

**VILLAGE OF THE HILLS
MINUTES OF MARCH 4, 2017
SPECIAL MEETING
STRATEGIC PLANNING WORKSHOP**

1. Call to Order

A meeting of the Board of Aldermen (“the BOA”) of the Village of The Hills (“the Village”) was held at the Hills Club House, 26 Club Estates Parkway, The Hills, Texas 78738. Mayor Eric Ovlen called the meeting to order at 9:00 a.m. and the roll was called of the duly constituted officers and members of the Board to wit:

Eric Ovlen	Mayor
J.R. Smith	Mayor, Pro Tempore
Jim Nelson	Treasurer
Hilda Potsavich	Secretary
George Spencer	Alderman
Robert Smith	Alderman

And all of said persons were present thus constituting a quorum.

Attendees:

Wendy Smith and Linda Lunney, representing general management for The Hills
Wilson Smith, Jim Wingard and Earl Wood Hurst Creek MUD
Terry Browder, Emergency Management
Barney Knight, Council for The Hills
Steve Gore, Executive Assiustant to Constable Adan Ballesteros and Constables Adrian Wright, Mike Jennings,
James Walsh Sr., Regional Manager, Arron Chilek and Charlie Trammell, The Hills Country Club
Dan Roark, Former Village Administrator and MUD GM
Hal Lanham, Lee Nelson and Angie Thielemans, the Hills POA
Michelle Chang, Youth Advisory Commissioner
Gary Weldon and Pat Younger, the Park Commission

Mayor Ovlen described the purpose of Strategic Planning Workshop us to solicit input and develop a framework for creating a dynamic strategic plan for the Village of The Hills. Committees will meet periodically, chared by Aldermen or staff. The plan will be updated regularly and serve as a guideline for actions and decisions undertaken by the Board of Aldermen. The first report will be at the April BOA meeting.

Proposed committees:

- 1) Governance – Chair, George Spencer; Pat Younger, Terry Browder, Dan Roark, Linda Lunney**
 - a. Evening council meetings
 - b. Communication

- c. Ordinances
- d. City court
- e. Structure of The Hills (entities) and interface
- f. Emergency management/preparedness
- g. Prepare guiding principles - Mission statement
- h. Review of master declaration
- i. Flood plan management – Village and MUD
- j. Neighboring municipalities
- k. Transparency
- l. Laws affecting The Hills
- m. Legislative participation
- n. Finance and Audit controls
- o. Authority delegated and retained
- p. Roles and responsibilities
- q. Job descriptions / training
- r. Risk management
- s. Succession planning (staff and board)

2) Communication – Chair, Wendy Smith; Angie Thielemans, Steve Gore, Hilda Potsavich

Internal

- a. Calendar
- b. Links
- c. Point of contact / Protocol
- d. Matrix of Tools and how they link
- e. Define message “who is the Village”
- f. Text messages
- g. PIO (Public Information Officer) training
- h. Signage
- i. Logo/Branding
- j. Communicate law enforcement issues and communities
- k. State of the Village address at the end of the fiscal year.
- l. Communications with senior citizens

External

- a. Organizations and agencies
- b. Website
- c. Calendar
- d. Links
- e. Matrix of Tools and how they link
- f. Newsletters (POA)
- g. Impact paper
- h. Define message “who is the Village”
- i. Social media
- j. Text
- k. Emergency Communications
- l. PIO (Public Information Officer) training

- m. Signage
- n. Logo/Branding
- o. Education realtor community
- p. Relationship with Lake Travis ISD
- q. How much to communicate

3) Revenue and Fiscal Management – Chair, Jim Nelson; Jim Wingard, Hal Lanham

- a. Shared resources – joint projects
- b. Who pays for what
- c. Total cost and benefits of all four entities to the community
- d. Transparency
- e. Fiscal priorities
- f. Audit control
- g. Reserves (goals)
- h. Revenue generation
 - taxes,
 - franchise fees
 - grants
 - fundraisers
 - user fees
 - fines
 - Contract savings through negotiation
- i. Capital projects / Improvements
- j. Funding cost avoidance
- k. Long-range planning (five, ten year)
- l. Investors
- m. Other commercial ventures

4) Physical Assets – Chair J.R. Smith, Dan Roark, Wilson Smith, Gary Weldon

- a. Who owns what
- b. Formal asset management plan
- c. Fence
- d. Greenbelt maintenance / promotion
- e. Walking trail
- f. Park
- g. Trees
- h. MUD
- i. Opportunities to share assets (public and private)
- j. Reallocation
- k. Reserve plans
- l. Roads and gates – Village relationship to POA
- m. Club, golf course, tennis
- n. Appraised value of homes/land in The Hills
- o. Access to water
- p. Utilities

5) Public Safety – Chair, Robert Smith, Angie Thielemans, Terry Browder, Mike Jennings

- a. Hazardous mitigation
- b. Street lights
- c. Dark sky community
- d. Officer communication – constable/guards/mutual aide
- e. Education – crime prevention
- f. Communication between agencies
- g. Public safety easement
- h. Communication with YAC
- i. Public safety of streets – POA, Village
- j. Golf cart use
- k. Wildlife management
- l. 24-hour security
- m. Emergency management/ preparedness
- n. ESD6/fire department
- o. Flood damage mitigation
- p. Community safety plan
 - Technology use for safety
 - Neighborhood watch program
 - Emergency access to golf course
- q. Preventing a Police State – community policing (safety) plan
- r. Community events coordination/ security
- s. Distribution list for events
- t. Promote safety stats
- u. Interface with hospital
- v. Public safety for staff of all entities (training)

6) Regional Involvement – Chair, Wendy Smith, Angie Thieleman

- a. Regional roadway plan
- b. Traffic
- c. Mobility – transit, infrastructure
- d. Community cooperation regarding oak wilt
- e. Public officials
- f. Household hazardous waste
- g. Community organizations involvement
- h. GPS corrections
- i. Homeland security – review plan
- j. Involvement with neighboring communities
- k. Chamber of Commerce
- l. TML/ legislation, small city involvement
- m. CAPCOG
- n. Semi-annual point meeting of all four entities
- o. School districts
- p. County commission
- q. Regional parks and recreational facilities – “our share”

- r. Elections – Bill Warmuth
- s. Lakeway master plan involvement
- t. Growth

7) Programs & Services – Chair, Hilda Potsavich, Angie Thielemans, Gary Weldon, James Walsh

- a. National Night Out
- b. Neighborhood watch
- c. Veteran events
- d. Hills float in Lakeway 4th of July parade
- e. Demographic – for targeted programs
- f. Club programs (tournaments)
- g. Fishing tournament
- h. Youth “hotlines” for jobs, problems, etc.
- i. Oak Wilt prevention
- j. YAC – youth activities
- k. 20th Anniversary of the Village of The Hills
- l. Park events / policies
- m. Trash service/recycling
- n. Public safety programs
- o. Teen volunteers
- p. Communicate with schools regarding bus routes
- q. Solicit younger participants on Boards
- r. Resources list (contractors, etc)

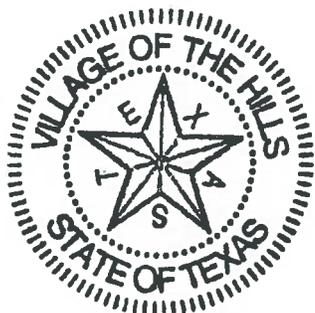
8) Other – Chair, Eric Orlen, Pat Younger, James Walsh, Jim Nelson

- a. Crazy ideas
- b. New city hall
- c. Taxes
- d. Innovation
- e. Regional analysis
- f. Focused effort to raise value of homes to match neighboring communities
- g. Data mining
- h. Periodic workshops

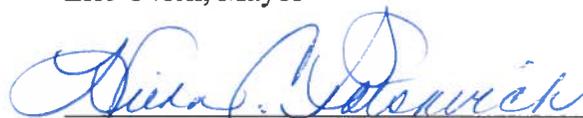
The meeting was adjourned at 10:58 a.m.

Signed this 14th day of March 2017.

(Seal)




Eric Orlen, Mayor


Hilda Potsavich, Secretary