

The City Council of the City of Seabrook met in regular session on Tuesday, June 23, 2015 at 7:00 p.m. in Seabrook City Hall, 1700 First Street, Seabrook, Texas to discuss, consider and if appropriate, take action on the items listed below.

THOSE PRESENT WERE:

GLENN R. ROYAL	MAYOR
ROBERT LLORENTE	COUNCIL PLACE NO. 1
MIKE GIANROSSO – Ex. Abs.	COUNCIL PLACE NO. 2
GARY JOHNSON – Ex. Abs.	MAYOR PRO TEM &
	COUNCIL PLACE NO. 3
MELISSA BOTKIN	COUNCIL PLACE NO. 4
GLENNA ADOVASIO	COUNCIL PLACE NO. 5
O.J. MILLER – Ex. Abs.	COUNCIL PLACE NO. 6
GAYLE COOK	CITY MANAGER
SEAN LANDIS	ASSISTANT CITY MANAGER
STEVEN L. WEATHERED	CITY ATTORNEY
MICHELE L. GLASER	CITY SECRETARY

Mayor Royal called the meeting to order at 7:00 p.m. and led the audience in the United States and Texas Pledge of Allegiance.

1.0 PRESENTATIONS

1.1 Presentation of Certificate of Merit to Officer Derrick Christensen. (Wright)

This item was postponed until July 7, 2015.

1.2 Presentation of the post event report regarding the recent Keels and Wheels event at Lakewood Yacht Club. (Fuller)

Mr. Fuller gave a report on the 20th anniversary event. Event attendance of 14,000 was 8% higher than last year, with 26 states and 7 countries represented. Pre and post-advertising costs were \$94,000, which included local and national print ads, radio, internet and social media spots, and email blasts to 50,000 addressees. All advertising identified the event as taking place in Seabrook, Texas. Over the past 20 years, Keels and Wheels has had an economic impact to the greater Clear Lake area of approximately \$3,000,000.00, and the organization made a charitable contribution this year of \$50,000.

1.3 Presentation by Mr. Yousof Allam regarding waiver of civil penalties for 1430 Killdeer. (Landis)

Mr. Allam asked for relief on civil penalties so the property can be improved. He told Council he was unaware of the civil penalties when he purchased the property. He did not request a waiver of the fines for mowing and fence repair. The delinquent taxes owed to the City on this property have been paid.

2.0 PUBLIC COMMENTS AND ANNOUNCEMENTS – None.

2.1 Mayor, City Council and/or members of the city staff may make announcements about city/community events. (Council)

Councilor Llorente announced several upcoming events.

3.0 CONSENT AGENDA

3.1 Approve the first of two readings of proposed Resolution 2015-14, "Designation of 'Demolition Grant Project' for Authorized Economic Incentives." (Chavez)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEABROOK, TEXAS, DESIGNATING THE DEMOLITION GRANT PROJECT FOR ECONOMIC INCENTIVES AND AS AN AUTHORIZED PROJECT OF THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION.

3.2 Approve proposed Resolution 2015-17, "Authorization for Acquisition/Exchange of Real Property for the Current City Public Works Yard Pursuant to a Sealed Bid Proposal". (Cook)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEABROOK, AUTHORIZING PROCEEDING WITH THE SEALED BID RECEIVED FROM PACIFIC RIDGE DEVELOPMENT COMPANY, LLC FOR ACQUISITION/EXCHANGE OF CERTAIN REAL PROPERTY FOR THE CURRENT CITY PUBLIC WORKS YARD, APPROXIMATELY 3.405 ACRES OUT OF THE RITSON MORRIS SURVEY, ABSTRACT 52, HARRIS COUNTY, TEXAS, GENERALLY LOCATED ON LAKESIDE DRIVE AND SH 146), ("PUBLIC WORKS PROPERTY"), TO BE CONVEYED IN EXCHANGE FOR THE BID PROPERTY CONSISTING OF A TRACT OF LAND CONTAINING APPROXIMATELY 7.0899 ACRES SITUATED IN THE RITSON MORRIS SURVEY, A-52, HARRIS COUNTY, TEXAS, GENERALLY LOCATED ON LAKESIDE DRIVE WITH TERMINUS OF HUMBLE DRIVE ("EXCHANGE PROPERTY; DETERMINING COMPLIANCE WITH APPLICABLE BIDDING PROCEDURE; FINDING THE PUBLIC NECESSITY FOR THE EXPENDITURE OF FUNDS, AUTHORIZING THE CITY MANAGER TO PROCEED WITH THE NECESSARY DUE DILIGENCE FOR EVALUATION OF PROCEEDING WITH THE EXCHANGE AND ACQUISITION OF THE SUBJECT PROPERTIES PURSUANT TO THE BID RECEIVED, INCLUDING A LEASE BACK TO THE CITY FOR THE PUBLIC WORKS PROPERTY FOR A DEFINED TIME/TERMS; ALL SPECIFICALLY SUBJECT TO CITY COUNCIL APPROVAL, IN COMPLIANCE WITH ALL APPLICABLE LAWS, REGULATIONS AND CHARTER REQUIREMENTS; FINDING AND DETERMINING THAT THE MEETING AT WHICH THIS RESOLUTION IS PASSED IS OPEN TO THE PUBLIC AS REQUIRED BY LAW.

- 91 **3.3 Approve proposed Resolution 2015-16, "Appointment of the Planning and Zoning**
92 **Commission as the Capital Improvements Advisory Committee". (Landis)**
93

94 **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEABROOK,**
95 **TEXAS, APPOINTING THE SEABROOK PLANNING AND ZONING**
96 **COMMISSION AS THE CAPITAL IMPROVEMENTS ADVISORY**
97 **COMMITTEE AS PERMITTED BY THE TEXAS LOCAL GOVERNMENT**
98 **CODE, CHAPTER 395.**
99

- 100 **3.4 Approve Monthly Public Safety Report for May 2015. (Wright)**
101

- 102 **3.5 Approve Monthly Building Report for May 2015. (Landis)**
103

- 104 **3.6 Approve the minutes of the May 14, 2015 Special Joint Meeting of the City Council,**
105 **the Seabrook Economic Development Corporation and the Comprehensive Master**
106 **Plan Review Commission. (Glaser)**
107

- 108 **3.7 Approve the minutes of the June 2, 2015 regular City Council meeting. (Glaser)**
109

- 110 **3.8 Ratify the city manager's re-appointment of John Chisler to a third term on the**
111 **Civil Service Commission, to end June 2018. (Cook)**
112

- 113 **3.9 Appoint Thom Kolupski to the Comprehensive Master Plan Review Commission,**
114 **with a term ending June 2016, to fill the position vacated by Glenna Adovasio.**
115 **(Council)**
116

- 117 **3.10 Reappoint John Dolan and Sue Langgard as regular members to the Zoning Board**
118 **of Adjustment for two-year terms ending January 2017. (Council)**
119

- 120 **3.11 Reappoint Helen Burton, Sally Antrobus, Monica Comeaux, John**
121 **Coggeshall, Debra Harper, David Popken and Karen Tisdell to the Open Space and**
122 **Trails Committee with terms ending in June 2018. (Council)**
123

124 Motion was made by Councilor Botkin and seconded by Councilor Llorente.
125

126 To approve the Consent Agenda as presented.
127

128 MOTION CARRIED BY UNANIMOUS CONSENT.
129

130 **END OF CONSENT AGENDA**
131

- 132 **4.0 NEW BUSINESS**
133

- 134 **4.1 Consider approval of a new Seabrook city event on Second Street in November**
135 **2015, and the proposed budget for this event. (Cook and Dearman)**

LeaAnn Dearman, Director of Communications, stated that a new event titled "Celebration Seabrook, Feast and Wine by the Bay" will be held Saturday, November 14, 2015, from 10:00 a.m. to 10:00 p. m. and will be in conformance with the citizens' desires for revitalization of Old Seabrook, wine tastings, food trucks, and entertainment, as well as the City's vision statement and strategic plan. Food trucks, craft beer, wine, live music, a kid zone and an art corner will all be featured items of the event, along with local and area vendors. Tickets will be \$25.00 for 21 years and older, and \$15.00 for 11 to 20 year olds. Mrs. Cook stated that staff met with Vine and Food Time Productions, the chosen production company, several times, and attended a couple of their events to see first-hand the quality of the product. Their events in the Woodlands, Katy, and Houston have shown increasing profits each year. They will perform all the groundwork for the City, including securing sponsors and vendors. "Worst Case and Exceeding Expectations" budget scenarios for Celebration Seabrook are attached as Exhibit A. This event is expected to bring awareness of Seabrook, generate overnight hotel stays, and increase sales tax revenue, which will bring more businesses to Seabrook.

Councilor Llorente asked the methodology for setting the proposed ticket prices. Mrs. Cook explained staff relied on recommendations from Food and Vine Time regarding a threshold on ticket price, taking into account the type of event and the type of audience desired. Similar events in the area are \$35.00 per ticket.

Mayor Royal asked about parking. Ms. Dearman stated schools, Little League fields, city hall, and the post office will be used for parking. There is also \$2,000 in the budget for shuttle service. There are no plans for parking on NASA Parkway.

Motion was made by Councilor Llorente and seconded by Councilor Botkin.

To approve the new city event and further develop the event using FY 2014/ 2015 funds in an amount not to exceed \$46,000 from the General Fund and \$35,000 from the Hotel Tax Fund.

MOTION CARRIED BY UNANIMOUS CONSENT.

4.2 Consider approval of a lease proposal for decorative holiday lighting along Second Street in an amount not to exceed \$20,000 for FY 2014-15. This is an unbudgeted item. (Cook)

Mrs. Cook stated staff received direction from Council to look at a bigger scale lighting item. This proposal is from Artistic Holiday Designs for a three-year lease to purchase. The first year's cost is \$15,000 with an additional \$5,000 contingency to cover costs to work with an electrician to repair electrical issues along Second Street, to pay CenterPoint for adding adapters to wooden poles and to pay for electricity used. Lease payments in years two and three will be \$12,000 each, with a \$1.00 buyout at the end of the third year. The first year will be paid using General Fund Reserves and the following years will be budgeted. Leasing enables the City to expand or add to the pieces leased in

the first year. This proposal is for LED lights strung overhead and across the street from one wood electrical pole to the other, a front panel Christmas tree in Mohrhausen Park (moving tree lighting ceremony from City Hall) and smaller freestanding items on both sides of the street at various locations. The freestanding items can be moved, as needed or desired, because they are not tied to electrical poles. Mrs. Cook stated that Reliant Energy will not allow the City to install lighting on the decorative poles along Second Street, as the decorative poles do not allow a split for providing electricity to the lights and the surrounding homes and businesses at the same time. The old wooden poles can be used because an adapter can be placed at the top of the poles to split the electricity.

In answer to questions from Council members, Mrs. Cook stated that the City will use banners, paid for with HOT funds, to decorate along NASA Parkway. Other area cities have not used LED lighting; however, Nassau Bay plans to add LED lights to palm trees this year. Mrs. Cook explained that employees of Artistic Development and Design would be available the first year to walk staff through the installation and because the installation is simple, staff should be able to complete installation in subsequent years.

Motion was made by Councilor Botkin and seconded by Councilor Adovasio.

To approve lighting on Second Street in an amount not to exceed \$20,000 for this budget year.

MOTION CARRIED BY UNANIMOUS CONSENT.

4.3 Consider approval of the Seabrook Strategic Plan by Ron Cox of Ron Cox Consulting and City Directors. (Cook)

Mrs. Cook reviewed the vision elements (goals) of the plan, as shown in the attached Exhibit B.

Motion was made by Councilor Llorente and seconded by Councilor Adovasio.

To approve the Seabrook Strategic Plan as presented.

MOTION CARRIED BY UNANIMOUS CONSENT.

5.0 ROUTINE BUSINESS

5.1 Approve the Action Items Checklist which is attached and made a part of this agenda. (Council)

Mrs. Cook asked that the Mystic Village Traffic Plan be removed from the Action Items Checklist. An update on the fiber optic project will occur at the July 7 Council meeting. Mrs. Cook gave a brief project update on the new Public Works building. The splash pad at Meador Park will tentatively open in mid-July.

Mrs. Cook asked Council members to help facilitate at the individual stations at the Master Plan Community Workshop at Bay Elementary on July 30.

Motion was made by Councilor Adovasio and seconded by Councilor Botkin.

To approve the Action Items Checklist as amended.

MOTION CARRIED BY UNANIMOUS CONSENT.

5.2 Establish future meeting dates and agenda items. (Council)

Regular City Council meetings will be held on July 7 and July 21. Special City Council meetings will be held on July 14 and July 28 to discuss City budget related items. The Comprehensive Master Plan kickoff meeting will be held at 7:00 p.m. on July 30 at Bay Elementary School.

6.0 EXECUTIVE SESSION

At 8:28 p.m. Mayor Royal announced that the City Council would hold a closed executive meeting pursuant to the provisions of the Open Meetings Act, Chapter 551, Government Code, and Vernon's Texas Codes Annotated, in accordance with the authority contained in Section 551.071, Consultation with Attorney.

Section 551.071

6.1 Consult with attorney to receive legal advice to address legal issues associated with requested waiver of civil penalties, as provided by Section 551.071 of the Texas Government Code. (Cook)

6.2 Consult with attorney to receive legal advice on legal issues associated with a Memorandum of Understanding with the Port of Houston Authority. (Cook)

7.0 OPEN MEETING

At 9:32 p.m. Mayor Royal reconvened the meeting in open session and stated that items 6.1 and 6.2 had been discussed, but that no action had been taken in executive session.

7.1 Consider approval of waiver of \$28,500.00 in civil penalties for property located at 1430 Killdeer. (Landis)

In answer to questions from Council, Mr. Allam stated that he has cleaned up the yard and cleaned out the house, but has not repaired or replaced the fence. He intends to bring the property up to code within three months so that he can sell it. He has paid the delinquent taxes, but has not yet paid the fines or civil penalties. If the civil penalties are waived, Mr. Allam stated that we will pay all fines at closing which should occur in the

next two to three weeks. Mr. Allam stated that he has not yet filed the deed because if the civil penalties are not waived, he will have to abandon the project. Mr. Allam stated that he can prepare the release of civil penalties for city review. Mr. Allam stated that he has hired a local person to manage the improvements to the property.

Motion was made by Councilor Llorente and seconded by Councilor Botkin.

To approve the waiver of only the civil penalties, conditional upon full and complete payment of all fines and interest to the title company as referenced in the original Building and Standards Commission order pending review of the document by the city attorney and execution by the city manager.

Councilor Llorente stated that this motion was made in order to clean up the property for the benefit of the city and neighbors.

Mr. Weathered stated that if the property remains substandard, it can be brought again before the Building and Standards Commission. Mr. Weathered stated he will talk to the title company to decide who will prepare the release.

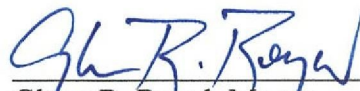
MOTION CARRIED BY UNANIMOUS CONSENT.

7.2 Consider and authorize approval or action on amendments to the Memorandum of Understanding (MOU) with the Port of Houston Authority (POHA). (Cook)

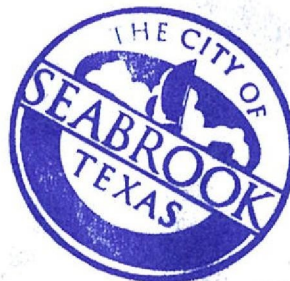
No action was taken on this item.

Upon a motion duly made and seconded, Mayor Royal adjourned the meeting at 9:53p.m.

Approved this 7th day of July 2015.


Glenn R. Royal, Mayor


Michele L. Glaser, TRMC
City Secretary



Projected "Exceeding Expectations" Budget for Celebration Seabrook

REVENUE			
Tickets: General Admission	\$25	2500	\$62,500
Tickets: 11 to 20 yrs.	\$15	400	\$6,000
Tickets: VIP	\$100	125	\$12,500
House Drink Tickets	\$5	900	\$4,500
Premium Drink Tickets	\$10	700	\$7,000
Vendor/Exhibitor Table	\$200	20	\$4,000
Vendor/Exhibitor Tent	\$425	15	\$6,375
Gold Sponsors	\$2,500	3	\$7,500
Silver Sponsors	\$5,000	2	\$10,000
Platinum Sponsor	\$10,000	1	\$10,000
Projected Income			\$130,375

HOT EXPENDITURES			
Print Production, Advertising & Online Services			
Graphic Design			\$1,000
Rack Card & Poster			\$1,500
Sponsor & Direction Signs			\$2,500
Banner			\$500
Stage Banner			\$350
Wristbands			\$250
Website Fees			\$550
Online Ticket Fees			\$1,836
Radio			\$15,000
eBlast			\$100
Social Media			\$3,000
PR/Media			\$8,000
Total HOT Expenditures			\$34,586



EVENT EXPENDITURES			
Venue, Rentals & Supplies			
Lot Rental			\$500
Fencing			\$3,000
Shuttles			\$2,000
Equipment/Generators			\$2,000
Tents			\$16,000
Souvenir Glasses			\$1,500
Table Cloths			\$250
Ice			\$1,500
Utensils/Dump Buckets			\$108
Truck Rental			\$487
Office Supplies			\$500
Paper Supplies			\$200
Sanitation Stations			\$125
Porta-Let			\$1,800
VIP Décor			\$2,000
			\$31,970
Labor & Additional Expense			
Security			\$4,800
Contract Labor			\$4,000
Gate Staffers			\$3,400
Volunteer Expense			\$400
Food			\$500
			\$13,100
Entertainment			
Bands			\$20,000
Stage & Sound			\$4,000
Kid Activities			\$5,000
			\$29,000
Alcohol			
Beer			\$3,000
Wine			\$0
			\$3,000
Permits, Insurance			
Health Permit			\$1,125
TABC Permit			\$462
Charity Auction Permit			\$241
Weather Insurance			\$5,550
Weather Observation			\$400
Insurance			\$1,800
			\$9,578
FVTP Fees			
Production Fee			\$35,000
Sponsor Commission Fees			\$5,500
			\$40,500

Total Event Expenditures		\$127,148
Event Expenditures		\$127,148
Revenue		\$130,375
Remaining Balance		-\$3,227

Projected "Worst-Case Scenario" Budget for Celebration Seabrook

REVENUE			
Tickets: General Admission	\$25	1250	\$31,250
Tickets: 11 to 20 yrs	\$15	250	\$3,750
Tickets: VIP	\$100	100	\$10,000
House Drink Tickets	\$5	700	\$3,500
Premium Drink Tickets	\$10	600	\$6,000
Vendor/Exhibitor Table	\$200	15	\$3,000
Vendor/Exhibitor Tent	\$425	10	\$4,250
Gold Sponsors	\$2,500	2	\$5,000
Silver Sponsors	\$5,000	1	\$5,000
Platinum Sponsor	\$10,000	1	\$10,000
Projected Income			\$81,750

HOT EXPENDITURES			
Print Production, Advertising & Online Services			
Graphic Design			\$1,000
Rack Card & Poster			\$1,500
Sponsor & Direction Signs			\$2,500
Banner			\$500
Stage Banner			\$350
Wristbands			\$250
Website Fees			\$550
Online Ticket Fees			\$1,836
Radio			\$15,000
eBlast			\$100
Social Media			\$3,000
PR/Media			\$8,000
Total HOT Expenditures			\$34,586

EVENT EXPENDITURES			
Venue, Rentals & Supplies			
Lot Rental			\$500
Fencing			\$3,000
Shuttles			\$2,000
Equipment/Generators			\$2,000
Tents			\$16,000
Souvenir Glasses			\$1,500
Table Cloths			\$250
Ice			\$1,500
Utensils/Dump Buckets			\$108
Truck Rental			\$487
Office Supplies			\$500
Paper Supplies			\$200
Sanitation Stations			\$125
Porta-Let			\$1,800
VIP Décor			\$2,000
			\$31,970
Labor & Additional Expense			
Security			\$4,800
Contract Labor			\$4,000
Gate Staffers			\$3,400
Volunteer Expense			\$400
Food			\$500
			\$13,100
Total Event Expenditures			\$128,648

Event Expenditures	\$128,648
Revenue	\$81,750
Remaining Balance	\$46,898



Entertainment			
Bands			\$20,000
Stage & Sound			\$4,000
Kid Activities			\$5,000
			\$29,000
Alcohol			
Beer			\$1,500
Wine			\$5,000
			\$6,500
Permits, Insurance			
Health Permit			\$1,125
TABC Permit			\$462
Charity Auction Permit			\$241
Weather Insurance			\$5,550
Weather Observation			\$400
Insurance			\$1,800
			\$9,578
FVTP Fees			
Production Fee			\$35,000
Sponsor Commission Fees			\$3,500
			\$38,500

Food & Vine Time PRODUCTIONS

Exhibit A
June 23, 2015
Regular City Council Meeting Minutes

	2010	2011	2012	2013	2014	2015
Katy Sip N Stroll Fall						
Total Income	\$17,825.00	\$52,619.83	\$36,450.00	\$55,924.72	\$72,268.25	
Total Cost	\$15,418.00	\$25,110.31	\$17,497.77	\$24,295.51	\$32,321.83	
Total Revenue	\$2,407.00	\$27,509.52	\$18,952.23	\$31,629.21	\$39,946.42	
Katy Sip N Stroll Spring						
Total Income			\$36,817.90	\$42,790.34	\$64,509.00	\$96,829.00
Total Cost			\$17,794.00	\$22,544.04	\$30,811.03	\$54,023.00
Total Revenue			\$19,023.46	\$20,246.30	\$33,627.97	\$42,806.00
Haute Wheels						
Total Income		\$118,745.91	\$118,638.00	\$162,283.93	\$135,610.57	\$109,400.15
Total Cost		\$98,443.71	\$75,765.43	\$109,044.45	\$92,069.77	\$79,846.54
Total Revenue		\$20,320.20	\$42,872.57	\$53,239.48	\$43,540.80	\$29,553.61
Wine Fair Cy-Fair						
Total Income			\$63,060.00	\$102,969.00	\$141,019.00	\$144,314.00
Total Cost			\$35,516.00	\$49,446.00	\$74,798.00	\$84,435.00
Total Revenue			\$27,544.00	\$53,250.00	\$66,220.69	\$59,879.01

Vision Element: Economic Development

Guiding Principle: Economic development strategies need to reflect the diversity, values, interests and desires of individual local communities and its citizenry.

Strategic Initiative	Committee/Staff Designee	Action Steps	Priority	Timeline
New Initiative 1: Establish Better Communications with SEDC and P&Z	Mayor and Council	Establish a plan for a Liaison Policy to foster ongoing communication between boards		Immediate
	City Staff	Coordinate standing agenda item and/or joint meetings		Immediate
New Initiative 2: Utilize the Comprehensive Plan Update to Address Issues and Challenges	City Manager Deputy City Manager Dir of Economic Development	Establish overall plan for major corridor developments (Old Seabrook, NASA Parkway, SH 146)	High	September 2016
	City Staff	Hold Quarterly Meetings with all Commissions		Immediate
	City Staff	Identify and work with existing and future flood zone issues		Ongoing
	City Manager Deputy City Manager Dir of Communications Dir of Economic Development	Identify events and initiatives to revitalize redevelopment in Old Seabrook (2 nd Street)	High	September 2016

New Initiative 3: Establish Better Relationships with Existing Businesses	Dir of Economic Development	Create a Business Development Packet that provides basic information to new and existing businesses		January 2016
	Dir of Economic Development	Establish (utilize existing) Business Owners Associations to connect the City better with existing businesses		Immediate
Initiative 4: Create opportunity to attract a diverse economic base	Mayor and Council P&Z Community Development SEDC	Create opportunity for Class "A" office space and higher-end retail space		September 2016
	Dir of Economic Development Dir of Communications	Define and communicate areas prime for development		September 2016
	SEDC Mayor and Council	Maintain and expand existing incentive packages	High	September 2016
	City Manager Dir of Economic Development Deputy City Manager Public/Private Partners	Recruit a grocery anchor	High	September 2016
	City Manager Dir of Economic Development Deputy City Manager Public/Private Partners	Recruit a full service hotel		September 2016

Initiative 4 (Cont): Create opportunity to attract a diverse economic base	City Manager Dir of Economic Development Deputy City Manager Public/Private Partners	Create development	type	High	September 2016
	City Manager Dir of Economic Development Deputy City Manager Public/Private Partners	Attract medical services			September 2016
	City Manager Dir of Economic Development Deputy City Manager Public/Private Partners	Attract professional office space			September 2016
Initiative 5: Develop and maintain city services to provide support services	City Manager Deputy City Manager Dir of Public Works City Engineer Dir of Economic Development	Seek out funding for infrastructure development and improvements			Ongoing

Vision Element: Organizational Development

Guiding Principle: To be the driving force that serves this city and community

Strategic Initiative	Committee/Staff Designee	Action Steps	Priority	Timeline
Initiative 1: Create a staff plan for recruitment, retention and replacement of retiring employees	City Manager HR Director Dir of Finance	Develop an RFP and conduct a Salary Survey by a consultant	High	September 2015
	City Manager All Directors	Develop New Retention Strategies		Ongoing
	HR Director (Lead) All Directors	Develop and start Generational training		April 2016
Initiative 2: Create and maintain an atmosphere of learning that encourages ongoing training and improvement	All Directors	Continue and expand on training opportunities to staff (example: Brownbag Webinar Series, Tailgate Meetings)		Ongoing

Vision Element Governance

Guiding Principle: Continue to have the governing body recognize their responsibility for proper governance and the need to conduct its business in an orderly and effective manner

Strategic Initiative	Committee/Staff Designee	Action Steps	Priority	Timeline
New Initiative 1: Build better relationships with all boards and commissions in order to keep a unified vision across all volunteer boards	City Manager City Secretary All Directors	Council to receive quarterly reports from Boards/Commissions		December 2015
	Mayor City Secretary All Directors	Mayor to provide regular report to Boards/Commissions		September 2016
	Mayor City Manager	Provide Legislative Updates		Immediate
	Mayor and Council City Manager All Directors	Report program progresses/successes on a regular basis		Immediate
New Initiative 2: Increase communication to allow citizens to become stakeholders in the community	City Manager All Directors Dir of Communications	Develop a recognition program for volunteers		April 2016
	Mayor City Manager Dir of Communications	Establish a "Coffee with the Mayor" Program		December 2015

(Cont.) New Initiative 2: Increase communication to allow citizens to become stakeholders in the community	Mayor City Manager Dir of Communications	Create a Letter/Video from the Mayor	September 2016
	City Manager Dir of Communications	Establish an Electronic Town Hall Meeting format	September 2016
	City Manager All Directors Dir of Communications	Create a "Citizens Field Trip" format to show Seabrook government in action	September 2016
	All Directors	Utilize innovative measures to encourage and increase transparency in Seabrook government	Ongoing

Vision Element Communication

Guiding Principle:

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

Strategic Initiative	Committee/Staff Designee	Action Steps	Priority	Timeline
Initiative 1: Economic Development	Dir of Economic Dev Deputy City Manager Dir of Communications	Create new marketing materials that identify "Available Incentives", "Zoned Community" and "Easily Accessible"		
	City Manager Deputy City Manager Dir of Economic Dev Dir of Communications	Create new marketing materials for major projects (i.e. Waterfront and SH 146)		
New Initiative 2: Creatively connect with the citizens, businesses and visitors	All Directors Dir of Communications	Prepare a series of videos on various subjects including • Flood Hazards/FEMA • Water Conservation • Mobility Issues • Legislative Updates • Community Development news (including permits) • Traffic Laws		

New Initiative (cont): Creatively connect with the citizens, businesses and visitors	City Manager Emerg Mgmt Coord Police Chief Dir of Communications	Events • Citizen's University • National Night Out • Public Safety Night	
	Emerg Mgmt Coordinator City Manager All Directors	Print • Create emergency management information • Create a calendar that also services to provide regular meeting dates and provides annual report to citizens • Create flyers to distribute to businesses on city events and happenings • Provide information on water conservation	
	Dir of Economic Development Dir of Communications Dir of PW Asst Dir of PW	Digital Media • Provide news on SEDC development • Use new forms of Social Media (such as Whatz Up!) • Provide Water Conservation information	

Vision Element **New** Mobility

Guiding Principle:

Strategic Initiative	Committee/Staff Designee	Action Steps	Priority	Timeline
New Initiative 1: Communicate with partners and public the state of congestion in the city	City Manager Deputy City Manager Dir of Economic Development All Directors	Network with economic and transportation associations to raise awareness (Economic Alliance, BAYTRAN)		Ongoing
	City Manager Dir of Communications	Create an Awareness Campaign to include new material to distribute to including videos, photographs and TransStar Message Board		Ongoing
New Initiative 2: Develop a Thoroughfare Plan that addresses issues for current and future development	City Manager Deputy City Manager	Develop an Scope of Services for a Thoroughfare Plan that works with the current update to the Comprehensive Master Plan		
	Emerg Mgmt Coordinator Chief of Police City Manager Deputy City Manager	Include in final plan HazMat routes and designation of "No Truck" routes		
	City Manager Deputy City Manager	Include in final plan rating of road conditions for street repair		
	City Manager Deputy City Manager	Include and identify directional detours for events and construction		

Strategic Initiative	Committee/Staff Designee	Action Steps	Priority	Timeline
New Initiative 3: Establish a joint signage program	City Manager Deputy City Manager	Partner with TxDot and neighboring cities to announce and direct traffic issues during large event venues in Seabrook and neighboring cities		
New Initiative 4: Enhance traffic enforcement through a special traffic taskforce	Chief of Police	Develop a new division within the PD to focus only on traffic enforcement during certain periods		
New Initiative 5: Create a "Where I Live" Campaign	City Manager Deputy City Manager Dir of Communications	Develop a campaign to advertise boundaries and jurisdiction of the City of Seabrook		

Vision Element **New** Quality of Life

Guiding Principle:

Strategic Initiative	Committee/Staff Designee	Action Steps	Priority	Timeline
New Initiative 1: Develop a plan for monthly (or regular) citywide events	City Manager Mayor and Council	Hire a special events coordinator		
	All Directors	Form an events committee in the future		
	Dir of Communications	Gather survey data on type of events desired		
	Mayor and Council City Manager	Provide incentives to event holders (cost sharing, free advertising, etc)		
	Dir of Communications	Establish branding for regular events		
	City Manager All Directors	Coordinate events with other cities		
	City Manager All Directors	Provide family oriented events		
	City Manager Deputy City Manager All Directors	Explore ways to use Old Seabrook area		

New Initiative 2: Evaluate usage of City Property	City Manager Deputy City Manager Dir of PW	Evaluate additional parking options city wide (emphasis Parks, Old Seabrook)		Immediate
	City Manager Deputy City Manager Dir of PW	Reallocate or add parking at City Hall		September 2016
	City Manager Deputy City Manager Asst Dir of PW	Re-evaluate all City Parks for better or additional uses and/or flow		Ongoing
New Initiative 3: Add lighting for public safety purposes	City Manager Emerg Mgmt Coord	Explore grant funding		
	City Manager Deputy City Manager Dir of Economic Dev	Provide tax incentives-donations from private companies to improve lighting		
New Initiative 4: Establish a program to improve water conservation and recycling opportunities	City Manager Dir of PW Asst Dir of PW Dir of Communications	Develop new education programs for new citizens and existing residents to include tips		
	City Manager	Research updated cost on recycling pilot program and potential areas		