

FEBRUARY 12, 2019

A SPECIAL JOINT MEETING BETWEEN THE CITY OF KINGSVILLE, TEXAS CITY COMMISSION AND THE KLEBERG COUNTY COMMISSIONERS' COURT ON TUESDAY, FEBRUARY 12, 2019 IN THE HELEN KLEBERG GROVES COMMUNITY ROOM, 400 W. KING AVENUE, KINGSVILLE, TEXAS.

CITY COMMISSION PRESENT:

Sam R. Fugate, Mayor
Edna S. Lopez, Commissioner
Hector M. Hinojosa, Commissioner
Dianne Leubert, Commissioner
Arturo Pecos, Commissioner

COUNTY COMMISSIONERS PRESENT:

Rudy Madrid, County Judge
Chuck Schultz, County Commissioner
Zaragosa Salinas, County Commissioner

CITY STAFF PRESENT:

Jesús Garza, City Manager
Mary Valenzuela, City Secretary
Courtney Alvarez, City Attorney
Kyle Benson, IT Manager
Derek Williams, IT
Tom Ginter, Director of Planning & Development Services
Joe Casillas, Water Production Supervisor
Diana Gonzales, Human Resources Director
Rudy Mora, City Engineer
Janine Reyes, Tourism Director
Susan Ivy, Director of Parks & Recreation
Cynthia Martin, Downtown Manager
Manny Salazar, Executive Director of Greater Kingsville EDC

I. Preliminary Proceedings.

OPEN MEETING

Mayor Fugate opened the meeting at 5:00 P.M. with all five Commission members present.

INVOCATION / PLEDGE OF ALLEGIANCE – (Mayor Fugate)

The invocation was delivered by Mrs. Courtney Alvarez, City Attorney, followed by the Pledge of Allegiance and the Texas Pledge.

II. Public Comment on Agenda Items.³

1. Comments on all agenda and non-agenda items.

No public comments made.

III. Consent Agenda

Notice to the Public

The following items are of a routine or administrative nature. The Commission has been furnished with background and support material on each item, and/or it has been discussed at a previous meeting. All items will be acted upon by one vote without being discussed separately unless requested by a Commission Member in which event the item or items will immediately be withdrawn for individual consideration in its normal sequence after the items not requiring separate discussion have been acted upon. The remaining items will be adopted by one vote.

CONSENT MOTIONS, RESOLUTIONS, ORDINANCES AND ORDINANCES FROM PREVIOUS MEETINGS:

(At this point the Commission will vote on all motions, resolutions and ordinances not removed for individual consideration)

Motion made by Commissioner Lopez to approve the consent agenda as presented, seconded by Commissioner Hinojosa. The motion was passed and approved by the following vote: Lopez, Hinojosa, Leubert, Pecos, Fugate voting "FOR".

1. Motion to approve final passage of an ordinance calling a Special Election for a Venue Project Election in accordance with Chapter 334, Local Government Code, to be held in the City of Kingsville, Texas and other matters related thereto. (City Manager).

2. Motion to approve final passage of an ordinance calling a Special Election to be held on May 4, 2019 in the City of Kingsville, Texas, on the question of the sale of City park land and other matters related thereto. (City Manager).

REGULAR AGENDA

CONSIDERATION OF MOTIONS, RESOLUTIONS, AND ORDINANCES:

IV. Items for consideration by Commissioners.⁴

3. Presentation and discussion on Economic Development Strategic Plan from consultants and staff of the Greater Area Kingsville Economic Development Council. (City Manager).

Manny Salazar, Executive Director of Greater Kingsville EDC stated that this started in February of 2018 when the EDC started looking at doing a Strategic Plan to focus on industrial and commercial development. In May the EDC hired Newmark Knight Frank to lead the project and identify targets and put together a strategic plan for industrial and commercial development for the entire Kleberg County. Newmark Knight Frank did 42 interviews of community stakeholders.

Presentation was made by Newmark Knight Frank representatives Mr. Robert Hess, Ms. Kim Moore, and Ms. Erica Estrada regarding the Economic Development Strategic Plan. Purpose of a Strategic Plan is for fiscal constraints and competing demands for scarce resources make it necessary to set priorities and develop more rational approaches to economic development. It allows you to set clear and attainable economic development programs. It identifies the potential strengths and weaknesses of local economy and develops realistic goals, objectives, and strategies that most productively focus community efforts. It also incorporates benchmarking, metrics, monitoring and evaluation techniques to measure results and determine success. The desired outcomes are, a unique plan around the specific assets of the community; strengthen and diversify the region's economy; create jobs and opportunities for Kingsville residents; and increase property values and tax revenues. This undertaking is not a study. The recommendations are implementable, based on market realities and have measurable progress and outcomes. A unique plan designed around the specific assets of the community will strength and diversify the regions' economy and create jobs and opportunities for Kingsville residents. This will also increase property values and tax revenues. Peer interviews were scheduled with the follow: City of Kingsville, Kleberg County, State Representatives, Kingsville Chamber of Commerce, Kingsville Tourism, EDC Board, Workforce Solutions of the Coastal Benda, AEP, STWA, Kingsville ISD, Santa Gertrudis ISD, Texas A&M Kingsville, King Ranch, Christus Spohn Kleberg Hospital; Bank of South Texas, NAS Kingsville, Kingsville Realtors, and Union Pacific

Railroad. What did they see and learn from an outsiders view, notable higher education community with heavy emphasis on biopharmaceutical research, agriculture and engineering; economy historically driven by King Ranch and Naval Base; several small businesses and entrepreneurs that have growth opportunities; recent small business openings in key districts; highly competitive among peer cities, strong business case to take to market; very strong civic pride and networking resources; engaged community stakeholders; and several housing developments under construction.

The top ten (10) selling points lead with these: Positive Business Environment; Cost of Living/Housing; Cultural Diversity; Workforce Readiness and Scalability; Labor Cost; Rail Links; Passionate Leadership; Regional General Aviation Airport; Higher Education Institutions; and Market Access. The challenges are shovel ready sites; job openings and availability; brain drain; K-12 School System; Chamber of Commerce; Town Gown Relationships/Student Involvement; Marketing Efforts; Limited Awareness; Industry Diversity; and Entrepreneurial Ecosystem.

The top ten (10) priorities are as followed: Combine the EDC and the Chamber into one entity sharing the duties of both organizations and develop a sustainable funding structure; Develop a unified brand and messaging for the new partnership and the full community; Conduct a minimum of 60 business retention visits per year; Update website to include an update look and feel as well as data and content. Encourage partners to update their websites with current content and data as well. All of your sites should be mobile optimized and frequent updates will help Search Engine Optimization and Google search rankings; Identify five industrial and five commercial property options for development and for prospects to consider for location; Update and formalize City and County incentive policies; Identify and formalize City and County incentive policies; Identify land for development at Kleberg County Airport; Relocating Partner Assistance Program and Military Spouse Job Placement Program; Work to improve KISD reputation and State scores; and Work with local community college and university to establish or grow training options that align with the identified target industries.

Mr. Hess commented that he hopes that the challenge is taken as they would like to tweak things and improve things in Kleberg County. Some of these recommendations are tactical and others are more strategic. In most cases, they will require political will, professionalism, and cooperation among all public, private, academic, and utility stakeholders to implement.

Commissioner Hinojosa commented that what he likes about the report, is the retention and growth of small businesses, which is something that Kingsville needs.

Mr. Salazar made a comment that was inaudible.

Mr. Rudy Madrid, Kleberg County Judge commented that this is great for our community. It will bring in a lot of outside tourism that will probably come hand-in-hand with Kleberg County Airport. Back in October, Kleberg County applied for a \$1 million federal grant. He has spent several days working on getting this grant approved. Madrid further commented that with regards to our schools, he wished that KISD School Board would have been invited to this meeting so that they could see that they are key players in this project as well. He further stated that he, as well as the Mayor are ready to assist KISD in anyway possible. He also stated that Kleberg County also has some other school districts within the county that also need to be highlighted as they work together as a community to work on KISD, as they do have some outstanding statistics in other school districts. With KISD recently hiring a new superintendent, they have been some positive results in the changes being implemented.

Mayor Fugate commented that the school district will get better and get their scores up. He further commented that It is incumbent upon us to help the district in any way possible. The new superintendent will do a great job and get the school district back where it needs to be. They may receive complaints about changes that will be made, but all changes receive negative feedback. It is important that everyone in this room now, to support the changes that the new superintendent will be making. He has spoken to current KISD Board members and have mentioned to them to allow the superintendent to do the job that she was hired to do.

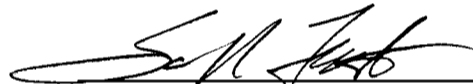
Ms. Debbie Tiffey commented that she serves on several boards within the community and owns a retail business in town. She stated that what she would like to speak about is the mindset of the whole community. As leaders of the community, she is asking that they assist the mindset of the community of shop Kingsville first. She stated that everything that they do should be Kingsville first. She further commented that she has owned her business for 15 years and it took 13 years before she received local customers. She has customers from San Antonio to the Valley that drive to Kingsville to shop at her store. She commented that what is being said about Kingsville is that it is very clickish, but it doesn't have to be that way. Everyone is here to work for this community and make KISD better.

Judge Madrid commented that it is important to know that our local Congressman who has been appointed to the Armed Service Committee, which is huge for both Kleberg County and the City of Kingsville. He further commented that his number one goal is base expansion. This would bring housing developments, civilian jobs, and put more kids within our school district.

Mayor Fugate commented that there is a lot of work to be done, and can be done. He further thanked everyone for their participation in this plan. He also stated that this is a working document and doesn't expect for it to sit on a shelf. It is the County and City's responsibility to put this plan into to place. The plan has a lot of good ideas in it that is good for the community.

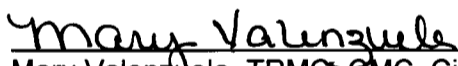
IV. Adjournment.

There being no further business to come before the City Commission, the meeting was adjourned at 6:46 P.M.



 Sam R. Fugate, Mayor

ATTEST:



 Mary Valenzuela, TRMC, CMC, City Secretary