

CITY OF CONVERSE
PLANNING & ZONING COMMISSION
MINUTES OF FEBRUARY 26, 2011 - 11:00 AM

The Planning and Zoning Commission of the City of Converse met in a regular meeting at the City Conference Hall, 405 S. Seguin Street on Saturday, February 26, 2011 at 11:00 AM to discuss various items on the agenda.

The Following were Present:

Mr. Robert Browning, Chairman
Mr. Donnie West, Vice Chairman
Mr. Joseph Guastella, Member
Mrs. Cynthia Turner, Member

Mr. Richard Fink Sr., Member
Mrs. Renee Paschall, Council Liaison
Mr. John Quintanilla, Interim City Manager
Mrs. Odie Martinez, Recording Secretary

1. Call Planning & Zoning Commission Meeting to Order.

At approximately 11:00 am Chairman Browning called the meeting to order.

2. Roll Call

Chairman Browning announced he was appointed as Chairman on the 15th of January. He requested that rather than doing roll call he prefer that everyone introduce themselves due to being his first time as a Chairman.

Absent: Member White was absent due to surgery.

Visitors: Councilman Steve Brown, Dan Norris commission member of EDC, Kate Silvas EDC Director, John Mendoza, Rudy Martinez

Council Liaison Paschall addressed that the Mayor wanted her to relay a message to the board members and all that have attended the meeting. She stated that they are very happy to hear that this project (City Master Plan) has finally begun.

3. Discussion and Presentation of Strategic Planning Process (Planning & Zoning Chair)

Chairman Browning announced that at the last City Council meeting February 15th Mr. Norris was assigned to assist the city in developing a Strategic Plan which is used as a guideline for the Master Plan.

Mr. Norris stated he works for Peter Holt "Holt Development" he gave a brief description of what the company promotes.

A Presentation by Mr. Norris included;

- Explained the meaning of “Strategic Planning”
 - How “Strategic Planning” works
 - Marketing Brand (How do we get the citizens of Converse to buy in Converse)
 - Operational Excellence (Handling Expenses, Cost)
 - Strategic Focuses (What kind of businesses do we want to bring into the City)
 - Budget Process, Funding
 - Gather expertise from operational groups
 - How much “Politics” will be involved
 - Influence Power to citizens for support and to attend work shops
 - Form a group of 16 to 26 people for the Strategic Planning
 - Who will be involved in Strategic Planning
4. Discussion and Appropriate Action on the 2011 Master Planning Process to Include Workshops, Public Hearings, Coordinating Master Plan Development with City Commissions and Recommendations to the City Council. (Interim City Manager) (EDC Director)

Chairman Browning stated “What do we want to get into the Master Plan”. Very briefly he presented and went over the San Antonio’s Strategic Planning and used it as an example.

The committee board members then discussed the following;

- 2004 “Master Plan Objectives by Categories” chart
- Past Survey’s from Planning Committee & Park & Rec Committee
- Establish a new committee for “Strategic Planning” with about 12-26 members, maybe 2 from each committee.
- Send out a memo to all the committees requesting, volunteers needed for the new committee
- Begin the first group with 12 members
- Are we ready to include the public as volunteers?

Mr. Mendoza briefly addressed due to his duties as an intern ship he can help begin the “Strategic Planning. Chairman Browning asked Mr. Mendoza if he could give a background history of what his intern ship duties are. Mr. Mendoza gave a list of his 5 objective duties that must be completed by April 27th. Chairman Browning asked if this was something he worked out with city council and if there is a memo or something in writing for this duty. Mr. Mendoza stated when he submitted his application to TSU they requested a signature of the leader of the city which would be Mayor, Suarez.

Chairman Browning suggested to Mr. Mendoza that he be included in the Strategic Planning committee.

Chairman Browning suggested to make a motion to take action on forming a “Strategic Planning” group with a number of 12 people 2 members from each commission including Mr. Mendoza which will make it 13.

Member Guastella made the motion to establish a Strategic Planning group. Member Fink seconded the motion. Motion passed unanimously.

Chairman Browning addressed he will create the memo and Odie will distribute to all other commissions.

A second motion was created to take action on nominating two P&Z members to participate in the "Strategic Planning". They are, Member Guastella and Chairman Browning.

Member Guastella made the motion to nominate Chairman Browning and himself (Member Guastella) to participate in the "Strategic Planning" group. Member Fink seconded the motion. Motion passed unanimously.

Chairman Browning addressed once we have the first group together we will take on their recommendations and proceed with the Master Plan.

Mr. Quintanilla stated he would have all department heads look over their section and update. He will propose to have each department heads provide their recommendation.

5. Next Planning & Zoning Commission Meeting will be Monday February 28, 2011.

P&Z meeting will be held Monday, February 28, 2011.

6. Adjournment

Meeting adjourned at approximately 1:21 pm