

## MINUTES

**CITY OF CEDAR PARK  
SPECIAL CALLED CITY COUNCIL MEETING - CITY COUNCIL RETREAT  
SATURDAY, JUNE 16, 2012 AT 8:30 A.M.  
Cedar Park City Hall Campus – Building Three, Multi-Purpose Room  
450 Cypress Creek Road, Cedar Park, TX 78613**

Mayor Matt Powell  
Stephen Thomas, Council Place One  
Mitch Fuller, Council Place Two  
Scott Mitchell, Council Place Three

Mayor Pro Tem Tony Dale  
Lowell Moore, Council Place Four  
Don Tracy, Councilmember Place Six  
Brenda Eivens, City Manager

**A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**

**Mayor Powell called the meeting to order at 8:32 a.m.**

**All Council present.**

B. Pledges of Allegiance.

C. Mayor and Council Opening Comments.  
**None.**

D. Discussion Only: Review, Evaluate, Update, Modify, Expand And Add To:  
**General discussion followed regarding Agenda Items D.1 – D.7**

**Council recessed during the following times:**

**10:20 a.m. to 10:30 a.m.**

**11:10 a.m. to 11:20 a.m.**

**12:11 p.m. to 12:20 p.m.**

**1:10 p.m. to 1:20 p.m.**

1. Communications Expectations.
2. Existing And Future Vision For The City Of Cedar Park.
3. Goals and Priorities of 2011-2012 Strategic Map With Additions In *Italics*:
  - i. Goal 1: Strategic Prioritization Including: Communications, Fiscal Management, Operational and Meeting Efficiency, *Utility Services*, Organizational Development And City Core Values, Regional Planning And Participation, *Emergency Management Preparedness*, And Annexation Analysis.
  - ii. Goal 2: Economic Development Including The Following And Related Issues: *Opportunities and Challenges*, Recruitment Of Primary Job Employers, Business Incubator, Higher Education Partnerships, And 4A And 4B Strategic Maps.
  - iii. Goal 3: Redevelopment/Enhancement Including The Following And Related Issues: City Hall Complex, Residential Thoroughfare Beautification, Bell Boulevard

Beautification, Sign Standards, Entry Signs, *Drainage Utility Fund*, Public Arts Board Strategic Plan, And City Ordinances.

iv. Goal 4: Diversified Tax Base/Balanced Land Use Including The Following And Related Issues: Future Land Use Map, *Defining Commercial*, *Comprehensive Plan Update*, *Multi-Family Guidelines*, Development Reserve Zoning Districts, And Planning And Development Best Practices.

v. Goal 5: Entertainment/Destination/Culture Including The Following And Related Issues: Tourism, Water Park Project, Science Based Destination, Neighborhood Parks, Trail Improvements And Connectivity, Sports And Entertainment Opportunities, And Cedar Park Center Tourism.

vii. Goal 6: Facilities Including The Following And Related Issues: Vacant City Properties, Building Five And Six At City Hall Complex, Police Department Phase II Timeline, Energy And Efficiency Technologies, And Parks Maintenance Facility.

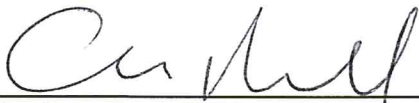
viii. Goal 7: Public Transportation/Mobility Including The Following And Related Issues: Road And Transportation Projects, *TXDOT Signal Maintenance*, Multi-Modal Opportunities, And Roadway Plan.

4. Fiscal Year 2011/2012 Budget And Capital Improvement Projects.
5. Fiscal Year 2012/2013 Budget, Tax Valuations And Capital Improvement Projects.
6. Volunteer Programs Including Boards and Commissions
7. Council Interaction and Participation With:
  - i) City Staff.
  - ii) Boards and Commissions.
  - iii) Governmental Agencies and Regional Partners.

E. Mayor and Council Closing Comments.  
**None.**

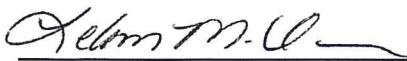
F. Adjournment.  
**Mayor Powell adjourned the meeting at 3:00 p.m.**

**PASSED AND APPROVED THIS 12<sup>TH</sup> DAY OF JULY, 2012.**



**Matthew Powell, Mayor**

ATTEST:

  
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LeAnn M. Quinn, TRMC  
City Secretary

