

**City of Leon Valley  
City Council  
Meeting Minutes  
August 6, 2013**

The City of Leon Valley City Council met on the 6<sup>th</sup> day of August, 2013 at 6:30 p.m. at the City Council Chambers, located at 6400 El Verde Road, Leon Valley, Texas, for the purpose of the following business, to wit:

**Special Meeting of the City of Leon Valley City Council, 6:30 p.m.**

Mayor Riley called the Special Meeting to order at 6:36 p.m. with the following City Council Members in attendance: Ruiz, Reyna, Diaz, Dean and Bieber.

City staff in attendance: City Manager Longoria, City Attorney Jameene Banks, Interim City Secretary Callanen, Community Development Director Flores, Economic Development Director Mora, Human Resources Director Caldera, Library Director Trent, Police Chief Wallace, Interim Public Works Director Smith, Interim Fire Chief Valdez, Interim Assistant Fire Chief Lawson.

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*Item 2*            Proclamation Recognizing City Secretary Janie Willman on her Three Years of Service to the City of Leon Valley

Mayor Riley presented Ms. Willman a proclamation of appreciation for her work as the City Secretary for the Mayor and Council over the last three years and spoke to her support of her new position as the City Secretary of Castle Hills.

Ms. Willman thanked the Mayor and Council for the recognition and spoke to her time working at Leon Valley.

A motion to adjourn the meeting was made by Councilman Reyna, seconded by Councilman Dean. The Special Meeting adjourned at 6:41 p.m., at which time Mayor Riley invited attendees to a reception held in honor of Ms. Willman.

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The Regular Meeting of the City Council convened at 7:07 p.m.

City Council Members in attendance: Mayor Riley, Councilmembers Ruiz, Reyna, Diaz, Dean and Bieber.

City staff in attendance: City Manager Longoria, City Attorney Banks, Interim City Secretary Callanen, Economic Development Director Mora, Police Chief Wallace, Public Works Director Smith, Human Resources Director Caldera, Interim Fire Chief Valdez, Interim Assistant Fire Chief Lawson.

Mayor Riley asked Councilman Reyna to lead the assembly in the Pledge of Allegiance.

**Item 4**            Citizens to be Heard and Time for Objections to the Consent Agenda

Mr. Herman Murray, doing business at 6111 Bandera, stated his concern over the abundance of panhandlers in the city, as he believes that it does not portray a favorable first impression of the city.

Ms. Jo Rivera, representing the Black Swan Inn and Mix 96.1 radio station, discussed her interest in promoting the use of the Onion House [Huebner Onion Homestead] as a locale for paranormal investigators to film a documentary. She spoke to the idea as a revenue generator by creating exposure for the City and the Onion House's neighboring businesses.

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Being no objections from the Council on the Consent Agenda, a motion was made by Councilman Diaz and seconded by Councilman Biever to approve the Consent Agenda. The motion was carried by unanimous vote.

**Consent**

**Item 6**            Consider approval of the Minutes of the July 9, 2013 City Council Meeting

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**Item 7**            Consider Action on a Resolution Adopting Or Providing Direction On The New City Logo For Purposes Of Developing A New City Brand And City Identity

Ms. Claudia Mora, Economic Development Director, introduced the item and provided background and summarized the design process, noting that there was community and stakeholder input solicited through the Chamber, the Leon Valley Economic Development Corporation, and by publicizing the process on the City's website and KTSA radio.

Ms. Mora went through a slide presentation that outlined the steps taken to create and revise the initial proposed logo, and presented the revised logo with a description of the design elements, such as the color choice and the decision to remove the "Lion" image from this design. (A copy of the presentation is made part of the papers for this meeting)

Ms. Mora described the process of communicating with the residents about this item. Ms. Mora summarized public comments received through email, which consisted of a majority of responses in support of the new design.

Mr. De La Garza addressed the Mayor and City Council, and spoke to how the logo design evolved through committee input and spoke to concerns for not keeping the lion in the design. He further explained the logo captures the essence of the stakeholder input and allows for interpretation from environmental and economic perspectives.

In response to Councilman Biever, Mr. Longoria spoke to the cost of implementing the change and discussed phasing in the conversion over time as replacement becomes necessary for business cards, stationery, water towers, and vehicles. He further stated that he would be addressing this matter in the proposed budget that is to be presented later in the meeting.

Discussion ensued among the Mayor and City Council related to their opinions about the proposed City logo.

Mayor Riley addressed Councilman Dean's concerns regarding the difficulty to incorporate the lion in the image without the design appearing like a "mascot" and to his concern over the color choices (green and blue hues), asked if he had suggestions for alternate colors, however no other colors were presented for discussion.

Councilman Ruiz stated his agreement with Councilman Dean's concerns, but also understands the new direction the committee was headed with the design in order to attract new businesses, and supports the process that was undertaken.

Councilman Reyna spoke to his involvement on the committee, shared his thoughts on the process the committee used, and trusts that if a consensus was reached on the proposed design, then it must meet with their wishes. He also stated that if changes are sought by future councils, they will have the opportunity to revise or change the design.

Councilman Diaz stated his support of the design as it shows that the City is moving in a positive direction.

Councilman Biever stated that he finds the colors very inviting. He also spoke to his experience working for a nonprofit and the process used to rebrand that organization, and that this process puts the City in the driver's seat to define itself.

Mayor Riley further discussed how the committee reached an impasse on the lion and how this design achieves the five elements considered in the creation of a logo, which are:

- Memorable
- Relevant
- Evokes an Emotion

- Timely and Timeless
- Easy to Replicate

Mr. De la Garza, discussed the design elements, such as being able to be reproduced in black and white. He further explained that this logo is just the beginning of the branding process, which will depend on the type of energy the City puts behind it. He also said that while there may not be a perfect logo, this process took all comments into account and this represents what the committee came to a consensus on.

Mayor referred to the Boerne logo as a good example of a city logo that was used to spur the committee discussion.

Mr. De la Garza discussed the tagline that will be developed and can be changed out depending on the use.

Discussion ensued regarding the color combination, and then a motion was made by Councilman Biever to adopt the resolution. Councilman Diaz seconded the motion. Voting Aye: Ruiz, Reyna, Diaz, Dean, and Biever. Voting Nay: None. The motion passed.

#### **A Resolution 2013R-08-06-1**

ADOPTING OR PROVIDING DIRECTION ON THE NEW CITY LOGO FOR PURPOSE OF DEVELOPING A NEW CITY BRAND AND CITY IDENTITY.

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**Item 8**      Consider action on an Ordinance Allowing the City Manager to Negotiate a Contract with IDS Engineering for Consulting Services on the Leon Valley Hike and Bike Trail Project, M&C#13-08-06-01

Ms. Melinda Smith, Interim Public Works Director, provided a presentation to outline the project and process used to solicit, evaluate, score and develop a recommendation to award an engineering and design services contract with IDS Engineering Group related to the proposed Leon Valley Hike & Bike Trail.

Discussion took place regarding the funding mechanism being used so that the city share of the reimbursement grant is 20% of \$999,000.

Mr. Jess W. Swaim, P.E., V.P. and project manager from IDS spoke to his experiences with local projects similar in scope. Mr. Swaim thanked Mayor and Council for the opportunity to work on this project.

A motion was made by Councilman Reyna to approve the proposed ordinance. Councilman Dean seconded the motion. The motion carried. Voting Aye: Ruiz, Reyna, Diaz, Biever and Dean. Voting Nay: None.

**Ordinance No. 2013-08-06-01**

AN ORDINANCE ALLOWING THE CITY MANAGER TO NEGOTIATE A CONTRACT WITH IDS ENGINEERING FOR CONSULTING SERVICES ON THE LEON VALLEY HIKE AND BIKE TRAIL PROJECT.

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**Item 9**      Presentation of the Proposed Annual Operating Budget, FY2014

Mr. Longoria, discussed the intent of the presentation as an overview to start up the budget process, which will allow for plenty of opportunities for the Council to drill down into the document and ask questions to specific proposals.

Mr. Longoria presented the proposed annual operating budget which was developed to address strategic goals that were previously adopted by City Council in July, 2013.

The Proposed FY 2014 budget is balanced and provides revenue sufficient to meet budgeted expenditures for operations, capital improvements, equipment replacement, and debt service for the next fiscal year. Mr. Longoria discussed the conservative approach that was taken in developing the proposed budget, which concentrates resources on Police, Fire and Public Works Departments.

- ❖ Overall General Fund Revenues = \$7,474,197
- ❖ The proposed budget includes a slight tax increase from the current rate of \$0.574282 to \$ 0.582915 cents per \$100 in property value.
  - The tax components are as follows
    - \$0.476752 for Maintenance and Operations (No Change from FY 2013)
    - \$0.106163 for Interest and Sinking Fund Debt Service

Discussion took place regarding the components of the budget document, and presentation, a copy of which is included in the official record of this meeting.

In response to questions regarding the line items for the Library, Mr. Longoria assured the Mayor and Council that there is \$20,000 for new books included in the detailed budget.

In response to a question regarding the proposed budget for a salary market analysis, Mr. Longoria explained that in receiving several unsolicited proposals from premier firms the amount budgeted was reduced based on the projected costs being lower than originally anticipated.

In response to the Mayor related to the detailed budget, Mr. Longoria explained that the budget detail for the parks improvements would be presented at a later budget work session.

In response to a question regarding the replacement of an ambulance, Interim Chief Valdez responded that if there was an opportunity to sell the used vehicle, he would try to do so.

Ms. Wallace, Finance Director, responded to a question related to sinking fund interest rate, in which the rate depends on values and collection rate.

Mr. Longoria clarified that the budget includes 106 City employees, which is unchanged from the current fiscal year.

Council Ruiz asked whether funds were included for library furniture. It was confirmed that the Library Director has received grant funds to cover furniture purchases.

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At this time, Mayor Riley and City Manager Longoria provided an introduction of Leticia Callanen who has been appointed as Interim City Secretary.

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*Item 10            City Manager's Report*

a. Coffee with the Mayor and City Council

Mr. Longoria informed the City Council that he has resolved the posting requirements with the City Attorney and requested input from the Council on their choice of dates.

Discussion ensued regarding the date for the first meeting to not conflict with the first of the month business activities. Suggestions for locations was discussed, such as alternating the location of the gathering from one end of the City to the other end.

Councilman Reyna spoke to the intent of gatherings, which would complement their efforts to engage with citizens. The original idea was to select the same Saturday morning on monthly basis, and perhaps at the same location. He stated that he has a commitment from one business to sponsor the gatherings for one year. Mr. Reyna suggested that when picking a standing day for the meeting, he thought that it could coincide with the idea to hold only one Regular City Council meeting a month.

Councilman Ruiz stated that these events would offer a great opportunity to introduce the new logo.

Mayor Riley noted that the 1<sup>st</sup> Saturday of the month would conflict with her regularly scheduled Walk with the Mayor.

Councilman Biever suggested that the Mayor's Saturday events could serve as that month's coffee event. Another suggestion was made to start the event sometime after the Budget is adopted.

Mr. Longoria stated that staff would continue to work out a schedule based on the feedback received.

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Mr. Longoria discussed the strategic planning session to be held Saturday, November 16<sup>th</sup> 8:30 to 12:30, at the Conference Center. Mr. Longoria explained the tentative schedule which would begin with the presentation of the 2010 report, and then the next objective of the session would be to develop a revised plan.

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Mayor Riley took a moment to recognize three birthdays.

Councilman Diaz, July 3<sup>rd</sup>  
Councilman Reyna, August 11  
City Manager Longoria, August 10

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### **Citizens to Be Heard**

Rudy Garcia, 6819 Evening Sun, stated that he is happy to see consensus on the logo, and asked what is going to be done with it. He also provided a suggestion to distribute bumper stickers to businesses and residents to promote the City.

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### **Announcements by Council**

Councilman Ruiz commended the City's police department. An account of a vandalism report was conveyed by the Councilmember, and he spoke to the efficient handling of the call, in that from the time to call to dispatch, the officer arrived in 2 minutes. He further commended them for their quick service and their efforts to repaint over the graffiti.

Councilman Ruiz discussed his and Councilman Diaz' attendance of the July 26-27<sup>th</sup> newly elected official conference held by TML. He also reminded the Council about the Gala being held by the Leon Valley Area Chamber of Commerce in support of the Police and Fire Departments.

Councilman Reyna commended staff for putting together a dinner for the TML Region 7 members with little notice, due to the cancellation of the event caused by storm damage in the Eagle Pass area.

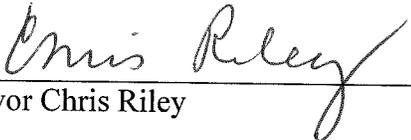
Councilman Diaz welcomed Ms. Leticia Callanen to the organization. Council Diaz also discussed his experience with utilizing VIA's Bus Rapid Transit (BRT) system as his mode of transportation that he took to attend the TML conference in Downtown San Antonio.

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Mayor Riley discussed her meeting with City of San Antonio Councilmember Cris Medina to discuss partnering opportunities on various projects. Projects such as the light synchronization, sidewalk project, Ordinance for panhandlers, Low Impact Development of Stormwater projects where our City can partner with the City of San Antonio to extend projects further down Evers Road.

Mayor Riley also presented a resolution that was enacted by Senator Leticia Van de Putte regarding the City's 4<sup>th</sup> of July Celebration.

At 8:49 p.m., the City Council Meeting adjourned.

  
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Mayor Chris Riley

ATTEST:

  
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Leticia Callanen, Interim City Secretary