

Notice of Meeting of the Legislative Task Force of the City of Georgetown, Texas May 27, 2026

The Georgetown Legislative Task Force will meet on May 27, 2026 at 3:30 PM at Georgetown City Hall, 808 Martin Luther King, Jr Street.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Regular Session

- 1.A **Swearing in of members of the newly appointed 2026-27 Task Force**
Oath of Office and Statement of Appointment issued for all members -- Karen Frost, Deputy City Secretary
- 1.B **Call to Order**
Call to Order and Introduction of Members and Staff Liaisons - Alice York, Chair
- 1.C **Downtown and Tourism Presentation**
Presentation and discussion of downtown and tourism challenges the City faces to help shape the City's legislative agenda for Council consideration - Kim McAuliffe, Downtown And Tourism Director
- 1.D **Economic Development Presentation**
Presentation and discussion of economic development challenges the City faces to help shape the City's legislative agenda for Council consideration -- Cameron Goodman, Economic Development Director
- 1.E **Planning and Development Presentation**
Presentation and discussion of Planning and Development Department challenges the City faces to help shape the City's legislative agenda for Council consideration - Edgar Garcia, Planning Director
- 1.F **Next Steps and Wrap Up**
Upcoming Meetings, topics and next steps of the Task Force -- Jacob Reagan Intergovernmental Relations Manager

Public Wishing to Address the Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the meeting room. Clearly print your name and the letter of the item on which you wish to speak and present it to the Board Liaison prior to the start of the meeting. You will be called forward to speak when the Board considers that item. Only persons who have delivered the speaker form prior to the meeting

being called to order may speak. Speakers will be allowed up to three minutes to speak. If you wish to speak for six minutes, it is permissible to use another requestor's granted time to speak. No more than six minutes for a speaker may be granted. The requestor granting time to another speaker must also submit a form and be present at the meeting.

On a subject not posted on the agenda: A request must be received by the Advisory Board or Commission Liaison prior to the day the agenda for this meeting is posted. Each speaker will be given three minutes to address the Board or Commission members. No action can be taken.

At the time of posting, no one had signed up to speak.

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2026, at _____, and remained so posted for at least three business days preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Legislative Task Force
May 27, 2026

SUBJECT:

Swearing in of members of the newly appointed 2026-27 Task Force

SUGGESTED ACTION:

Oath of Office and Statement of Appointment issued for all members -- Karen Frost, Deputy City Secretary

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Karen Frost, City Secretary

ATTACHMENTS:

N/A

City of Georgetown, Texas
Legislative Task Force
May 27, 2026

SUBJECT:

Call to Order

SUGGESTED ACTION:

Call to Order and Introduction of Members and Staff Liaisons - Alice York, Chair

ITEM SUMMARY:

Appointed Members of the Task Force:

Stephanie Blanck

Sarah Bolton

Natalie Decesare

Evan Hein

Robert Hilton

Nizar Noorani

Joe Orsak

John M Power

Travis Perthuis

Laura Klein Plunkett

Larry L Sharrar

Larry Simmons

Mackenzie Spahn

Wade T Todd

Alice L York, Chair

FINANCIAL IMPACT:

SUBMITTED BY:

Karen Frost, City Secretary

ATTACHMENTS:

N/A

City of Georgetown, Texas
Legislative Task Force
May 27, 2026

SUBJECT:

Downtown and Tourism Presentation

SUGGESTED ACTION:

Presentation and discussion of downtown and tourism challenges the City faces to help shape the City's legislative agenda for Council consideration - Kim McAuliffe, Downtown And Tourism Director

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Karen Frost, City Secretary

ATTACHMENTS:

[Downtown and Tourism Legislative Task Force Presentation.pdf](#)

Downtown & Tourism

Cultivating Vibrancy and Community in Georgetown

The Downtown & Tourism Team

The Downtown & Tourism Department was created in 2022
14-member department

- Arts & Culture (2 FT, 1 PT)
- Downtown Development/Main Street Program (2 FT)
- Special Events (2 FT)
- Tourism & CVB (4 FT, 3 PT)



Downtown Revitalization through the Main Street Program

What is the Main Street Program?



2026 Main Street Advisory Board

A preservation-driven, economic development organization. We promote diverse community engagement to create a destination downtown for everyone.

We received our Main Street designation in 1982. It's not by chance that Main Street and the downtown Square is a destination for residents

Through concentrated efforts and careful planning, the heart of Georgetown continues to improve and thrive, growing each year as the bustling city center it was intended to be.



Downtown Development



- Key infrastructure investments and thoughtful development with targeted recruitment over time
- Historic preservation
 - Façade & Sign Grant Program
- Great American Main Street Award
- APA Great Places in America Award
- 2024 TX-APA Community of the Year
- 2025 Best Texas Downtown TXD



Downtown Reinvestments

- Over the last 5 years, over \$75M has been reinvested in Downtown Georgetown
- Over the last 20 years, the Main Street Façade & Sign Grant Program has awarded over \$800,000 to 100+ businesses and properties in Downtown Georgetown
 - Façade grants up to \$20,000
 - Sign grants up to \$2,500











First City-owned Parking Garage

Downtown Master Plan Projects

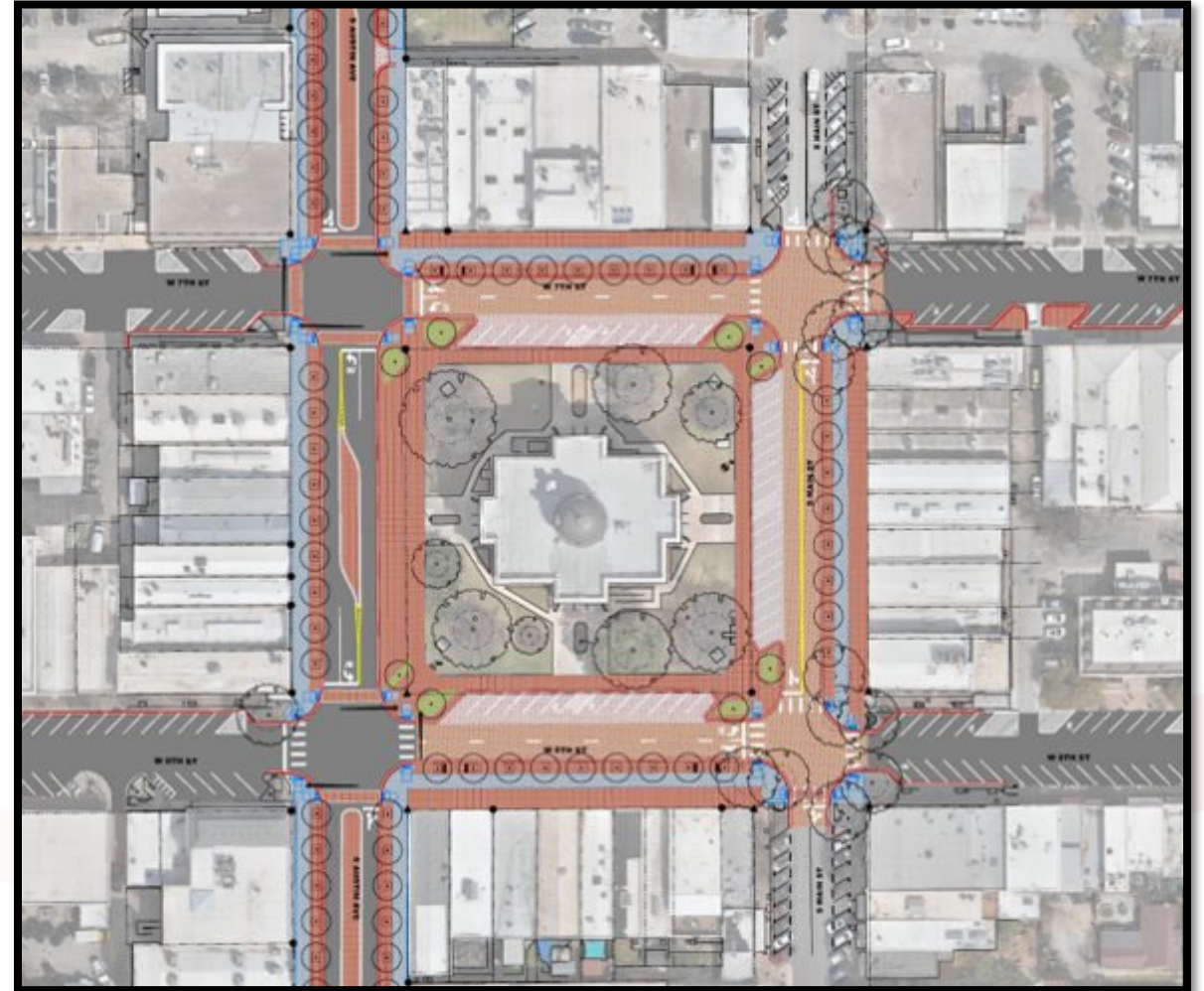


- Priority Projects:
 - Gateways along Austin Avenue
 - Blue Hole Park Enhancements
 - Bike & Pedestrian Connections
 - Historic Square Enhancements
 - 9th Street Art Walk
 - Rock Street Promenade
 - Catalyst Sites
- Implementation:
 - Near Term, Mid Term, Long Term
 - Funding Strategies

10-Year Vision for the Future

Austin Avenue & Square Enhancements

- 4 lanes to 3 lanes on Austin Avenue, widened sidewalks, removing on street parking
- Widened sidewalks and removing one side of parking on square
- Street trees and patio seating spaces added



9th Street Art Walk

- Curate art throughout the street
- Enhance crosswalks with creative designs
- Elevate the pedestrian experience through paving materials, festoon lighting, and amenities



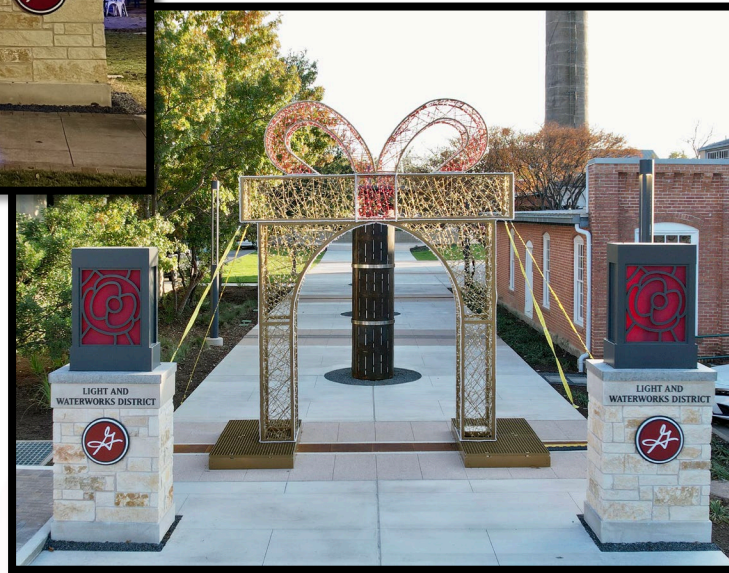
Arts & Culture Program & Downtown Cultural District

Arts & Culture Program



- Designated Texas Cultural Arts District in 2013.
- Program started in 2018. Full-time staff began in FY2021, second full-time staff person began in FY2026
- Growth of public art
 - Murals
 - Utility Box Art
 - City Hall Gallery
 - Sculpture Tour
- Programming and event development
 - Semi-Annual Art Strolls
 - Month of the Arts

Leveraging Funds for Public Art



- General Fund
- HOT Fund
- Downtown TIRZ
- **TCA Cultural District Grants**
 - Received \$104,500 in funding toward the creation of the South Main Arts District & \$58,500 for updated signage at the Art Center and new Gateway and Wayfinding Signage Master Plan
 - Awarded funding for Art Center staffing in 2024 and 2025.
 - Currently applying for a \$100,000 TCA grant and NEA grant for additional art at L&WW District

Georgetown Art Center

The Headquarters of the Cultural District



- In January 2024, the Arts and Culture Program began managing the operations of the Georgetown Art Center facility.
 - 2 full-time and one part-time team members manage the Arts & Culture program, the Art Center facility, and Grace Heritage Center
 - The *Local Artist* Gift Shop has expanded, and as a result sales went up 225%
 - Adult art classes and *Master Classes* are offered quarterly
 - Memberships are also available

Grace Heritage Center

- In January 2026, the program began managing the facility and rentals
- New marketing materials and rental processes in place
- Cultural Facilities Study will provide information on maintenance needs and new programming opportunities



Special Events

Special Events & Permits

Annual Events Hosted by Downtown & Tourism:

- Georgetown Swirl
- Spring Art Stroll
- Red Poppy Festival
- Mother's Day Market
- Fall Art Stroll
- Dia De Los Muertos
- Lighting of the Square
- Small Business Saturday
- Coffee & Cocoa Crawl

Permits and types issued each year:

40-50 for Parades, Festivals, Runs, Block Parties, etc.



Red Poppy Festival – Largest Event



Lighting of the Square Largest 1-day event



Special Events at Light & Waterworks



809 Martin Luther King Jr. St.

- Recreation
- Wellness
- Farmers Market/Artisan Market
- Food trucks
- Cultural
- Family-friendly
- Music
- Movies
- Seasonal

Convention & Visitors Bureau (CVB) & Tourism

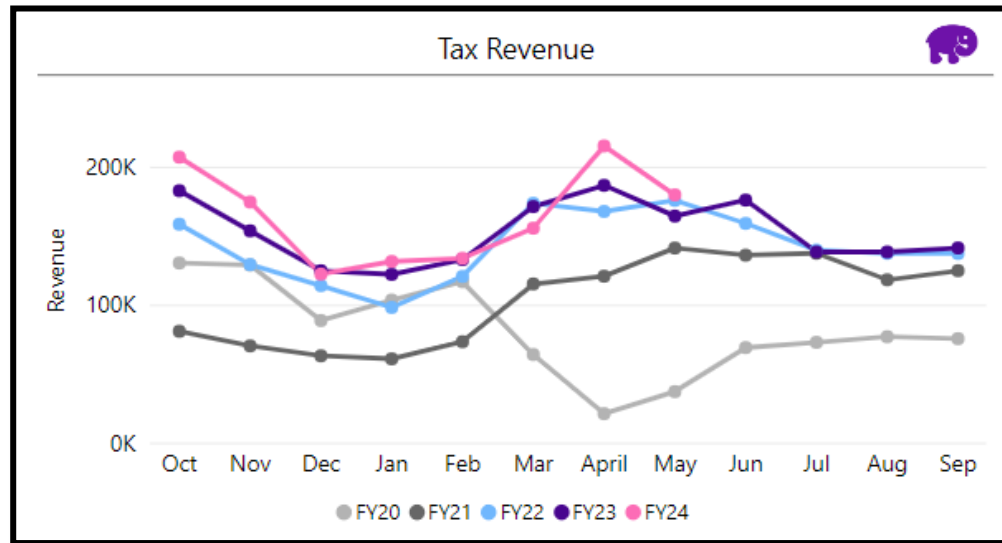
Convention and Visitors Bureau & Tourism



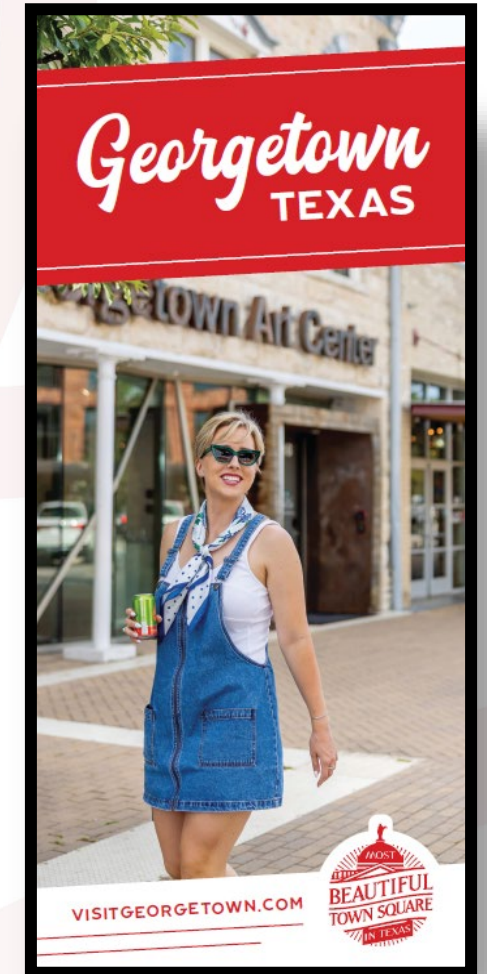
- Funded by HOT, over \$2M annual revenues
- Short Term Rental Program
 - Launched Nov. 1, 2024
 - Nearly 200 registered properties
 - Permit fee is \$100, renews annually
 - Anticipate ~\$250,000 in revenues in FY2026

Convention and Visitors Bureau & Tourism

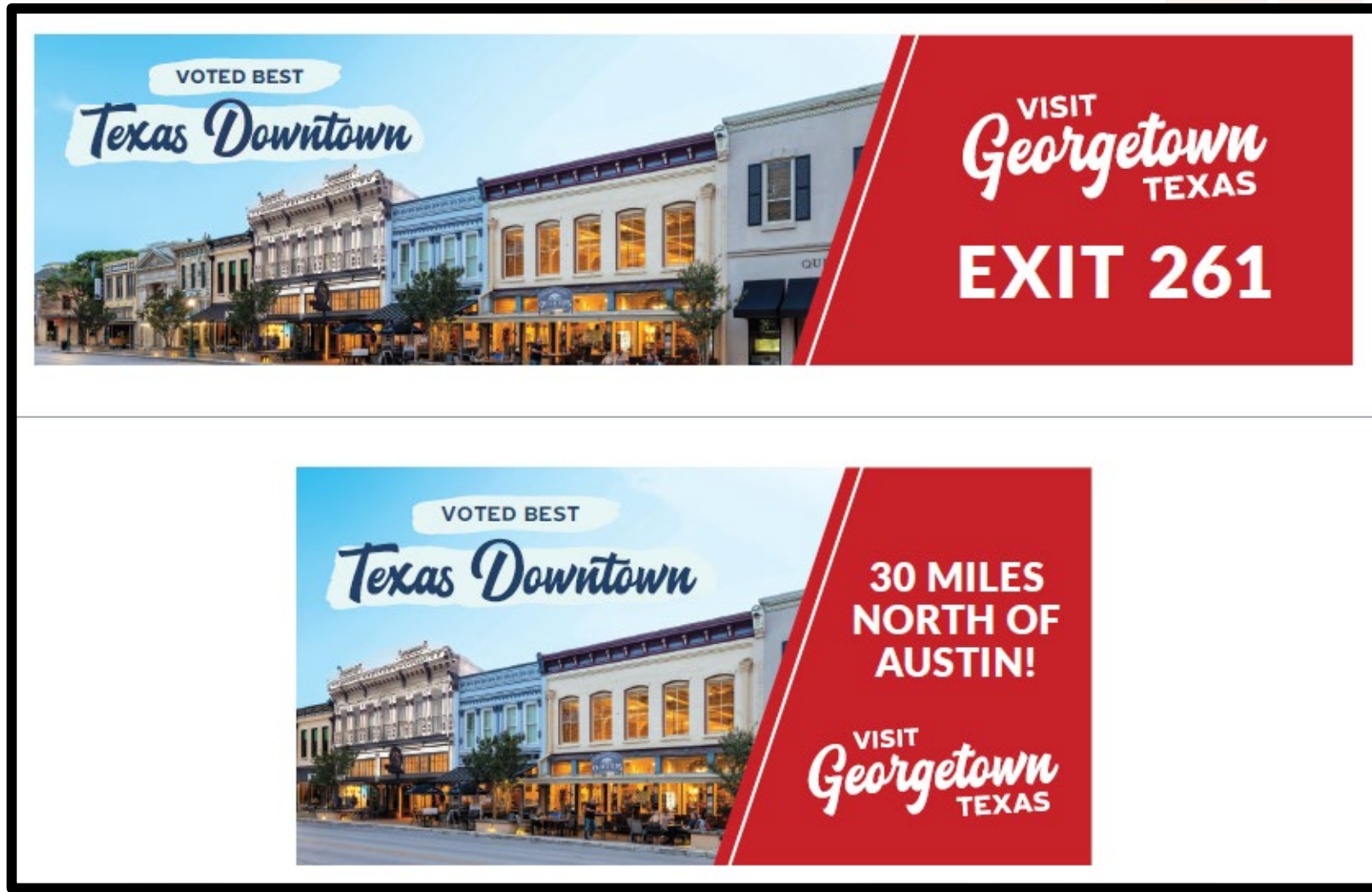
- Advertise and promote Georgetown as a Tourism and Meeting Destination
- Significant HOT growth over the last 5 years



How We Promote Georgetown



How We Promote Georgetown



What we're watching for 2027

Monitoring **TX Senate Economic Development Committee** Interim Charges (issued March 2026)

Ensuring **Local Hotel Occupancy Tax Accountability**: Study the collection, reporting, and use of state and local hotel occupancy tax revenues, and review data and outcomes under the current legislative framework to assess whether it is operating as intended. Make recommendations to ensure the effectiveness of local incentives and safeguard long-term fiscal accountability.

We are members of the Texas Travel Alliance. Key areas of focus for the TTA's policy platform typically include:

- Protecting and managing the Hotel Occupancy Tax (HOT) revenues.
- State tourism funding and economic development.
- Infrastructure and workforce policies that affect the state's massive hospitality sector.

Questions?

Contact me:

Kim McAuliffe
Downtown & Tourism Director
kim.mcauliffe@georgetowntexas.gov

City of Georgetown, Texas
Legislative Task Force
May 27, 2026

SUBJECT:

Economic Development Presentation

SUGGESTED ACTION:

Presentation and discussion of economic development challenges the City faces to help shape the City's legislative agenda for Council consideration -- Cameron Goodman, Economic Development Director

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Karen Frost, City Secretary

ATTACHMENTS:

[Economic Development LTF 2026.pdf](#)

Economic Development



Georgetown Economic Development

- Our mission is to purposefully support a business-friendly environment where companies can and want to grow.
- Works to attract and retain quality businesses that help to diversify the economy, increase the average annual wage, and improve the quality of life for citizens.
- We utilize several incentive tools to attract and retain quality businesses to Georgetown.

Incentive Tools

Economic Development Incentive Tools Include:

City & County Programs

- Type A Sales Tax Corp. (GEDCO)
- Type B Sales Tax Corp. (GTEC)
- Property Tax Abatement (Chapter 312)
- Chapter 380/381 Agreements
- Chapter 403/ JETI Program
- Freeport Exemption

State & Regional Programs

- Foreign Trade Zone #183
- Natural Gas & Electricity Sales Tax Exemptions for Manufacturing
- State Sales Tax Exemption for Manufacturing Machinery & Equipment
- Texas Enterprise Fund
- Texas Enterprise Zone Program

Qualified Hotel Program



Qualified Hotel Project Legislation

- HB 4103 provided qualified cities with the ability to capture the state's share of hotel occupancy taxes (HOT) and sales taxes within a 1,000-foot radius of a qualified hotel and convention center project for a period of 10 years.
- This tool provides needed resources to create jobs and support tourism, while addressing growth and infrastructure by reinvesting tax dollars back into our community.

Qualified Hotel Project Legislation

- Previous legislation includes:
 - H.B. 2445 (2017)
 - H.B. 4347 (2019)
 - H.B. 4103 (2021)

Economic Development Tools

- Eligible cities in the Austin region include:
 - **Leander**
 - Northline Development (Planned Hotel)
 - **Cedar Park**
 - Nebraska Furniture Mart Development & Convention Center
 - **Round Rock**
 - Kalahari Project
 - **Hutto**
 - No Identified Project
 - **Kyle**
 - No Identified Project

Qualified Hotel Project Legislation

- Requirements of the convention center facility:
 - To qualify, a convention center facility must be
 - 1) primarily used to host conventions or meetings and configurable to simultaneously accommodate multiple events of different sizes and types.
 - 2) at least 10,000 square feet of continuous meeting space.
 - 3) wholly owned by a municipality.
 - 4) connected to a qualified hotel or have an exterior wall located not more than 1,000 feet from the nearest exterior wall of a qualified hotel.
- Limitation on the number of QHP projects for medium-sized and smaller municipalities: Each qualified city with a population of less than 175,000 is limited to one convention center hotel project in perpetuity.

Qualified Hotel Project Legislation

- Bracket Bill – Recommendations
 - “Bracket” Georgetown into the Qualified Hotel Project program.
 - There will likely be several other communities pursuing this legislation this session.
 - We would ideally partner with the Texas Hotel & Lodging Association to become part of an omnibus bill that combines each community into a single bill.

City of Georgetown, Texas
Legislative Task Force
May 27, 2026

SUBJECT:

Planning and Development Presentation

SUGGESTED ACTION:

Presentation and discussion of Planning and Development Department challenges the City faces to help shape the City's legislative agenda for Council consideration - Edgar Garcia, Planning Director

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Karen Frost, City Secretary

ATTACHMENTS:

[Planning Legislative Task Force 2026.pdf](#)

Planning Development

Development and Regulation

Legislative Task Force Meeting - May 27, 2026

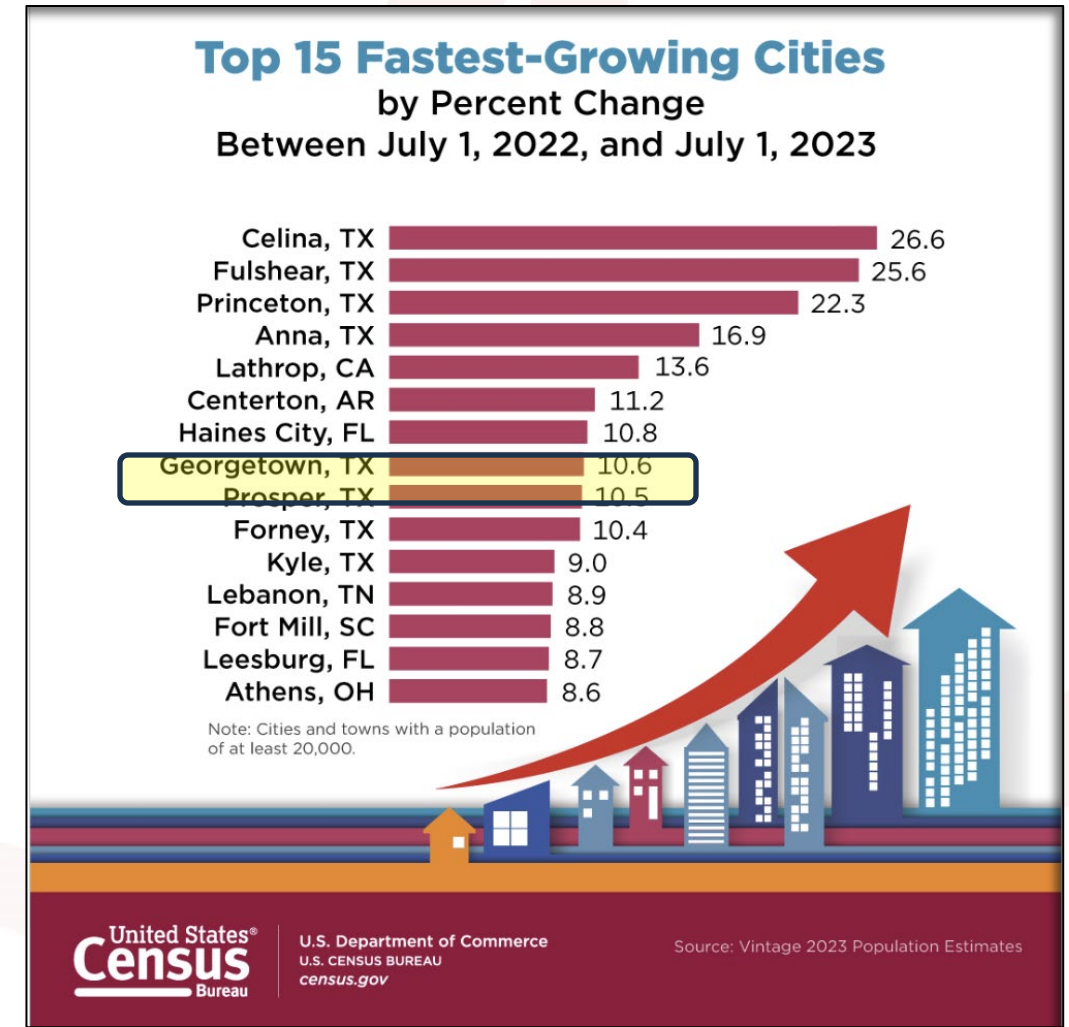
Presentation Agenda

- Mission, Context, and Implementation
 - Planning Department Mission
 - Current State of Growth and Development
 - Overview of Tools, Strategies, and Resources used to implement the community vision for growth
- City Authority and State Regulation Impact
 - Subdivision Authority
 - Land Use Authority – Annexation and Zoning
 - ETJ Authority
- Next Steps

Current State of Growth and Development in Georgetown

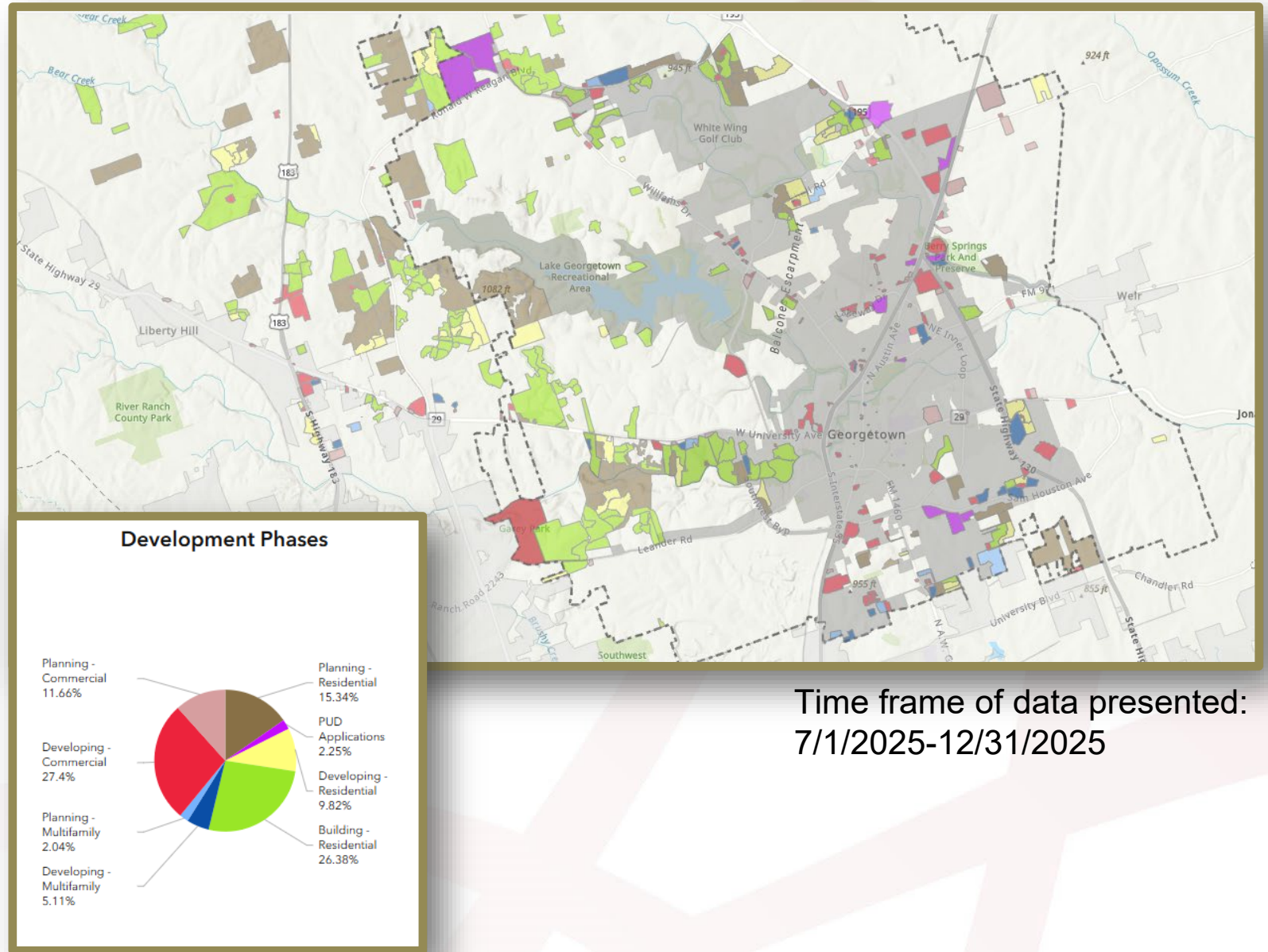
Current Growth and Housing Stock

- Georgetown has grown 33.7% since 2020, adding over 34,000 people from April 1, 2020, to July 1, 2025 (average growth of 6.74% per year)
- 8th fastest growing city in U.S. July 2022-July 2023 (*Source: US Census*)
- 4,527 single or two-family residential units under construction; 3,353 multifamily residential units under construction.



Development Pipeline Map

- Tracks projects in various stages of development
- Used for monitoring growth and anticipating infrastructure needs
- Provides percentage breakdown by project



Developing and Implementing the Community's vision for growth

2030 Plan

CIP Plan UDC

2030 Plan

- **Future Land Use Map (FLUM)**
 - Serves as City's long-range roadmap
 - Establishes an overall framework for preferred ultimate development pattern based on balanced, compatible, and diversified land uses.

Comprehensive Plan Policies

- Long-term guidance for consistent decision making and staff analysis

Community Conversations

Georgetown's 2030 Plan Update focuses on six community conversations that emerged throughout the community engagement and planning process.

- » Distinct identity
- » Housing diversity
- » Complete neighborhoods
- » Transitions
- » Balance of commercial and residential
- » Intentional infrastructure



2030 Plan Land Use Policies

- LU.1 - Encourage a **balanced mix of residential, commercial, and employment uses** at varying densities and intensities to reflect a gradual transition from urban to suburban to rural development
- LU.3 - **Promote development** of complete neighborhoods across Georgetown
- LU.6 - Continue to promote diversification of uses while strengthening the historic character and **supporting the existing historic neighborhoods**
- LU.10 - Support the City's growth and development using a decision framework that **promotes fiscal health, safety, and quality of life for our current and future residents**

2030 Plan Housing Policies

- H.7 - **Increase homeownership choices** for workforce households
- H.9 - **Encourage and incentivize new housing** and reinventions or additions to existing housing to provide a mixture of housing types, sizes, and price points
- H.10 - Ensure land use designations and other policies allow for and **encourage a mixture of housing types** and densities across the community
- H.13 - **Align housing goals with other city policies** and strategic plans

Capital Improvement Plan (CIP)

- CIP Planning is a strategic approach to providing necessary infrastructure throughout the City
 - Future Land Use designations and appropriate zoning categories allows the city to plan for density and infrastructure demands before needs exceed capacity
 - CIP projects can be budgeted and executed strategically to provide infrastructure and services efficiently to accommodate growth

Unified Development Code (UDC)

- The Unified Development Code (UDC) establishes practical and enforceable regulations that empower the city to execute strategic plans
 - **Land Use Authority is exercised through annexation and the establishment of zoning districts** that align with comprehensive plan goals and future land use designations via the regulation of both uses and dimensional standards
 - **Subdivision authority is exercised through regulation of platting**, site planning, and infrastructure provision at time of planning and building

City Authority for Land Use Planning per the Texas Local Government Code (TLGC)

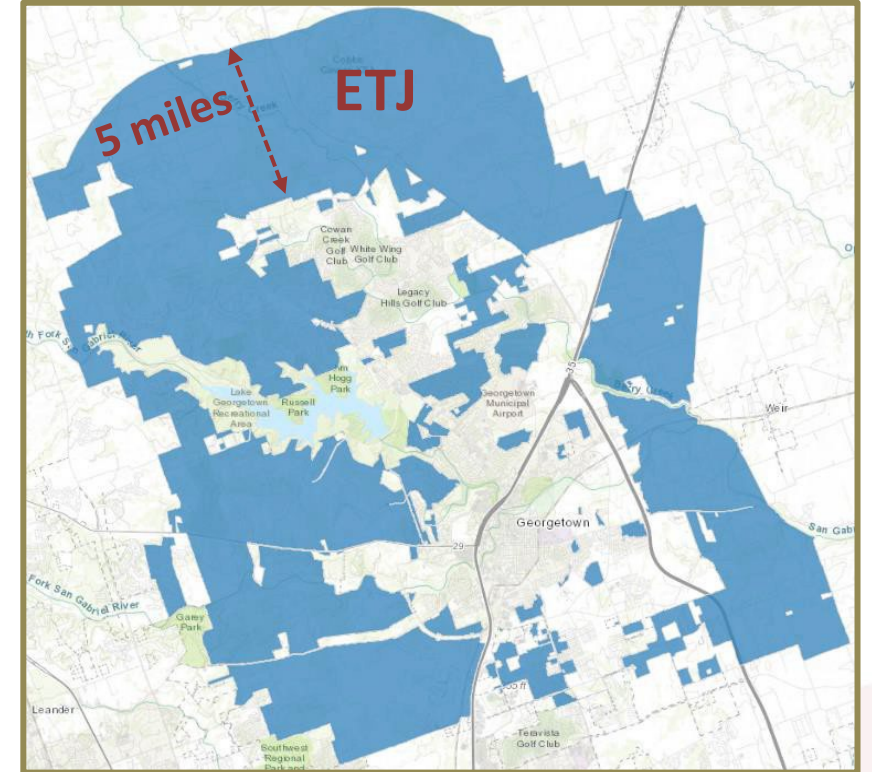


TLGC Authority for Land Use Planning

Authority	TLGC Chapter
Extraterritorial Jurisdiction (ETJ)	42
Annexations	43
Zoning and Variances (including public notice)	211
Subdivision Plats	212
Comprehensive Planning (including land use, transportation, public facilities)	213
Vested Rights	245

EXTRATERRITORIAL JURISDICTION (ETJ)

- *The unincorporated area that is contiguous to the corporate boundaries of the municipality.*
- Georgetown's ETJ extends five (5) miles from City
- **Purpose:** to promote and protect the general health, safety, and welfare of persons residing in and adjacent to the municipalities (TLGC, 42.001).
- Owner(s) of property; or owner(s) who hold a majority of property value of the area, may petition to be released from the ETJ. To approve, need more than 50% of registered voters in that area or who hold a majority of property value of the area to release the area from the ETJ (SB 2038, eff. Sept 1, 2023)
- Regulated in the ETJ: platting, tree preservation, signs
- If meets criteria, City must approve the release

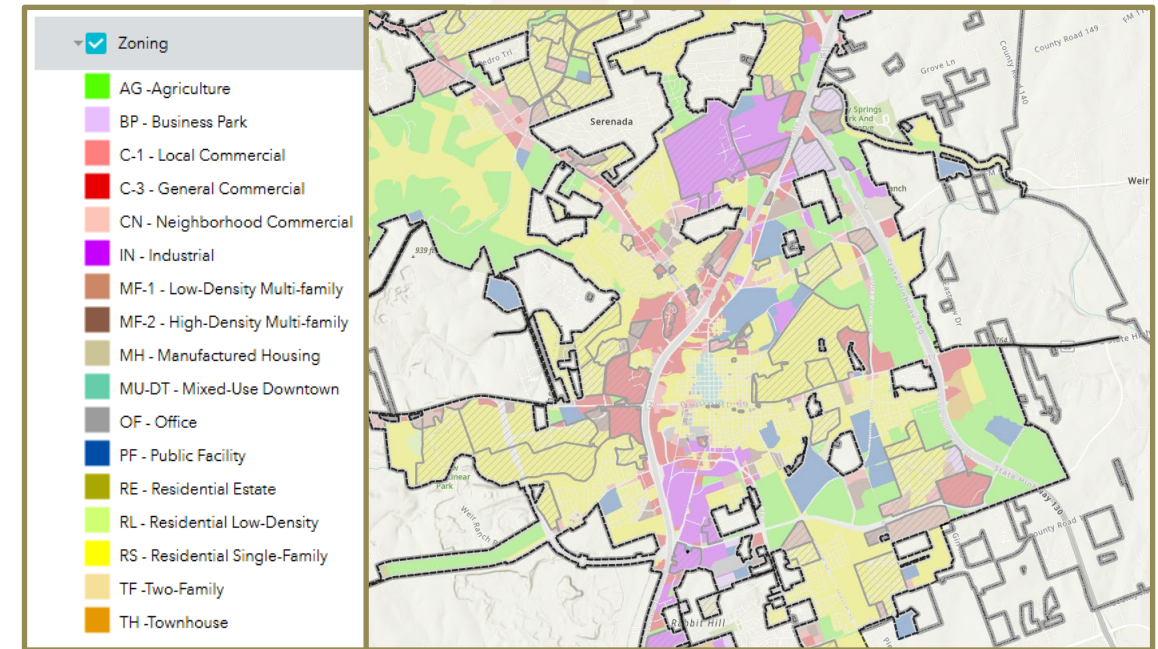


LAND USE AUTHORITY - ANNEXATION

- Up until 2017, Texas granted broad annexation power to home rule cities, now there are only a few instances that could apply to our city:
 - a) Industrial District (TLGC, 43.0116)
 - b) Navigable stream next to the City (TLGC, 43.013)
 - c) An area the City owns in the ETJ (TLGC, 43.014)
 - d) Land in adjacent municipality if area less than 1,000 feet wide (TLGC, 43.015)
 - e) For Agricultural, Wildlife Management, or Timber Land with a DA (TLGC, 43.016)
- Annexation power allows Georgetown to regulate zoning and collect taxes for public services (i.e., police, fire, and infrastructure) to residents.

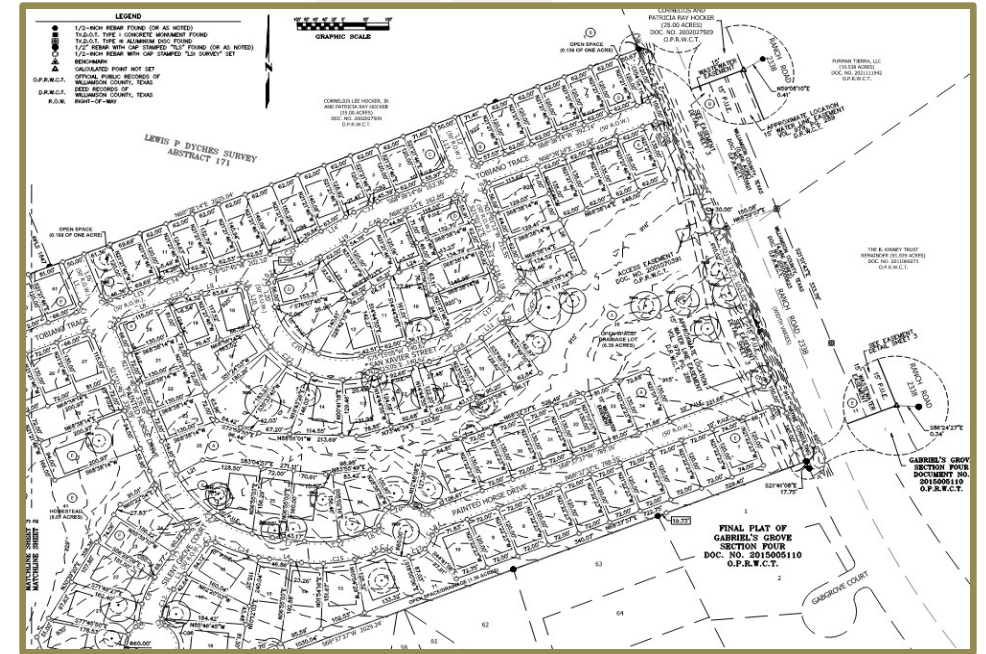
LAND USE AUTHORITY - ZONING

- ***A tool for cities to promote “the public health, safety, morals, or general welfare and protecting and preserving places and areas of historical, cultural, or architectural importance or significance (TLGC, 211.001)”***
 - Must be adopted in accordance with a Comprehensive Plan
 - Subject to notice and public hearings at Planning Commission (1 hearing) and City Council (2 hearings)
- Purpose of zoning to separate incompatible land uses, prevent overcrowding, adequate light and air



SUBDIVISION AUTHORITY

- *Allows city to manage growth including construction of infrastructure (roads, water, wastewater utilities)*
- Exception for properties greater than 5 acres where no improvements being dedicated (TLGC, 211.001)
- Plats may be approved administratively by the Planning Director (TLGC, 212.0065)
- New plats approved in 30 days (TLGC, 212.009); resubmissions within 15 days (TLGC, 43.0095)



State Legislation Impact



STATE LEGISLATION IMPACTING ETJ

- Senate Bill 2038 – 2023 (88th)
 - *Allows for release of land from ETJ:*

By petition:

1. By an individual parcel owner; or,
2. By multi-parcel owners with a majority of value of area

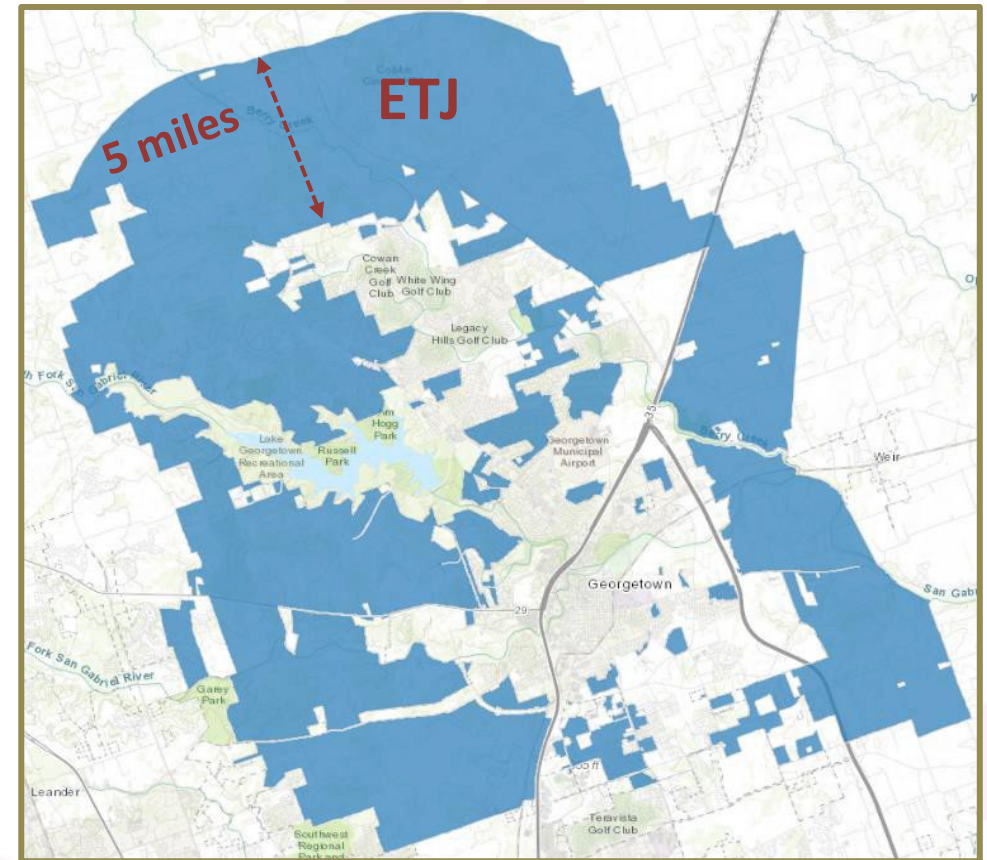
Approved if petition signed by:

1. More than 50% of registered voters of the area
2. Owners with a majority of value of area

By election:

1. Need 5% of registered voters in area

Approved if more than 50% of qualified voters



ETJ Map: [Extraterritorial Jurisdiction \(ETJ\) | Extraterritorial Jurisdiction \(ETJ\) | City of Georgetown, Texas \(arcgis.com\)](#)

IMPACT TO GEORGETOWN

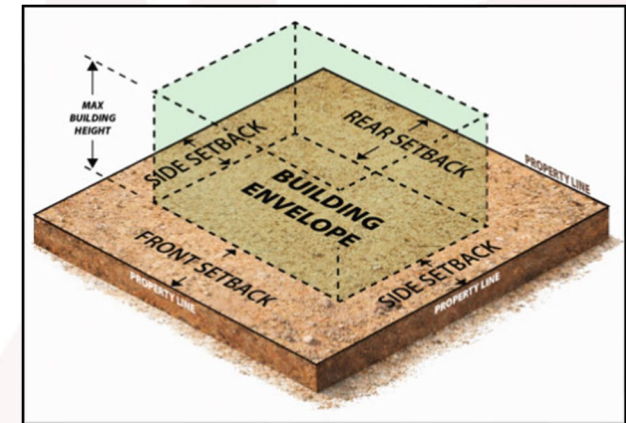
- Released areas will no longer be subject to city platting, sign, or tree preservation regulations.
- Cities will lose the ability to establish special purpose districts, including municipal utility districts (MUDs)
- Will lose ability to collect taxes

STATE LEGISLATION LIMITING ANNEXATION AUTHORITY

- Senate Bill 6 – 2017 (85th)
 - Requires landowner or voter approval of annexations in the state's largest counties (those with 500,000 population or more) and in counties that opt-in to the bill through a petition and election process
- House Bill 347 – 2019 (86th)
 - Ends most unilateral annexations by any city, regardless of population or location

PROPOSED STATE LEGISLATION LIMITING ZONING AUTHORITY

- Will apply once Georgetown reaches population of 150,000 (TLGC, 211.054, HB 3921)
- **Would prohibit a municipality from adopting or enforcing a rule that requires a residential lot be:**
 - Larger than 3,000 square feet
 - Wider than 30 feet
 - Deeper than 75 feet
 - No density maximum for lots at least 3,000 square feet
- **Additional restrictions for lots up to 4,000 square feet:**
 - Cannot require front setback greater than 15 feet, rear greater 10 feet, or side greater than 5 feet
- **Would also restrict regulation of open space, parking, and height:**
 - Prohibit restricting height below three full stories, requiring more than 30% open space



IMPACT TO GEORGETOWN

- As the fastest growing city in the United States, the loss of zoning and geographical control may affect:
 - Land use planning
 - Planning and implementation of networks for:
 - Transportation
 - Utility
 - Trails and parks
 - Overall fiscal policy

STATE LEGISLATION IMPACTING SUBDIVISION AUTHORITY

- House Bill 3167 – 2019 (86th)
 - Requires local jurisdictions to approve, approve with conditions, or deny land development plat or plan applications within a very specific time frame - namely, within 30 days after the application was filed, and 15 days for resubmissions.
- House Bill 3699 – 2023 (88th)
 - Removed plan applications from timeline
 - Allowed cities to delegate review and approval authority to staff for plats

TREE PRESERVATION

- Legislators have consistently introduced legislation that aims to limit a city's authority to regulate trees
- HB 7 was passed during the 85th session after compromise between cities, homebuilders, environmentalists, and others
 - *Cities cannot prohibit removal of a tree or impose a mitigation fee for a tree that is (a) diseased or dead; or (b) poses an imminent or immediate threat to persons or public property*
 - *Cities cannot impose a mitigation fee on property of a one or two-family residence or a tree that is less than 10" in diameter at 4.5' above ground*
 - *Cities must allow for a credit for tree planting to offset the amount of any mitigation fees*



Next Steps

- We will return to a future meeting to propose potential positions related to the context provided today.

Thank you

City of Georgetown, Texas
Legislative Task Force
May 27, 2026

SUBJECT:

Next Steps and Wrap Up

SUGGESTED ACTION:

Upcoming Meetings, topics and next steps of the Task Force -- Jacob Reagan Intergovernmental Relations Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Karen Frost, City Secretary

ATTACHMENTS:

N/A