other program-specific funding sources
- d. Capital Improvement Program (CIP) – Review of multi-year infrastructure investments and capital projects, including funding sources

City Manager Cook went over a presentation regarding the proposed budget for FY 2025-2026. **See Attachment B.**

Council requested a 20% increase in reimbursement funds since the amount had not increased in the past 10 years to accommodate training costs. Council also requested the Boat Parade, HCMCA Christmas Meeting, and the State of

the City costs be funded as Council events as presented.
Council decided the discussion regarding Special Funds and CIP funds would take place at the next budget meeting.

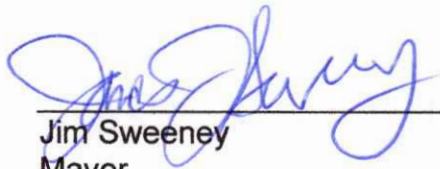
2.3 Discussion regarding the dates for future budget meetings.

Council agreed the next Budget Meeting would take place on July 30, 2025 at 6:00 pm.

3. ADJOURN MEETING

There being no further business, Mayor Sweeney adjourned the meeting at 7:58 pm.

APPROVED:

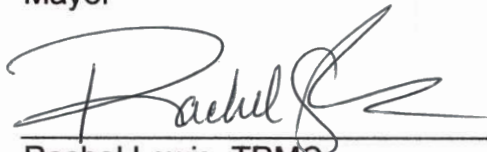


Jim Sweeney
Mayor

DATE: _____

8/5/25

ATTEST:



Rachel Lewis, TRMC
City Secretary

2025-2026 City of Seabrook Strategic Plan – DRAFT

Strategic Planning: *Highly effective organizations regularly engage in the strategic planning process to define the long-term vision for the future and to create short-term action plans in pursuit of that vision. Strategic plans consider current opportunities and challenges and help prioritize resources. The Seabrook City Council and staff have engaged in the strategic planning process this year and have drafted a strategic plan that establishes areas of emphasis, initiatives and goals to commence within the next year. Once implemented, this plan is designed to move the City of Seabrook toward its future by giving guidance to staff, setting internal and external expectations, and creating measurements of success.*

Vision: *A vision statement is a collective aspiration of what we desire to be. It describes why we do what we do and serves as inspiration and motivation to become a greater version of ourselves.*

Seabrook is a sustainable, vibrant and welcoming coastal community that embraces its natural environment, fosters safe neighborhoods and promotes ecotourism and economic diversity.

Values: *These are the guiding principles of how the City of Seabrook performs the work that serves its citizens. They shape the organizational culture and thus our actions.*

**Proactive communication
Collaborative spirit
Integrity, honesty and respect
Financial stewardship
Nurture collective trust**

Proposed 2025-2026 Strategic Plan: *This plan is organized with Areas of Emphasis, Initiatives and Goals. Areas of Emphasis represent the key priorities that will ensure pursuit of the future. Each Area of Emphasis has Initiatives that prescribe particular strategies, and each Initiative has Goals which describe steps to be taken to advance the Initiatives. (Numbers are for organizational purposes and do not assign priority or order.)*

Area of Emphasis 1: Economic Development

Economic development strategies need to reflect the diversity, values, interests and desires of individual local communities and their citizenry.

Initiative 1.1 Establish a program for promoting existing businesses

Goal 1.1.1 Re-establish the shop local program with special programs to focus/assist revitalization of struggling businesses post SH146

Goal 1.1.2 Establish criteria for determining the businesses to be promoted and media to be used

Goal 1.1.3 Hold two to four promotional campaigns per year

Goal 1.1.4 Establish an interactive map locating businesses

Initiative 1.2 Establish a business signage program

Goal 1.2.1 Develop and execute a Request for Proposal (RFP) for economic wayfinding and directional signage that will inventory, evaluate, take input from business community to recommend best signage options for each business district

Goal 1.2.2 Ensure adequate funding is planned for directional signage programs for businesses

Initiative 1.3 Engage small businesses

Goal 1.3.1 Partner to bring training programs to Seabrook

Goal 1.3.2 Create networking opportunities

Initiative 1.4 Commercial zoning policy and process review

Goal 1.4.1 Develop public education plan and resources

Goal 1.4.2 Review the Comprehensive Plan (2027)

Initiative 1.5 Explore large development incentives to create buffers

Goal 1.5.1 Research and propose incentive options for developers

Goal 1.5.2 Develop and market incentives

Initiative 1.6 Engage ecotourism expert to explore feasibility

Goal 1.6.1 Assess Seabrook's Ecotourism Potential

Goal 1.6.2 Assess Infrastructure, Resources and Real Property Needs

Goal 1.6.3 Develop a Plan with Actionable Recommendations

Area of Emphasis 2: City Services

To be the driving force that serves the city and community.

Initiative 2.1 Improve City facilities

Goal 2.1.1 Establish a Public Safety facility Ad Hoc Committee

Goal 2.1.2 Create a Facility Maintenance Plan

Initiative 2.2 Produce high quality services through best practices, support and staff planning

Goal 2.2.1 Engage in organizational succession planning

Goal 2.2.2 Conduct ongoing annual salary survey

Goal 2.2.3 Develop a Police recruitment and retention strategy

Initiative 2.3 Enhance technology systems to improve internal efficiency and external services

Goal 2.3.1 Cyber security enhancements

Goal 2.3.2 Online permitting system

Goal 2.3.3 Digitize records

Area of Emphasis 3: Infrastructure

To provide for the infrastructure needs of the City of Seabrook.

Initiative 3.1 Establish long-term strategies for future infrastructure that is financially sustainable

Goal 3.1.1 Continue funding and allocating for Pavement Management Plan

Goal 3.1.2 Identify resiliency projects

Initiative 3.2 Long-Term Initiatives for Independent Water Supply

Goal 3.2.1 Diversify water supply sources

Goal 3.2.2 Collaborate with regional partners to seek independent water supply sources

Initiative 3.3 District parking in the Old Seabrook District

Goal 3.3.1 Support projects to identify and fund additional parking options in the district

Area of Emphasis 4: Engagement and Branding

To inform and engage citizens, businesses and visitors by providing and responding with timely, reliable and accurate information.

Initiative 4.1 Enhance City signage to support placemaking and tourism

Goal 4.1.1 Establish a committee to advise on signage

Goal 4.1.2 Install trail signage

Goal 4.1.3 Increase citywide beautification efforts

Initiative 4.2 Improve the City website to streamline access to information

Goal 4.2.1 Gather User Feedback

Goal 4.2.2 Improve Site Navigation

Initiative 4.3 Enhance communication with the public

Goal 4.3.1 Create project/program updates to include videos

Goal 4.3.2 Create a Council communication strategy

Goal 4.3.3 Identify and create communication partnerships

Goal 4.3.4 Youth outreach

Initiative 4.4 Establish customer service protocols

Goal 4.4.1 Create an inviting environment for engagement with citizens

Goal 4.4.2 Establish customer service improvement plans

Area of Emphasis 5: Quality of Life

To provide citizens with amenities and services that enhance the quality of life.

Initiative 5.1 Plan and provide for increased water access opportunities

Goal 5.1.1 Increase and enhance public water access points

Goal 5.1.2 Plan for the availability of more water recreational offerings

Initiative 5.2 Improve and enhance parks, open spaces and expand trail network

Goal 5.2.1 Continue to implement the Open Space Master Plan (2020) with the addition of new trail segments and connections

Goal 5.2.2 Seek to expand a green barrier between adjoining industrial and residential areas

Goal 5.2.3 Explore adding parking at parks

Goal 5.2.4 Pier restoration

Initiative 5.3 Communicate Proactively and Strategically

Initiative 5.3.1 Community branding

Initiative 5.3.2 Citizen education