

The City Council of the City of Taylor met on April 5, 2005, at the Taylor Volunteer Fire Hall, 701 Carlos Parker Blvd. This was a joint meeting with the Taylor Chamber of Commerce and the Taylor Economic Development Corporation (TEDC) Boards. Mayor Hill declared a quorum and opened the meeting at 6:10 p.m. with the following council members and city staff present:

Mayor Donald Hill
Mayor Pro Tem John McDonald
Council member Benito Gonzales
Council member Ella Jez
Council member Tim Mikeska

City Manager Frank Salvato
Assistant City Manager, Charles Cunningham
City Clerk Susan Brock
Director, Community Development, Bob VanTil

REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER/ACTION:

REVIEW CITY OF TAYLOR STRATEGIC PLAN.

Frank Salvato, City Manager, called on attendees to introduce themselves and identify their which group affiliation. Copies of the Strategic Plan Draft were distributed and Mr. Salvato described the process the council used to develop the ten goals (Attachment 1). Charles Cunningham, Assistant City Manager presented an overview of each goal and responded to questions regarding specific details within the plan. Once the action steps and a calendar are developed Council will again review the plan prior to final approval and public distribution.

CONSIDER TEDC GOALS.

John Nelson, Executive Director of Taylor Economic Development Corporation (TEDC), presented an overview of the six goals and critical projects for 2004-2009 as part of the economic development section of the Comprehensive Plan developed by Angelous (Attachment 2). Dr. Nelson responded to questions regarding specific goals and projects and encouraged attendees to become more familiar with this information as they develop their own programs.

CONSIDER TAYLOR CHAMBER OF COMMERCE GOALS.

Ed Komandosky, Chairman of the Taylor Chamber of Commerce, presented an overview of the Chamber's Program of Work for 2005 (Attachment 3). Mr. Komandosky emphasized how the Chamber has made an effort to develop programs not offered by any other group or association, thereby providing members and citizens with information they may not have access to otherwise.

DEVELOP JOINT GOAL SETTING STRATEGIES.

Mayor Hill asked attendees to identify a common goal among the plans presented. Respondents recognized that they had already adopted a unified effort to market the City and that they have all identified a need to change community perception. In summary, there was general agreement that the goals and programs presented at the meeting appear to represent a concerted effort by all groups to make Taylor a better community.

With no further business, Mayor Hill adjourned the meeting at 8:45 pm.

Donald R. Hill, Mayor

ATTEST:

Susan Brock, City Clerk



DRAFT

Strategic Plan 2005

PERFORMANCE GOAL STATEMENTS –

1. Economic Development

- 1.1 Develop incentive policies by May 30, 2005 to recruit developers to build-upper-end housing.**
- 1.2 Develop Strategy to attract jobs (+\$50,000) by April 1, 2005**
- 1.3 Develop Strategy to increase sales tax revenue by April 30, 2005**
- 1.4 Increase sales tax annually by 15%**
- 1.5 Recruit minimum of two name brand restaurants to Taylor by December 2005.**
- 1.6 Develop accountability mechanism for the Economic Development Plan.**
- 1.7 Continually focus on the industrial recruitment and retention portion of the Economic Development Plan.**
- 1.8 Continually focus on regional opportunities for economic development.**

2. Community Pride

- 2.1 Develop internal and external public relations programs by June 1, 2005.**
- 2.2 Develop an aggressive community improvement strategy by May 1, 2005.**
 - a. Code Enforcement**
 - b. Gateways**
 - c. Parks**
 - d. Facilities and City Property**
- 2.3 Develop an educational cultural awareness program by May 30th, 2005.**

3. Measurable Improvement of The City of Taylor's Infrastructure

- 3.1 Sign Wholesale water agreement by March 15, 2005.**
- 3.2 Develop strategy for implementing a global CIP plan by May 1st, 2005.**
Plan to include funding and prioritization of projects.
- 3.3 Implement "Project Management System" by April 15, 2005.**

4. Revitalization of Downtown

- 4.1 Initiate implementation of revitalization strategy for downtown by April 30, 2005.**

5. Alternative Funding Sources

- 5.1 Develop strategy for defining and legislating the implementation of alternative funding sources by May 1, 2005**

6.Information Technology

6.1 Develop an information technology plan by May 30, 2005.

7.Implement Existing Plans

7.1 Develop strategy for implementation of existing plans by May 1, 2005

8.Legislative Agenda

8.1 Develop a Legislative Agenda: workshop March 15, 2005.

9.Goal Setting

9.1 Schedule Goal Setting Conferences by March 1, 2005 with:

- a. Taylor Economic Development Corp. Board
- b. Chamber of Commerce Board
- c. Other City Commissions and Boards
- d. Taylor Independent School District Board
- e. Temple College at Taylor Board
- f. Taylor Realtors Association
- g. Johns Community Hospital Board
- h. County Commissioners Court

10.Annual Review of Strategic Plan

10.1 Conduct a review of Strategic Plan annually beginning in January 2006

City of Taylor Economic Development and Marketing Strategy 2004-2009

Goals and Critical Projects

AE has identified **six goals** that will lead to an improved economy in Taylor. These goals, and strategies to achieve these goals, are further defined in the remainder of this report. However, when resources are scarce the following list of critical projects will assist Taylor in directing resources to the highest impact areas with the most critical needs:

GOAL	CRITICAL PROJECT
<p>Goal One: Workforce development and education programs are innovative and tailored to prepare a workforce for Taylor's target industries and future economy.</p>	<ul style="list-style-type: none"> • <i>Raise expectations of Taylor ISD.</i> • <i>Ensure K-12 education is as strong as possible.</i> • <i>Improve workforce programs.</i> • <i>Adopt and enhance TCAT programs for target industries.</i>
<p>Goal Two: Taylor offers a place for its residents to live, play, and work, and it is an appealing place to live for young professionals and individuals who are employed by target industry companies.</p>	<ul style="list-style-type: none"> • <i>Expand retail choice by aggressively recruiting targeted retailers.</i> • <i>Develop a Community Development Corporation (CDC).</i> • <i>Improve appearance of Taylor by developing a Gateway into town, cleaning up buildings, and developing public art.</i> • <i>Fully develop the East Williamson County Park.</i> • <i>Embrace cultural diversity.</i>
<p>Goal Three: Entrepreneurship and small business growth are significant drivers of the economy.</p>	<ul style="list-style-type: none"> • <i>Develop a business incubator.</i> • <i>Educate local population about entrepreneurship and starting a business.</i> • <i>Create a youth entrepreneurship program.</i>
<p>Goal Four: Taylor will have a thriving downtown full of business, education, tourist, and entrepreneurial activity; the downtown will become a central place in the community where a diversity of cultures is celebrated through public art and festivals.</p>	<ul style="list-style-type: none"> • <i>Implement public sector initiatives such as the TEA-21 grant, and improve and aggressively enforce ordinances.</i> • <i>Develop a Special Assessment District for the downtown and 2nd Street in order to make necessary improvements in these key areas of the community.</i>
<p>Goal Five: Taylor's sites and infrastructure meet the needs of target industries and a growing population.</p>	<ul style="list-style-type: none"> • <i>Develop and market sites for target industries.</i> • <i>Improve transportation infrastructure.</i> • <i>Improve telecommunications capacity.</i>
<p>Goal Six: Taylor is engaged in a proactive, targeted marketing campaign to send a clear message that the city is dedicated to improving its economy.</p>	<ul style="list-style-type: none"> • <i>Adopt a single logo and tag line.</i> • <i>Form a marketing committee to implement recommendations.</i> • <i>Hire a public relations manager.</i> • <i>Present a more integrated and attractive web experience.</i>

Taylor Chamber of Commerce

What Do We Do?

362 Members

15 Board of Directors with

170 (Approximately) Volunteers on

31 Working Committees for

41 Projects and

3 Staff members

**That totals a success story for the
businesses and visitors to our community.**

Taylor Chamber of Commerce Program of Work – 2005 Ed Komandosky, Chairman

Member Services – Joey Quebe, Vice President of Member Services,
Representing Williamson County Farm Bureau

Member Communications

- **Blast Emails** spontaneous emails to the membership to distribute important relevant information and not for advertising
- **Monthly Mailing** a chamber activity calendar and a summary of incoming calls and requests for information report that is mailed to the membership on the 1st of every month. Members can also insert informational items in this mailing at no additional cost to them.
- **Monthly Newsletter** a full page of editorial and advertising printed in the Taylor press on the last day of every month
- **Member Referral Services** daily referrals of member businesses given over the phone or in person
- **Member Brochure Rack** members can promote their products and services to visitors by placing materials on the brochure rack at the chamber office

Small Business Counseling Services free confidential business counseling by the Small Business Development Center given to anyone by appointment

Public Access Point and Community Network Partner TaylorCNET contributing partner

Taylor Leadership Insitiute held every other year this 6 month course develops citizens for leadership roles in the community

Stiles Farm Field Day A one day event for local agriculture related businesses and individuals to meet, eat, hear speakers and tour new ideas and inventions in the agriculture industry.

- **Agriculturist of the Year** an annual award given at Stiles Farm Field Day

Governmental Affairs Committee a committee who attends political functions on behalf of the chamber and keeps the board and staff abreast of issues which might affect the membership or chamber

Williamson County Alliance a monthly meeting of chamber and economic development staff and volunteers to talk about what's going on in Williamson County and the area. This group's primary focus is to keep business in Williamson County.

Opportunity Austin Partner the chamber is not a financial contributor but is included in this group which is part of the Austin Chamber and is designed for economic development. There are a variety of things this group does including trade shows and research, but those financial partners receive business leads that come to the Austin Chamber

Ambassadors: Jan Konarik, Chair Elect, Representing Patschke and Patschke Real Estate

- **Membership Retention Committee** a committee which commits itself to visiting every chamber member during the year.
- **Membership Drive** a concentrated effort to get new members in a short period of time
- **Business of the Month** giving recognition to a chamber member business once a month
- **Ribbon Cuttings** an official duty of the chamber to promote and welcome new businesses, business relocations or new owners of an existing business
- **Business After Hours** a social, networking, after 5 function for chamber members only
- **Business Before Hours** a networking, educational event for all businesses in the area

Business Development and Promotion – Johnny Sanford, Vice President of Business Development and Promotion, Representing Taylor ISD

New Resident Program a paid list of new homeowners or renters in Taylor and all surrounding communities that is subscribed to by members of the chamber

New Resident Bags a program that provides a welcome bag containing promotional products, coupons and information about Taylor and member businesses to new residents in Taylor and surrounding communities

Web Presence www.abouttaylor.tx.org, www.taylorchamber.org, www.texasbbqtrail.com, www.lightsoftheblackland.com

Round Rock Express Ad a two page ad in the Express Program that promotes Taylor and local businesses who pay to advertise there

City Map Development and Distribution a fundraiser for the chamber that promotes local members and is distributed by the chamber free to the community

Member/Visitor Directory a fundraiser for the chamber that promotes local members and the community to visitors, residents and new businesses

Hotel/Motel Grants a designated fund approved by the city council and distributed by the chamber to help support promotions for local events that bring outside visitors to the city

Event Support advertising, promotion and manpower provided by the chamber staff and volunteers to local events which bring outside visitors to the city

Joint Marketing Program Leader the chamber is leading a group of strategic partners who are coordinating a concentrated proactive effort in positively market Taylor resulting in increased sales tax and new home sales.

Texas BBQ Trail a regional program utilizing brochures, mailings, and a website to promote famous bbq joints in the central texas area and increase visitorship to the small communities where these restaurants reside

Texas Brazos Trail a regional heritage trails program of the Texas Historic Commission to increase heritage tourism in rural communities

Lights of the Blackland Trail including a Cultural Festival with Merchant Involvement a regional trail of Christmas lights in 9 blackland farming communities designed to increase visitorship

Home Décor Spring Show the board will plan this new program for spring of 2006 designed to promote local businesses who offer retail products and services to residential property owners

Internal Operations/Treasurer – Nellie Cantu, Vice President of Internal Operations and Treasurer, Representing Bug Away Pest Control

Banquet Committee a fundraiser event to outline the chambers Program of Work, introduce chamber board members and volunteers and to recognize the communities outstanding citizens

Budget Committee an annual committee that reviews income and expenses as it relates to the budget and recommends a budget to the Board of Directors for the upcoming year

Bylaws Committee an annual committee that reviews the bylaws of the Chamber and recommends any changes

Nominationg Committee a committee charged with finding new Board of Directors

Insurance Review Committee an annual committee that reviews the insurance policies of the chamber and makes recommendations for any changes, additions or deletions in coverage

Gold Member Program Status given to members who choose to invest more than their "Fair Share Dues Investment" and in turn receive additional benefits for that investment

Annual Golf Tournament Fundraiser a fundraising event for social and networking interaction and business promotion

Annual Auction Fundraiser a fundraising event for social and networking interaction and business promotion