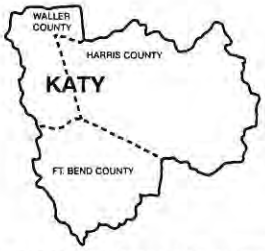
INCORPORATED IN 1945

City of Katy



HUB CITY OF THREE COUNTIES

NOTICE

Special Workshop Session

Monday, August 11, 2014, 6:00 p.m.

THE **CITY COUNCIL OF THE CITY OF KATY** WILL CONVENE IN A **SPECIAL WORKSHOP SESSION**, TO BE HELD ***MONDAY, AUGUST 11, 2014, AT 6:00 P.M.***, AT KATY MUNICIPAL COMPLEX, 910 AVENUE C, KATY, TEXAS. MAYOR FABOL HUGHES WILL PRESIDE.

AGENDA

1. Call to Order
2. Roll Call
3. Discuss City of Katy Strategic Guide – 2014 Vision Statement
4. Adjourn

MAYOR FABOL HUGHES
CITY OF KATY, TEXAS
August 7, 2014

I hereby certify posting this Notice and Agenda at 6:00 p.m., Thursday, August 7, 2014, at Katy Municipal Complex, 910 Avenue C, Katy, Texas.

Linda Vourazeris

Linda Vourazeris, Assistant City Secretary

P.O. Box 617 • 910 Avenue C • Katy, Texas 77492-0617 • Phone 281-391-4800 • Fax 281-391-4813

CITY OF KATY
TEXAS

STRATEGIC GUIDE

2014

VISION STATEMENT

Katy, Texas is a welcoming, service-oriented city that is rich in tradition and devoted to the preservation of a "small town" community, yet fosters quality economic growth through commitment to overall fiscal well-being and long-term sustainability.

MISSION STATEMENT

Protect the health, safety, and welfare of all citizens and preserve the Katy tradition of community pride, financial strength, and personal service for future generations.

Strive for continuous excellence in:

Economic Growth and Improvement

Public Safety

Preservation of Social Traditions and Historical Heritage

The Overall Quality of Life

FIVE CORE VALUES

Accountability

Commitment to Excellence

Integrity

Fiscal Responsibility

Family

2014 CITY COUNCIL

Mayor Fabol R. Hughes
Charles A. "Chuck" Brawner, Mayor Pro Tem & Councilmember Ward A
William R. "Bill" Lawton III, Councilmember Ward A
Durran C. Dowdle, Councilmember Ward B
James C. "Jimmy" Mendez Jr., Councilmember Ward B
Steven R. "Steve" Pierson, Councilmember At Large

STRENGTHS

- Service to citizens; responsive
- Resources; financially strong; fiscally healthy
- Rich in history and social traditions
- "Small town" feel; welcoming
- Community; hometown pride
- Healthy economic climate; opportunity
- Public Safety; quality Police & Fire
- Great parks
- Excellent location
- Superb education
- Outstanding citizens
- Tax rate
- Conservative Council & Boards; consistent direction
- Transportation; water & sewer improvements
- Emergency management
- Progressive; forward thinking
- Stability
- Ambitious
- Offer an enhanced quality of life
- Growth - controlled/directed
- Business/family/senior-friendly
- Retail shopping & dining locations
- Self-sufficient City

OPPORTUNITIES

- Maintain historic identity while absorbing growth and protecting and expanding natural elements
- Prioritize and plan projects
- Maintain and expand revenue sources; explore new revenue opportunities
- Focus on hiring the right people
- Develop department leadership; instill pride in employees
- Better manage tourism & economic opportunities
- Brand the City
- Preserve pride and tradition of the City
- Consider the City's physical appearance

GOALS AND OBJECTIVES

GOALS	OBJECTIVES
Continue to place the highest priority on service to citizens	➢ Continue to improve upon dedicated services ➢ Review and upgrade standards (combat aging appearance and infrastructure)
Maintain and expand revenue sources to further ensure Katy's overall fiscal well-being, as well as provide sufficient funding for City improvements	➢ Explore new revenue opportunities, leverage additional events and restaurants, etc. ➢ Create a new vision for Katy's downtown areas and bring to fruition ➢ Better manage tourism and associated opportunities, helping to bring visitors to Katy to stay, shop, and dine ➢ Consider what is necessary to fully market the attributes that attract guests to the City

GOALS AND OBJECTIVES

GOAL	OBJECTIVES
Proactively protect and further develop Katy's healthy economic environment	➢ Continue the City's commitment to improvements (transportation, public safety, etc.) ➢ Consider what the City may do to ensure that new and adjacent development does not affect Katy's public safety & quality of life ➢ Take the initiative to ensure consistent, higher standards of new construction and code enforcement ➢ Protect and promote the many facets of Katy's unique tradition: celebrate and market Katy's location, historical attractions, natural elements, fiscal status, self-sufficiency, and personal service ➢ Develop a senior community

PROJECTS

Tangible Projects	Short-Term	Mid-Term	Long-Term
City Hall	X		
Downtown Area	X		
Parking Garage (Downtown)		X	
Boardwalk	X		
Convention Center		X	
Town Park – 35 acres			X
Senior Center Land Purchase		X	
VFW Property/Events Facility		X	
Sidewalk/Bike Routes to Downtown	X	X	X
Water/Sewer Conservation Plan	X	X	X
Public Works Facility	X		
Municipal Court - Parking Lot in Back & Add Offices		X	
Truck Route Off of Ave D – Katy-Fort Bend County Road		X	

PROJECTS

Tangible Projects	Short-Term	Mid-Term	Long-Term
Welcome Packet for New Residents	X		
Social Media	X		
Annexation	X		
Woodlands Park Redevelopment			X
Gateways	X		
Replanting Trees	X	X	X
Main Street Director (Program)		X	X
Purchase of Rice Drier			X
Trolley System		X	
Character/Mascot of Katy	X		
Recreation Center			X
Meter Reading System			X

CITY OF KATY
AWARDS & RECOGNITION
2013-14

Keep Katy Beautiful Board received a
$160,000 Landscape Award from
Keep Texas Beautiful Conference

Certificate of Achievement for Excellence in
Financial Reporting

ISO Public Protection Classification 2 Rating

2014 CITY STAFF

Byron Hebert, City Administrator

William M. "Bill" Hastings, Chief of Police

Rufus T. Summers, Interim Fire Chief

David Leyendecker, City Engineer

Arthur L. "Art" Pertile, III, City Attorney

Elaine Lutringer, Director of Public Works

Melissa A. "Missy" Bunch, City Secretary

Angelina Tredway, Manager, Human Resources

Rebecca L. "Becky" Wilkins, City Treasurer/Finance Director

Sherri Brandt, Municipal Court Clerk

Peggy Dimmick, Social Services Director

Brad Barnes, Parks and Recreation Director

Kayce Reina, Director of Marketing & Public Relations

Charlie C. Shafer, Tax Assessor-Collector

Strategic Guide
Process facilitated and document designed by

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