

**Village of Salado
Salado Municipal Building
301 North Stagecoach Road
Salado, Texas
Minutes of Regular Meeting of Board of Aldermen
October 20, 2022 at 6:30 p.m.**

The Board of Aldermen meeting was called to order at 6:30 p.m. by Mayor Michael Coggin. *The meeting was conducted in person and using videoconferencing. Public participation was available via videoconference.*

Alderman D. Jasen Graham gave the Invocation and the Board of Aldermen led the Pledge of Allegiance to the United States and Texas flags.

Board Members Present: Mayor Michael Coggin, Mayor Pro-tem Rodney Bell, and Aldermen Paul Cox, John Cole, D. Jasen Graham, and Jason Howard attended in person.

Staff Present: Village Administrator Don Ferguson, Assistant Village Administrator Stacey Ybarra, and City Secretary Cara McPartland.

Recognitions

Presentation recognizing Johnny and Josh Bratton for their years of service and dedication to the Village of Salado.

Mayor Coggin announced that this item will be continued until the Board's next meeting to allow both recipients to be in attendance.

1. Citizens Communications

No citizen comments were heard.

2. Consent Agenda

- A. Approval of minutes of the Regular Board of Aldermen meeting of October 6, 2022.
- B. Approval of the September 2022 Financial Statements for the Village of Salado.
- C. Approval of the route for the 61st Scottish Gathering and Highland Games Parade on Saturday, November 12, 2022.

Alderman Cole moved to approve the Consent Agenda Items 2A and 2B, as presented. Alderman Cox seconded. Motion carried on a vote of 5-0. After brief discussion of a recently updated route change, Alderman Cox moved to approve Consent Agenda Item 2C, as presented. Alderman Cole seconded. Motion carried on a vote of 4-0-1, with Alderman Graham abstaining.

3. Discuss and Consider Possible Action Regarding Any Item Removed from the Consent Agenda

No items were removed.

4. Village Administrator's Report

- Update on Street Improvements

Village Administrator Ferguson reported crews have completed the milling, resurfacing, and striping of Mill Creek Road between Main Street and Chisholm Trail, as well as culvert improvements at Mill Creek and Chisholm Trail; completion of repairs to the South Ridge low water; and crews are finishing work on the Pace Park Road resurfacing project.

- Update on Development

Village Administrator Ferguson reported on approved developments within the Village of Salado limits, including Eagle Heights, Drakes Landing, and Sanctuary, that total approximately 1,266 units with a projected total population of 2,323; approved/planned E-T-J developments containing 7 subdivisions totaling approximately 1,043 lots with a projected total population of 1,877; and a significant increase in housing starts this year (62 to date).

- Update on Main Street Lights

Village Administrator Ferguson reported 12 additional street light heads were shipped back to the manufacturer for repair this week, with no new light failures. He said the manufacturer indicated that it will take about 30 days to replace the drivers and LEDs and hoped to have the lights repaired in time for Stroll.

- Sales Tax Collections

Village Administrator Ferguson reported October's sales tax check, representing August sales, totaled \$60,567.33, up 18 percent from the same period last year, with fiscal year-to-date collections totaling 8.1 percent of the FY 2023 Budget at the 8.3 percent mark. He noted that the October check is the largest single sales tax check in the history of the Village.

- Keep Salado Beautiful Update

Assistant Village Administrator Ybarra reported on the Village's assumption of administrative duties, preparations, and detailed guidelines for the fall clean-up event to be held on Saturday, October 22, 2022. She recognized participating organizations providing volunteers and food/beverage donations for the event. She noted efforts are underway to winterize downtown landscaping.

Discussion addressed management of growth through developer negotiations; impact of development and right-of-way acquisition on infrastructure; projected population increase; explanation of voter-initiated process required for home rule status and differences between general law and home rule cities; and details on the fall clean-up event, including drop-off of used electronics for Salado High School's robotics program.

5. Presentation

Presentation of the Hotel Occupancy Tax Grant Performance Report for the 2022 Sirena's Creekside Carnival.

Mayor Coggin commended organizers and all those involved for their hard work in achieving a successful event.

Teresa Howard thanked the community and all of the volunteers for their support and encouragement of Legacy Salado in organizing the largest Sirena festival ever held in the Village. She spoke of amazing compliments and feedback on the 2-day event and expressed appreciation to all members, volunteers (including husbands), vendors, sponsors, musicians, performers, and artists who generously gave their time and talents. Ms. Howard presented statistics on expenses, including advertising, security, and entertainment, with a significant amount of donations helping to offset entertainment expenses. She spoke on income from sponsors, donations, and in-kind donations for various items and services, including donations from Don Ringler, Eagle Disposal, and Chupacabra. She thanked the Village of Salado for use of the Pace Park pavilion. She cited the following statistics to include total revenues of \$28,843, total expenses of \$12,919, with a profit realized of \$15,924. She said that her board members will be looking at creative ideas to bring in income for next year. Ms. Howard provided information on surveys used to collect data on overnight stays in local hotels and bed and breakfasts, conservatively estimating between 46 and 62 stays.

Amber Dankert spoke in detail on preparations for the event for advertising, vendor/entertainment procurement, law enforcement, and volunteer recruitment. She was very grateful for musicians who provided live music at no charge, greatly increasing the event's profitability. She said that due to high turnout on the first day, that some adjustments were made for the second day. She noted specific measures in place related to police/fire department presence, emergency medical services, use of radios for enhanced communication, insurance, and parental waivers for the bounce houses. She said it was great to have the air conditioned "respite" area available and noted there was on-site first aid service for the event, as well as an oversized helicopter landing pad. She expressed appreciation to the Salado Police Department for appropriate barriers/signage and patrolling of the event site to check on overnight security volunteers. She spoke of the positive impact of the event on local businesses, including statistics on increased traffic and sales.

Discussion addressed improvements for planning next year's carnival such as parking, restrooms, use of trolleys/golf carts; no incidents reported for this year's event; family-friendly atmosphere; gauging helicopter-generated income; possible alternative future helicopter area; and notification efforts that might be explored for future events.

Event organizers Amber Dankert and Teresa Howard closed by presenting two checks to the Village of Salado in the amounts of \$2,500 for a memorial bench and \$16,205 for swing sets. Village Administrator Ferguson and the Board of Aldermen expressed appreciation to Ms. Dankert and Ms. Howard, and all of the volunteers, for their hard work in making this year's event so successful, and hoped to help recruit more volunteers for next year.

6. Discussion and Possible Action

- A. Discuss and consider possible action regarding a proposed community event support program to be funded with Hotel/Motel Occupancy Tax funds. (*Village Administrator; this item was continued from the October 6, 2022, Board of Aldermen meeting*)

Village Administrator Ferguson highlighted the proposed program's focus on enhanced marketing support, including assistance with marketing plan development, graphic design, and advertising placement services. He advised the program allocates \$20,000 in the FY 2023 Tourism Budget, with those funds used to match each participant's event advertising budget dollar for dollar, up to \$5,000. He noted applications can be submitted year-round, preferably 60 days prior to the event, to allow for review by Tourism Director Andrea Howard. He stated that the Tourism Advisory Board supports the proposed program with its simplified application and approval process.

Discussion addressed concerns regarding matching of advertising dollars for those applicants with smaller budgets and enhanced additional support provided by the Village to all applicants; possible ways to track the program's benefit, such as surveys and after-event reporting; and 10-day timeframe for Tourism Director to determine eligibility of an applicant.

Alderman Cole moved to approve the community event support program, as presented. Mayor Pro-tem Bell seconded. Mayor Coggin favored this program's simpler streamlined process. Motion carried on a vote of 5-0.

- B. Discuss and consider possible action regarding a proposed Historic District Overlay Ordinance. (*Alderman D. Jasen Graham & Village Administrator*)

Alderman Graham spoke on the process to create the Historic Overlay District (HOD), including task force meetings and resulting recommended draft ordinance language. He individually recognized task force members who provided broad representation of the community during development of the proposed draft ordinance, which is consistent with the Village's Comprehensive Plan. Alderman Graham explained the reasoning for including west side properties in the HOD to help achieve a cohesive look and consistent appearance across the whole Village.

Village Administrator Ferguson thanked Alderman Graham and the task force for their diligence and explained the draft ordinance's contents, including purpose and description to provide additional protection/preservation; general criteria for external alterations; development/redevelopment; consistency with the Comprehensive Plan; development regulations such as architectural features; individual building elements; entrance/exit; site design; signage/lighting; building size and scale (maximum footprint of 6,000 square feet); specific land use restrictions; extensive discussion of defining HOD boundaries and associated reasoning for inclusion of certain west side properties; allowed uses and development regulations to help maintain a more cohesive appearance for HOD properties; concerns of west side property owners regarding inclusion in the HOD; input from the Board on contents of the proposed ordinance prior to formatting and drafting of contents into a formal ordinance subject to public hearings at both Planning & Zoning Commission and Board of Aldermen meetings. He pointed out that the "east"

and “west” side column headers on the use chart need to be reversed. He noted the possible timeframe for the public notification and public hearing schedule, if the Board desires to proceed.

Mayor Coggin commended task force members and Board liaison Alderman Graham for their time and efforts and invited public comment.

Mike French of 201 Carriage House Road said the Comprehensive Plan only lists the Methodist Church Chapel, not the entire property. Village Administrator Ferguson reiterated that the Plan does not reference the Methodist Church itself, but only the Chapel and not the rest of the property.

Mayor Coggin said he would like more public involvement and opportunities to have questions answered prior to proceeding with the formal adoption process. Village Administrator Ferguson advised input may be gathered at public meetings that can be scheduled before formal public hearings are held at Planning & Zoning Commission and Board of Aldermen meetings.

Darlene Walsh of 1001 Mill Creek Drive spoke on the intent of the HOD as stated in the *Purpose and Description* of the proposed draft language. She asked for a definition of Salado’s current historic architectural character by which a proposed development can be objectively evaluated by both the developer and the Village. She described the west side of IH-35 as non-historic and felt it does not make sense to include it in the proposed HOD. She cited specific permitted and conditional uses that would be allowed in the HOD on the east versus the west sides of IH-35 and questioned the differences in types of uses allowed. She asked: “Why did we purposefully devalue property on the west side of town in the name of historic value when there are no historic structures on the west side?” She asked for the objective criteria the Village uses in determining whether drive-in or drive-through services would be permitted to operate. She spoke of the possibility that multiple smaller tracts could be combined to meet building setback and parking requirements. She said if the Village does not allow potential buyers equal access to retail/commercial uses on both sides of IH-35 that she felt the Village opens itself to a legal case for preferential treatment. She concluded by encouraging the Village to ensure this HOD effort is transparent, honest, and equal for all tax paying property owners in the Village.

Village Administrator Ferguson clarified for Ms. Walsh that as previously stated, the east and west column headers on the use chart should be reversed. Alderman Graham showed Ms. Walsh the referenced column headers.

No further public comments were heard.

Alderman Cole cited language in *13. Recreational Vehicles, Travel Trailers, etc.*, which he felt is a double standard as there are different requirements proposed for HOD properties that front Main Street compared to properties that do not front Main Street. He said all of Salado is unique and he could not support the draft language as currently written. In response to Mayor Pro-tem Bell, Village Administrator Ferguson responded that drive-throughs would be evaluated as a conditional use on a case-by-case basis.

Alderman Cox made a motion to proceed moving forward with review and consideration of this item with the understanding that the Village will hold a public meeting and notify all property

owners in the affected area prior to any public hearings and final consideration to gather adequate input. Mayor Pro-tem Bell seconded.

Mayor Pro-tem Bell noted certain comments, such as Alderman Cole's remarks regarding RVs, which need more detailed discussion. Village Administrator Ferguson noted that task force discussion focused on Main Street as the biggest concern for RV parking. Mayor Pro-tem Bell favored moving forward, but did not favor inclusion of properties on the west side of IH-35, which he likened to a "land grab" and said there is no historical significance on the west side. He did favor inclusion of the cemetery properties in the HOD, as he felt those properties are historical.

Alderman Graham sought to clarify the HOD concept and said they are not trying to identify buildings as historic, but are trying to create an overlay that creates a cohesive appearance within the historic footprint of the Village. He said the task force's intention was certainly not a "land grab," but was to present a cohesive appearance of the Village, referring to new construction being consistent with the HOD and what is already in it. He said we are talking about appearance, not historic designations. Mayor Pro-tem Bell said the west side was not involved in initial discussions of the HOD. Alderman Cox understood the sensitivity of Main Street properties, but also had a hard time grasping inclusion of the west side of IH-35 in the HOD, and cited businesses already on the west side.

Discussion favored public meetings on draft language to hear all points of view to allow for modifications prior to any formal public hearings. Alderman Howard asked for a close look at fairness relating to the land use chart.

Alderman Cox's previously stated motion carried on a vote of 5-0.

- C. Discuss and consider action regarding a proposal to negotiate and allocate park improvement fees levied on new development in the Village of Salado and its E-T-J to help fund construction of the all-abilities playground. (*Village Administrator*)

Village Administrator Ferguson explained that this item seeks Board approval for staff to negotiate and dedicate park improvement fees paid by developers toward the construction of the all-abilities playground. He stressed this is not the sole funding source, as other fundraising efforts continue, such as sponsorships and donations.

Discussion addressed current parkland regulations and developers' general preference to pay the fee in lieu of dedicating parkland; comparison of old parkland regulations and/or past development agreements with more favorable existing regulations; mandatory park improvement fees for developments inside city limits that will be maintained by the Village; no requirement for dedication of park land in the Village's ETJ, as the Village would not be maintaining the parkland; projections on possible developer contributions; and any excess funds to be placed in a maintenance endowment for future phases.

Mayor Pro-tem Bell moved to approve the proposal to negotiate and allocate park improvement fees levied on new developments to help fund construction of the all-abilities playground, as presented. Alderman Howard seconded. Motion carried on a vote of 5-0.

Adjournment

Alderman Graham moved to adjourn. Mayor Coggin called the meeting adjourned at 8:21 p.m.

Recorded by:

Cara McPartland

These minutes approved on the 17th of November, 2022.

APPROVED:



Michael Coggin, Mayor

ATTEST:



Cara McPartland, City Secretary