

NOTICE OF MEETING  
OF THE  
GUN BARREL CITY CITY COUNCIL  
1716 W. MAIN STREET GUN BARREL CITY, TX 75156

The City Council of the City of Gun Barrel City, Texas will meet in a Workshop, in City Hall, Council Chambers, located at 1716 W. Main Street Gun Barrel City, TX 75156, on Friday, July 23, 2021 at 9:00 AM.

Call to Order  
Roll Call & Quorum

Citizen Comments (Limited to three minutes)

The purpose of this item is to allow citizens an opportunity to address the City Council on items that are listed on the agenda, or issues that are not listed on the agenda. Any person desiring to make a public comment must first be recognized by the presiding officer, and sign in at the podium with their name and address at least 10 minutes prior to the start of the meeting. Individual citizen comments are limited to three minutes. The presiding officer may ask the citizen to hold their comment on an agenda item until that agenda item is reached. The City Council has no obligation to respond in any manner to comments or questions from the public. Any response from a member of the City Council to non-agenda comments is limited to a statement of specific factual information, a recitation of existing policy or direction to staff for follow up.

1. New Business

- 1.A Discussion regarding the FY 2020-2023 Strategic Plan. (City Manager)  
[Strategic Plan Spreadsheet - FINAL](#)  
[Strategic Planning FY 2020-2023](#)
- 1.B Discussion regarding The American Rescue Plan Act. (City Manager)
- 1.C Discussion regarding the FY 2021-2022 budget. (City Manager)

Adjournment

The Gun Barrel City Council reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), or 551.087 (Economic Development Matters).

Note: Mayor and Council Reports on Items of Community Interest – Pursuant to Texas Government Code Sections 551.0415 the City Council may report on the following items: (1) expression of thanks, congratulations or condolences; (2) information about holiday schedules; (3) recognition of individuals; (4) reminders about upcoming City Council events; (5) information about community events; (6) announcements involving imminent threat to public health and safety.

Note: A quorum of the full Economic Development Board may attend the meeting of the City Council, a committee of that body, or any other city advisory board. For example, a quorum of the Gun Barrel City Economic Development Board may attend a council committee meeting, a committee of that body, or any other city advisory board meeting.

Attest:

Approved:

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Janet Dillard, City Secretary

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J. David Skains, Mayor

I certify that this Notice of Meeting was posted in a glass-enclosed case in front of City Hall at 1716 West Main Street, Gun Barrel City, Texas, and available for viewing by the public 72 hours prior to the meeting date and time above, as well as at the City's website at [www.gunbarrelcity.net](http://www.gunbarrelcity.net).

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Janet Dillard, City Secretary

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary Office at (903) 887-1087 for further information.



**CITY COUNCIL  
CITY OF GUN BARREL CITY, TEXAS  
AGENDA ITEM # 1.A**

**MEETING DATE:**

July 23, 2021

**SUBJECT:**

Strategic Plan

**ACTION ITEM:**

Discussion regarding the FY 2020-2023 Strategic Plan. (City Manager)

**BACKGROUND:**

[Strategic Plan Spreadsheet - FINAL](#)

[Strategic Planning FY 2020-2023](#)

## 4<sup>th</sup> quarter 2019

### I. *Guiding Principle: Promoting Gun Barrel City (GBC)*

GOAL: A. Attainment of a healthy and vibrant community to live, work and play.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Promote visiting, shopping, eating, and lake activities in Gun Barrel City via multiple social media platforms, digital, print marketing	City of GBC - City Depts. GBC EDC GBC Civic Organizations	Increase in sales tax revenues collected	4 <sup>th</sup> quarter 2019
A4. Increase communication with citizens to keep them informed of city/county/regional activities	GBC Marketing & Communications Manager City of GBC	Enhanced online/published communications	4 <sup>th</sup> quarter 2019
A5. Enhance GBC EDC website for prospective businesses and residents	GBC EDC	Increased clicks and hits per month of individuals visiting website and asking for information	4 <sup>th</sup> quarter 2019
A7. Recruit telecommuters to move and call GBC "home"	GBC Marketing & Communications Manager City of GBC	Promote online/published communications	4 <sup>th</sup> quarter 2019

### II. *Guiding Principle: A comprehensive and proactive quality of life program strengthens the health, comfort and happiness experienced by citizens, visitors and businesses in Gun Barrel City.*

GOAL: C. Enhance Gun Barrel City's transportation and infrastructure to meet the needs of citizens and employers.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C2. Ensure health code enforcement is occurring for restaurants/retail	City of GBC	Health inspections occurring by health inspectors	4 <sup>th</sup> quarter 2019

### III. *Guiding Principle: Employers are able to hire highly trained and productive employees.*

GOAL: B. Expand and diversify the economic base through targeted industrial development.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
B3. Evaluate opportunities for developing the Business Park northeast of GBC as a Tax Increment Financing (TIF) Zone	GBC EDC City of GBC	Plan documented to develop area	4 <sup>th</sup> quarter 2019

### IV. *Guiding Principle: Comprehensive long-range planning for Gun Barrel City will enhance, preserve, and protect the community, its commercial customers, its citizens and its visitors.*

GOAL: A. Engage, promote, and implement long range planning for a prosperous City.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
D7. Succession Planning and cross-training for all critical functions for key jobs (Treasurer, City Secretary, City Manager, Chiefs of Police, Fire, Streets, Court Clerk, Municipal Judge)	City of GBC	Three different individuals know how to cover the key jobs within the city in the event primary became ill/unable to perform job.	4 <sup>th</sup> quarter 2019

**1st quarter 2020**

**2nd quarter 2020**

**3rd quarter 2020**

**4th quarter 2020**

**I. Guiding Principle: Promoting Gun Barrel City (GBC)**

<b>GOAL: A. Attainment of a healthy and vibrant community to live, work and play.</b>			
<b>ACTION STEPS</b>	<b>LEAD ENTITY</b>	<b>MEASURE OF SUCCESS</b>	<b>START</b>
A2. Use hotel/motel tax funds to hire a marketing/events/communication manager	City of GBC GBC EDC	Individual hired to begin marketing, planning events, and communication across multiple mediums and platforms	1 <sup>st</sup> quarter 2020
A3. Sponsor seasonal concerts and festivals for the public (paid and free)	GBC Marketing & Communications Manager City of GBC GBC EDC	Sell outs/larger crowd attendances/larger vendors and bands booked.	1 <sup>st</sup> quarter 2020
A6. Capitalize on Cedar Creek lake and GBC being waterfront	GBC Marketing & Communications Manager City of GBC GBC EDC	Develop and execute initial marketing campaign	2 <sup>nd</sup> quarter 2020

**II. Guiding Principle: A comprehensive and proactive quality of life program strengthens the health, comfort and happiness experienced by citizens, visitors and businesses in Gun Barrel City.**

<b>GOAL: A. Enhance the livability in Gun Barrel City in ways that make the community more attractive to citizens and families of all ages.</b>			
<b>ACTION STEPS</b>	<b>LEAD ENTITY</b>	<b>MEASURE OF SUCCESS</b>	<b>START</b>
	GBC Marketing & Communications Manager City of GBC		

A1. Involve young adults in GBC development plans to foster a connection with the community	GBC EDC GBC Civic Organizations GBC Faith Based Organizations Mabank ISD TVCC	Young adults are on committees and involved in planning	1 <sup>st</sup> quarter 2020
A2. Create a data base to identify and match volunteer opportunities for volunteers of all ages	GBC Marketing & Communications Manager	Data base established Citizens are aware it exists	2 <sup>nd</sup> quarter 2020
<b>GOAL: B. Elevate Gun Barrel City's tourism opportunities to become the region's destination of choice for watersports, fishing,</b>			
<b>ACTION STEPS</b>	<b>LEAD ENTITY</b>	<b>MEASURE OF SUCCESS</b>	<b>START</b>
B4. Recruit more recreational and entertainment type venues (Putt Putt Golf, Waterpark, Bowling, Go-Cart, Splashpad)	City of GBC GBC EDC	Successful location/relocation of these type venues	1 <sup>st</sup> quarter 2020
<b>GOAL: C. Enhance Gun Barrel City's transportation and infrastructure to meet the needs of citizens and employers.</b>			
<b>ACTION STEPS</b>	<b>LEAD ENTITY</b>	<b>MEASURE OF SUCCESS</b>	<b>START</b>
C7. Adopt and implement city property taxes	City of GBC	Hold election	1 <sup>st</sup> quarter 2020
C8. Master Thoroughfare Plan	City of GBC	Will be developed in the upcoming City's Comprehensive Plan	1 <sup>st</sup> quarter 2020
C9. New road from Heritage Park to Harbor Point	City of GBC	Will be addressed during the upcoming city comprehensive plan	1 <sup>st</sup> quarter 2020
C5. Lay infrastructure for City Park (Water, Sewer, Electricity, bathrooms, pump for the pond)	City of GBC GBC EDC	Funds allocated/secured	3rd quarter 2020
C1. Strengthen Ordinances (enforcement and/or revisions to strengthen codes)	City of GBC	Decrease in unsightly businesses	4 <sup>th</sup> quarter 2020
C3. Enforce codes regarding signage along road ways and highway intersections	City of GBC	Signage is attractive and organized	4th quarter 2020

C12. More residential street lights	City of GBC	Grant applications submitted and/or funds allocated	4 <sup>th</sup> quarter 2020
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**III. Guiding Principle: Employers are able to hire highly trained and productive employees.**

**GOAL: A. Ensure that Gun Barrel City offers employers a qualified workforce well prepared to meet the needs of existing and future industry within the region.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A3. Create and promote an accredited certificate course in customer service training for retail and restaurant employees in GBC	City of GBC GBC EDC TVCC	Regular meetings held  Goals established  Course developed  Course delivered on regular basis	3 <sup>rd</sup> quarter of 2020

**GOAL: B. Expand and diversify the economic base through targeted industrial development.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
B4. Consider and improve viability of Main Street's west end	GBC EDC City of GBC	Conduct meetings with prospective developers	2 <sup>nd</sup> quarter 2020
B1. Review ETJ and current annexing strategy (options & opportunities)	City of GBC	ETJ areas reviewed and considered for annexation	3 <sup>rd</sup> quarter 2020
B2. Encourage attraction of light manufacturing and assembly to the region with high paying wages along with exploring building large truck stop	GBC EDC City of GBC	Recruitment strategy developed  Increase in manufacturing facilities	4 <sup>th</sup> quarter 2020

**GOAL: C. Engage and support Gun Barrel City's existing businesses through programs and services that foster healthy businesses and encourage growth.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C2. Support expansion/attraction of more restaurants, hotels, and retail	GBC EDC	Business recruitment strategy developed	4 <sup>th</sup> quarter 2020

more restaurants, hotels, and retail	City of GBC	developed	
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**IV. Guiding Principle: Comprehensive long-range planning for Gun Barrel City will enhance, preserve, and protect the community, its commercial customers, its citizens and its visitors.**

<b>GOAL: A. Engage, promote, and implement long range planning for a prosperous City.</b>			
<b>ACTION STEPS</b>	<b>LEAD ENTITY</b>	<b>MEASURE OF SUCCESS</b>	<b>START</b>
D4. Explore city's purchase of a new fire truck	City of GBC	Cost/benefit analysis completed for this purchase; grant funding secured	1 <sup>st</sup> quarter 2020
D8. Pursue grant funded opportunities aggressively via approved third-party firms	City of GBC GBC EDC	Notification of 2-3 grant awards per year	1 <sup>st</sup> quarter 2020
D9. Financial Policies	City of GBC	Adequate city Reserves in place	1 <sup>st</sup> quarter 2020
D10. Schedule Quarterly Town Hall Meetings	City of GBC	Meet with hired marketing firm vendor first and determine meetings	1 <sup>st</sup> quarter 2020
D5. City equipment older than YR2000 needs to be replaced	City of GBC	Determine if appropriate funding is available/allocated	2 <sup>nd</sup> quarter 2020
D6. Purchase of Granicus software (cloud-based solutions for public sector organizations)	City of GBC	Determine if appropriate funding is available/allocated	3 <sup>rd</sup> quarter 2020
D2. Discuss new building to "co-house" ALL emergency and response departments	City of GBC	Meetings held and discussions documented	4 <sup>th</sup> quarter 2020

**1st quarter 2021**

**3rd quarter 2021**

**4th quarter 2021**

**II. Guiding Principle: A comprehensive and proactive quality of life program strengthens the health, comfort and happiness experienced by citizens, visitors and businesses in Gun Barrel City.**

**GOAL: B. Elevate Gun Barrel City’s tourism opportunities to become the region’s destination of choice for watersports, fishing,**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
B3. Increase parks & recreational areas throughout the city with hike & bike trails; bird watching	City of GBC	Park space is increased Parks are accessible to citizens Application and funding of TPW grants	1 <sup>st</sup> quarter 2021
B1. Host events such as craft nights, square dancing, bingo, country dancing to engage visitors	GBC Marketing and Communications Manager City of GBC	Events marketed and held	3 <sup>rd</sup> quarter 2021
B2. Build/enhance outside venue for entertainment - outdoor amphitheater playgrounds	City of GBC GBC EDC	Plan developed and adopted Venue built	3 <sup>rd</sup> quarter 2021

**GOAL: C. Enhance Gun Barrel City’s transportation and infrastructure to meet the needs of citizens and employers.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C13. Enclose the park pavilion (with retractable doors)	City of GBC GBC EDC	Grant applications submitted and/or funds allocated	1 <sup>st</sup> quarter 2021

**III. Guiding Principle: Employers are able to hire highly trained and productive employees.**

**GOAL: A. Ensure that Gun Barrel City offers employers a qualified workforce well prepared to meet the needs of existing and future industry within the region.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Unify goals between workforce and economic development	GBC EDC East Texas Workforce Solutions	Goals are established Regular meetings held	1 <sup>st</sup> quarter 2021
A2. Promote programs that aim to increase attainment of degrees - high	GBC EDC Mabank ISD		

school, certificates, associates, bachelor's, graduate	TVCC/Navarro College	Increase in attainment of degrees	4 <sup>th</sup> quarter 2021
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**IV. Guiding Principle: Comprehensive long-range planning for Gun Barrel City will enhance, preserve, and protect the community, its commercial customers, its citizens and its visitors.**

<b>GOAL: A. Engage, promote, and implement long range planning for a prosperous City.</b>			
<b>ACTION STEPS</b>	<b>LEAD ENTITY</b>	<b>MEASURE OF SUCCESS</b>	<b>START</b>
D1. Prepare/Implement a replacement schedule for all city owned equipment	City of GBC	City follows the approved equipment replacement schedule	1 <sup>st</sup> quarter 2021

## 1st quarter 2022

## 3rd quarter 2022

**II. Guiding Principle: A comprehensive and proactive quality of life program strengthens the health, comfort and happiness experienced by citizens, visitors and businesses in Gun Barrel City.**

**GOAL: A. Enhance the livability in Gun Barrel City in ways that make the community more attractive to citizens and families of all ages.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A3. Secure recreation opportunities for afterschool activities (basketball, soccer, baseball)	City of GBC GBC EDC	Proposal developed and shared with community	1 <sup>st</sup> quarter 2022

**GOAL: C. Enhance Gun Barrel City's transportation and infrastructure to meet the needs of citizens and employers.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C6. Streamlined coordination of effort entailing park operations, from event coordination/scheduling to maintenance and general oversight	City of GBC	Hire/Appoint a Parks Director	1 <sup>st</sup> quarter 2022
C4. Provide GBC its own stand-alone animal shelter	City of GBC	Stand-alone shelter secured	3 <sup>rd</sup> quarter 2022

**IV. Guiding Principle: Comprehensive long-range planning for Gun Barrel City will enhance, preserve, and protect the community, its commercial customers, its citizens and its visitors.**

**GOAL: A. Engage, promote, and implement long range planning for a prosperous City.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
D3. Discuss GBC Streets department acquiring new building	City of GBC	Meetings held and discussions documented	3 <sup>rd</sup> quarter 2022

## 4th quarter 2023

**II. Guiding Principle: A comprehensive and proactive quality of life program strengthens the health, comfort and happiness experienced by citizens, visitors and businesses in Gun Barrel City.**

**GOAL: C. Enhance Gun Barrel City's transportation and infrastructure to meet the needs of citizens and employers.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C10. Develop a Master Parks Plan	City of GBC	Plan developed/adopted	4 <sup>th</sup> quarter 2023
C11. Explore PID for Heritage Cove	City of GBC	Feasibility Study conducted to assess cost/benefit and ROI	4 <sup>th</sup> quarter 2023

**III. Guiding Principle: Employers are able to hire highly trained and productive employees.**

**GOAL: A. Ensure that Gun Barrel City offers employers a qualified workforce well prepared to meet the needs of existing and future industry within the region.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A6. Restore/repurpose empty buildings as substations for innovation of learning/incubators	GBC EDC	Empty buildings are identified and mapped Needs assessment done on buildings Restoration plan developed as occupants are found	4 <sup>th</sup> quarter 2023

**GOAL: C. Engage and support Gun Barrel City's existing businesses through programs and services that foster healthy businesses and encourage growth.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C1. Consider initiating separate stand- alone Chamber of Commerce - businesses feel more united and involved, help each other, and plan to expand	GBC EDC	Research and evaluate separate chamber Increase over the year in number of members	4 <sup>th</sup> quarter 2023

# City of Gun Barrel City FY2020-2023 Strategic Plan

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August 2019

Prepared For:  
City of Gun Barrel City  
Mayor David Skains  
1716 West Main Street  
Gun Barrel City, Texas 75156

Prepared By:  
Texas A&M Engineering Extension Service  
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200 Technology Way  
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979.458.6722

# Executive Summary

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The Texas A&M Engineering Extension Service is pleased to present the City of Gun Barrel City's FY2020-2023 Strategic Plan in partnership with the City of Gun Barrel City.

## Background and Approach

The City of Gun Barrel City seeks to ensure the city's growth is positive and sustainable and therefore sought out assistance in preparing their FY2020-2023 Strategic Plan. Gun Barrel City is invested in the overall quality of life for citizens, creation of jobs, and stimulation of the community's economic growth through implementation of activities that will make Gun Barrel City a destination of choice for visitors and businesses alike. In May 2019, Mayor David Skains contacted the Texas A&M Engineering Extension Service (TEEX) and expressed interest in TEEX facilitating a Strategic Plan for Gun Barrel City. On July 26, 2019, TEEX staff facilitated Gun Barrel City's FY2020-2023 proposed strategic initiatives. City and community leaders were actively engaged in this full day process.

In order to document and analyze the current state of Gun Barrel City, creating a "snapshot" of sorts, TEEX conducted a SWOT analysis (strengths, weaknesses, opportunities, threats) as the initial step during the workshop. This process provided the springboard for the group to begin prioritization of proposed strategic initiatives.

# Gun Barrel City SWOT Analysis

## GUN BARREL CITY SWOT ANALYSIS

### S

#### Strengths

- Unique name
- Largest community on the lake
- Second highest sales tax revenue in County
- On the Lake
- Strong relationship between City Council and EDC
- No ad valorem tax
- State & Regional infrastructure projects (bridge widening, new water tower)
- City Festivals (July Fest, Fall Fest, Winter Festival, etc.)
- Legacy Events Center
- Overflow customers from Canton Trade Days (hotel/restaurants/retail)
- Strategic Location – nestled between Dallas and Tyler
- Paid Emergency Services
- UT Health East Texas w/Helipad
- Comprehensive Rehabilitation Center
- Beautification committee
- Known as the area's Retail Hub
- Strong ISD ratings
- Fast and reliable internet
- Strong committed City Leadership ~ always striving to make GBC a better place
- 42-acre city park which includes:
  - pavilion, Baseball fields, amphitheater, walking trail,

### W

#### Weaknesses

- No Post Office
- Lacking Information Technology (City needs critical software for PD, FD, and records retention)
- Outdated equipment (heavy equipment, fire trucks)
- Lack of pursuit of grant funding
- 4-acre city owned waterfront property sitting vacant
- Equalize the Voting Districts (redistricting)
- No Downtown
- No city owned utilities (water, electricity)
- No alternate transportation routes (no alternate arterials N,S,W,E)
- West Main Street traffic safety/congestion on weekends
- No existing succession planning
- No regional grocery chain (due to city size/population)
- Not enough social media promoting GBC on multiple platforms and by city departments as well
- Medical services - no full-service hospital
- Lack of a comprehensive advertising campaign
- GBC not having its own ISD (ISD is under Mabank)
- Youth Retention

# GUN BARREL CITY SWOT ANALYSIS

## O

### Opportunities

- Adoption of property tax
- Apply for grants for drainage/Infrastructure
- MUD District
- Provide infrastructure to the park (Water, Sewer, Electricity)
- Move all fire fighters towards paid full-time employees
- Law enforcement growth for weekends
- Expand private airport
- Expand ALL medical services (mental)
- Development Opportunities on the west end of town
- Strategic Location to Hwy 175
- Annexation to Highway 175
- Business Park, Large Fueling Center
- City of Eustace ~ potential exists to collaborate AND more
- Warehousing
- Railroad
- Hold citywide staff appreciation breakfasts/luncheons 2-3 times/year and provide updates and recognition.

## T

### Threats

- Natural Disasters (Tornado, Drought)
- City of Mabank (GBC loses opportunities due to their strategic location to Hwy 175)
- Physical boundaries
- Negative publicity (arrests for illegal substance use)
- Deterioration of physical appearance of residential and some commercial
- Rumor mill
- GBC past history hinders growth
- Unrelated inappropriate secondary URL for Gun Barrel City

# City of Gun Barrel City FY2020-FY2023 Strategic Action Plan

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It is clear from the workshop and feedback that Gun Barrel City has the leadership, vision and will to promote itself, leverage its many strengths and create a more prosperous economy while preserving its core values. As a result, maintaining open communication and transparent governance are of paramount importance in order for the community to progress.

The City of Gun Barrel City's vision culminates with this Action Plan that is developed to lead, excite and unite residents, leaders and businesses to aggressively promote and build upon the many natural and acquired assets present in Gun Barrel City.

4<sup>th</sup> quarter 2019

1<sup>st</sup> quarter 2020

2<sup>nd</sup> quarter 2020

3<sup>rd</sup> quarter 2020

4<sup>th</sup> quarter 2020

1<sup>st</sup> quarter 2021

3<sup>rd</sup> quarter 2021

4<sup>th</sup> quarter 2021

1<sup>st</sup> quarter 2022

3<sup>rd</sup> quarter 2022

4<sup>th</sup> quarter 2023

I. Guiding Principle: Promoting Gun Barrel City (GBC)

GOAL: A. Attainment of a healthy and vibrant community to live, work and play.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Promote visiting, shopping, eating, and lake activities in Gun Barrel City via multiple social media platforms, digital, print marketing	City of GBC - City Depts. GBC EDC GBC Civic Organizations	Increase in sales tax revenues collected	4 <sup>th</sup> quarter 2019
A2. Use hotel/motel tax funds to hire a marketing/events/communication manager	City of GBC GBC EDC	Individual hired to begin marketing, planning events, and communication across multiple mediums and platforms	1 <sup>st</sup> quarter 2020
A3. Sponsor seasonal concerts and festivals for the public (paid and free)	GBC Marketing & Communications Manager City of GBC GBC EDC	Sell outs/larger crowd attendances/larger vendors and bands booked.	1 <sup>st</sup> quarter 2020
A4. Increase communication with citizens to keep them informed of city/county/regional activities	GBC Marketing & Communications Manager City of GBC GBC EDC	Enhanced online/published communications	4 <sup>th</sup> quarter 2019
A5. Enhance GBC EDC website for prospective businesses and residents	GBC EDC	Increased clicks and hits per month of individuals visiting website and asking for information	4 <sup>th</sup> quarter 2019
A6. Capitalize on Cedar Creek lake and GBC being waterfront	GBC Marketing & Communications Manager City of GBC GBC EDC	Develop and execute initial marketing campaign	2 <sup>nd</sup> quarter 2020
A7. Recruit telecommuters to move and call GBC "home"	GBC Marketing & Communications Manager City of GBC GBC EDC Real Estate Agencies	Promote online/published communications	4 <sup>th</sup> quarter 2019

- II. Guiding Principle: A comprehensive and proactive quality of life program strengthens the health, comfort and happiness experienced by citizens, visitors and businesses in Gun Barrel City.

**GOAL: A. Enhance the livability in Gun Barrel City in ways that make the community more attractive to citizens and families of all ages.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Involve young adults in GBC development plans to foster a connection with the community	GBC Marketing & Communications Manager City of GBC GBC EDC GBC Civic Organizations GBC Faith Based Organizations Mabank ISD TVCC	Young adults are on committees and involved in planning	1 <sup>st</sup> quarter 2020
A2. Create a data base to identify and match volunteer opportunities for volunteers of all ages	GBC Marketing & Communications Manager	Data base established Citizens are aware it exists	2 <sup>nd</sup> quarter 2020
A3. Secure recreation opportunities for afterschool activities (basketball, soccer, baseball)	City of GBC GBC EDC	Proposal developed and shared with community	1 <sup>st</sup> quarter 2022

**GOAL: B. Elevate Gun Barrel City's tourism opportunities to become the region's destination of choice for watersports, fishing, outdoor and year-round entertainment.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
B1. Host events such as craft nights, square dancing, bingo, country dancing to engage visitors	GBC Marketing and Communications Manager	Events marketed and held	3 <sup>rd</sup> quarter 2021

	City of GBC		
B2. Build/enhance outside venue for entertainment - outdoor amphitheater playgrounds	City of GBC GBC EDC	Plan developed and adopted Venue built	3 <sup>rd</sup> quarter 2021
B3. Increase parks & recreational areas throughout the city with hike & bike trails; bird watching	City of GBC	Park space is increased Parks are accessible to citizens Application and funding of TPW grants	1 <sup>st</sup> quarter 2021
B4. Recruit more recreational and entertainment type venues  (Putt Putt Golf, Waterpark, Bowling, Go-Cart, Splashpad)	City of GBC GBC EDC	Successful location/relocation of these type venues	1 <sup>st</sup> quarter 2020

GOAL: C. Enhance Gun Barrel City's transportation and infrastructure to meet the needs of citizens and employers.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C1. Strengthen Ordinances (enforcement and/or revisions to strengthen codes)	City of GBC	Decrease in unsightly businesses	4 <sup>th</sup> quarter 2020
C2. Ensure health code enforcement is occurring for restaurants/retail	City of GBC	Health inspections occurring by health inspectors	4 <sup>th</sup> quarter 2019
C3. Enforce codes regarding signage along road ways and highway intersections	City of GBC	Signage is attractive and organized	4th quarter 2020
C4. Provide GBC its own stand-alone animal shelter	City of GBC	Stand-alone shelter secured	3 <sup>rd</sup> quarter 2022
C5. Lay infrastructure for City Park (Water, Sewer, Electricity, bathrooms, pump for the pond)	City of GBC GBC EDC	Funds allocated/secured	3rd quarter 2020
C6. Streamlined coordination of effort entailing park operations, from event coordination/scheduling to maintenance and general oversight	City of GBC	Hire/Appoint a Parks Director	1 <sup>st</sup> quarter 2022

C7. Adopt and implement city property taxes	City of GBC	Hold election	1 <sup>st</sup> quarter 2020
C8. Master Thoroughfare Plan	City of GBC	Will be developed in the upcoming City's Comprehensive Plan	1 <sup>st</sup> quarter 2020
C9. New road from Heritage Park to Harbor Point	City of GBC	Will be addressed during the upcoming city comprehensive plan	1 <sup>st</sup> quarter 2020
C10. Develop a Master Parks Plan	City of GBC	Plan developed/adopted	4 <sup>th</sup> quarter 2023
C11. Explore PID for Heritage Cove	City of GBC	Feasibility Study conducted to assess cost/benefit and ROI	4 <sup>th</sup> quarter 2023
C12. More residential street lights	City of GBC	Grant applications submitted and/or funds allocated	4 <sup>th</sup> quarter 2020
C13. Enclose the park pavilion (with retractable doors)	City of GBC GBC EDC	Grant applications submitted and/or funds allocated	1 <sup>st</sup> quarter 2021

III. Guiding Principle: Employers are able to hire highly trained and productive employees.

**GOAL: A. Ensure that Gun Barrel City offers employers a qualified workforce well prepared to meet the needs of existing and future industry within the region.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Unify goals between workforce and economic development	GBC EDC East Texas Workforce Solutions	Goals are established Regular meetings held	1 <sup>st</sup> quarter 2021
A2. Promote programs that aim to increase attainment of degrees - high school, certificates, associates, bachelor's, graduate	GBC EDC Mabank ISD TVCC/Navarro College	Increase in attainment of degrees	4 <sup>th</sup> quarter 2021
A3. Create and promote an accredited certificate course in customer service training for retail and restaurant employees in GBC	City of GBC GBC EDC TVCC	Regular meetings held Goals established Course developed Course delivered on regular basis	3 <sup>rd</sup> quarter of 2020
A6. Restore/repurpose empty buildings as substations for innovation of learning/incubators	GBC EDC	Empty buildings are identified and mapped Needs assessment done on buildings Restoration plan developed as occupants are found	4 <sup>th</sup> quarter 2023

**GOAL: B. Expand and diversify the economic base through targeted industrial development.**

LEAD ENTITY	LEAD ENTITY	MEASURE OF SUCCESS	START
B1. Review ETJ and current annexing strategy (options & opportunities)	City of GBC	ETJ areas reviewed and considered for annexation	3rd quarter 2020

B2. Encourage attraction of light manufacturing and assembly to the region with high paying wages along with exploring building large truck stop	GBC EDC City of GBC	Recruitment strategy developed Increase in manufacturing facilities	4 <sup>th</sup> quarter 2020
B3. Evaluate opportunities for developing the Business Park northeast of GBC as a Tax Increment Financing (TIF) Zone	GBC EDC City of GBC	Plan documented to develop area	4 <sup>th</sup> quarter 2019
B4. Consider and improve viability of Main Street's west end	GBC EDC City of GBC	Conduct meetings with prospective developers	2 <sup>nd</sup> quarter 2020

**GOAL: C. Engage and support Gun Barrel City's existing businesses through programs and services that foster healthy businesses and encourage growth.**

ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C1. Consider initiating separate stand-alone Chamber of Commerce - businesses feel more united and involved, help each other, and plan to expand	GBC EDC	Research and evaluate separate chamber Increase over the year in number of members	4 <sup>th</sup> quarter 2023
C2. Support expansion/attraction of more restaurants, hotels, and retail	GBC EDC City of GBC	Business recruitment strategy developed	4 <sup>th</sup> quarter 2020

- IV. Guiding Principle: Comprehensive long-range planning for Gun Barrel City will enhance, preserve, and protect the community, its commercial customers, its citizens and its visitors.

GOAL: A. Engage, promote, and implement long range planning for a prosperous City.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
D1. Prepare/Implement a replacement schedule for all city owned equipment	City of GBC	City follows the approved equipment replacement schedule	1 <sup>st</sup> quarter 2021
D2. Discuss new building to "co-house" ALL emergency and response departments	City of GBC	Meetings held and discussions documented	4 <sup>th</sup> quarter 2020
D3. Discuss GBC Streets department acquiring new building	City of GBC	Meetings held and discussions documented	3 <sup>rd</sup> quarter 2022
D4. Explore city's purchase of a new fire truck	City of GBC	Cost/benefit analysis completed for this purchase; grant funding secured	1 <sup>st</sup> quarter 2020
D5. City equipment older than YR2000 needs to be replaced	City of GBC	Determine if appropriate funding is available/allocated	2 <sup>nd</sup> quarter 2020
D6. Purchase of Granicus software (cloud-based solutions for public sector organizations)	City of GBC	Determine if appropriate funding is available/allocated	3 <sup>rd</sup> quarter 2020
D7. Succession Planning and cross-training for all critical functions for key jobs (Treasurer, City Secretary, City Manager, Chiefs of Police, Fire, Streets, Court Clerk, Municipal Judge)	City of GBC	Three different individuals know how to cover the key jobs within the city in the event primary became ill/unable to perform job.	4 <sup>th</sup> quarter 2019
D8. Pursue grant funded opportunities aggressively via approved third-party firms	City of GBC GBC EDC	Notification of 2-3 grant awards per year	1 <sup>st</sup> quarter 2020

D9. Financial Policies	City of GBC	Adequate city Reserves in place	1 <sup>st</sup> quarter 2020
D10. Schedule Quarterly Town Hall Meetings	City of GBC	Meet with hired marketing firm vendor first and determine meetings	1 <sup>st</sup> quarter 2020



**CITY COUNCIL  
CITY OF GUN BARREL CITY, TEXAS  
AGENDA ITEM # 1.B**

**MEETING DATE:**

July 23, 2021

**SUBJECT:**

**ACTION ITEM:**

Discussion regarding The American Rescue Plan Act. (City Manager)

**BACKGROUND:**



**CITY COUNCIL  
CITY OF GUN BARREL CITY, TEXAS  
AGENDA ITEM # 1.C**

**MEETING DATE:**

July 23, 2021

**SUBJECT:**

**ACTION ITEM:**

Discussion regarding the FY 2021-2022 budget. (City Manager)

**BACKGROUND:**