

NOTICE
THIS NOTICE IS POSTED IN COMPLIANCE WITH THE OPEN MEETING ACT
(TEX. GOV'T. CODE CHAPTER 551, SEC. 551.041)

AGENDA
SPECIAL CITY COUNCIL MEETING
FEBRUARY 27, 2024
5:30 P.M.
GATESVILLE CITY COUNCIL CHAMBERS
110 NORTH 8TH STREET, GATESVILLE, TEXAS 76528

- 1. Call Special Meeting to Order-----**
- 2. Quorum Check**
- 3. Invocation and Pledge of Allegiance**
- 4. Citizens/Public Comments Forum: Individuals wishing to address the Gatesville City Council may do so during this segment. If you intend to comment on a specific agenda item, please indicate the item(s) on the sign-in sheet before the meeting. Each speaker is allotted a maximum of 3 minutes for their remarks, and speakers are expected to conduct themselves in a respectful manner. In accordance with the Texas Open Meetings Act, the City of Gatesville City Council cannot deliberate or act on items not listed on the meeting agenda.**
- 5. Discussion and possible action regarding approval of minutes from Regular City Council meeting held on February 13, 2024. (Wendy Cole)**
- 6. Discussion and possible action regarding a contract with PFM Financial Advisors LLC to provide financial advisory services to the City of Gatesville. (Mike Halsema & Blake Roberts)**
- 7. Briefing regarding the Retail Coach Workshop scheduled on March 5, 2024 for current businesses, future owners, and non-profit businesses. (Leo Corona)**
- 8. Discussion and possible action regarding passing of any additional credit card fees for all city transactions to the user. (Mike Halsema)**
- 9. Adjourn Meeting**

I hereby attest that the above agenda was posted on this the 23rd day of February, 2024 by 5:00 p.m. on the official City of Gatesville website, www.gatesvilletx.com and the official bulletin boards at the Gatesville City Hall, 803 E. Main Street and Gatesville Council Chambers, 110 N. 8th Street, Gatesville, Texas.

Wendy Cole
City Secretary

The City of Gatesville Council Chambers are wheelchair accessible and accessible parking spaces are available at the back entrance of City Hall. Requests for accommodations or interpretive services must be made 24 hours prior to this meeting. Please contact the City Secretary's office at 254-865-8951 or FAX 254-865-8320, or email wcole@gatesvilletx.com for further information.

SPECIAL CITY COUNCIL MEETING
FEBRUARY 27, 2024
5:30 P.M.
COUNCIL CHAMBERS, 110 NORTH 8TH STREET,
GATESVILLE, TEXAS 76528

AN OPEN MEETING WAS HELD CONCERNING THE FOLLOWING SUBJECTS:

1) CALL TO ORDER SPECIAL CITY COUNCIL MEETING AT 5:32 P.M. THIS 27TH DAY OF FEBRUARY, 2024

2) QUORUM CHECK/COUNCIL PRESENT: Mayor Gary Chumley, Councilmembers Meredith Rainer, Barbara Burrow, Greg Casey, Joe Patterson, and Aaron Smith

REGRETS: Councilmember John Westbrook

CITY STAFF PRESENT: City Secretary Wendy Cole, Finance/HR Director Mike Halsema, and Police Chief Brad Hunt

REGRETS: City Manager Scott Albert

OTHERS: Leo Corona, Blake Roberts, and Gatesville Messenger Staff Writer Kaylee Dusang

3) INVOCATION: Councilmember Casey/PLEDGE OF ALLEGIANCE: Led by Mayor Chumley

4) CITIZENS/PUBLIC COMMENTS FORUM: PERSONS WHO DESIRE TO ADDRESS THE CITY OF GATESVILLE CITY COUNCIL WILL BE RECEIVED AT THIS TIME. IF A PERSON WISHES TO COMMENT ON A PARTICULAR AGENDA ITEM, THEN THE SPEAKER SHOULD INDICATE SUCH ITEM(S) ON THE SIGN IN SHEET PRIOR TO THE MEETING. PUBLIC COMMENT IS LIMITED TO 3 MINUTES PER SPEAKER. SPEAKERS MUST CONDUCT THEMSELVES IN A CIVIL MANNER. IN ACCORDANCE WITH THE TEXAS OPEN MEETINGS ACT, THE CITY OF GATESVILLE CITY COUNCIL CANNOT DELIBERATE OR ACT ON ITEMS NOT LISTED ON THE MEETING AGENDA.

Visitors present were only concerned with an agenda item.

5) DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF MINUTES FROM THE REGULAR CITY COUNCIL MEETING HELD ON FEBRUARY 13, 2024.

RESOLUTION 2024-16: Motion by Meredith Rainer, seconded by Barbara Burrow, to approve the minutes from the Regular City Council Meeting held on February 13, 2024; all five voting "Aye", motion passed.

6) DISCUSSION AND POSSIBLE ACTION REGARDING A CONTRACT WITH PFM FINANCIAL ADVISORS LLC TO PROVIDE FINANCIAL ADVISORY SERVICES TO THE CITY OF GATESVILLE (MIKE HALSEMA & BLAKE ROBERTS)

Finance Director, Mike Halsema, said that currently the city's Financial Advisors (FA) services are provided by SAMCO. FA's are utilized when issuing debt, refunding debt, and ongoing reporting of debt related information to the public, federal agencies, and the bond holders. An FA continually monitors debt issuances and the bond market looking for savings opportunities. FA's also assist when a debt issuance is needed to fund a major city project and will provide analysis and recommendations of the most cost effective method of funding the project.

City staff is proposing to change from the city's current financial advisors, SAMCO, to Public Financial Management (PFM) largely because it would save the City money on future issuances as well as reoccurring expenses. The proposed contract with PFM Financial Advisors LLC (PFM) is on a fee per use basis, without any minimum, or recurring costs. Our current FA charges us more than \$4,000 for our yearly required filing with Electronic Municipal Market Access (EMMA-a municipal bond reporting agency), which is March 31st of every year. PFM offers this service for free as part of representing the City as our FA. Mr. Halsema said that he had worked with PFM and with Mr. Roberts as PFM's representative at his prior job and filed these yearly reports himself with PFM's assistance and there was no charge.

Mr. Halsema introduced Blake Roberts of PFM Financial Advisors LLC who provided a PFM handout of information regarding the PFM firm and qualifications to the Council. Mr. Roberts said that PFM advise cities, counties and school districts across Texas on bond transactions, debt transactions and just general financial planning. Mr. Roberts briefly discussed the history of PFM and their experience with other cities- big & small- and how they strive to build a relationship with trust and service regarding the information and responsiveness that their clients are getting. Mr. Roberts stated that PFM has access to many significant resources which would be beneficial to Gatesville and also noted that the PFM contract is a very competitive contract.

RESOLUTION 2024-17: Motion by Joe Patterson, seconded by Greg Casey, to approve a contract with PFM Financial Advisors LLC to provide financial advisory services to the City of Gatesville contingent upon the City Attorney's review and approval; all five voting "Aye", motion passed.

7) BRIEFING REGARDING THE RETAIL COACH WORKSHOP SCHEDULED ON MARCH 5, 2024 FOR CURRENT BUSINESSES, FUTURE OWNERS, AND NON-PROFIT BUSINESSES
(LEO CORONA)

Leo Corona reminded the Council that in July of 2023 the City Council approved the services of the Retail Coach to assist in identifying retailers and developers that can be recruited to recognize Gatesville as suitable locations for their next businesses and to also assist existing business owners to use the data available to develop strategies to support their businesses. Mr. Corona said that the presentation/workshop scheduled for March 5th will focus on Gatesville's existing business owners with the Retail Coach sharing the market analysis that they performed for Gatesville along with any other data that they believe will help out local businesses to better understand how to better deliver their services to the area.

The Chamber of Commerce has coordinated with the Retail Coach to conduct this workshop and the Chamber of Commerce will also be present at the workshop to speak as to what services they provide the city of Gatesville. The Retail Coach associate present at the meeting will be available to answer questions regarding data and strategies for the business owners or provide them another point of contact to answer any other questions.

The Retail Coach will have a dedicated website which will provide all the data and analytics they have processed and evaluated. Interested businesses will be able to contact the Retail Coach until August of 2024 when the contract expires. The contract can be renewed and extended if Council would wish to do so.

The Chamber of Commerce has posted the flyer on their website and also provided the workshop information to their Chamber Members so hopefully there will be many members in attendance. There have been 62 flyers delivered to many businesses in town including the downtown area. The meeting & workshop information has been posted on the city's website also. Mr. Corona encouraged the Council to attend the workshop so they can hear what business owners are concerned about and if the \$35,000.00 that the City invested meets the expectations of the Council and then can be considered when the contract renewal option is presented in August.

Mr. Corona said that the focus of the March 5th workshop is mainly for existing businesses. The second aspect of the Retail Coach initiative in regards to identifying future retailers to be recruited to come to

Gatesville will first be provided to the City Manager. Mayor Chumley and the Council thanked Mr. Corona for volunteering his services and time for this workshop.

8) DISCUSSION AND POSSIBLE ACTION REGARDING PASSING OF ANY ADDITIONAL CREDIT CARD FEES FOR ALL CITY TRANSACTIONS TO THE USER. (MIKE HALSEMA)

Finance Director, Mike Halsema said that in an effort to make it more convenient for the public to pay for services, fees, and fines the City currently absorbs the costs associated with accepting credit cards. However, the areas where credit cards are accepted through the city has increased which has also increased the cost the city has absorbed. The first quarter financials have revealed that the City has absorbed a little over \$25,000 in credit card fees which would calculate spending approximately \$100,000 per year on credit card fees. Payment of utilities are available by web or phone, and there is a per use convenience fee associated with each transaction that the City has been absorbing. The City is one of few businesses in town that do not pass along the additional costs associated with credit cards. Mr. Halsema noted that most businesses in town have the consumer pay the credit card fees and also mentioned that the County adds an additional fee for paying by credit card. The City has recently absorbed some hefty convenience fees regarding hotel/motel tax payments that were made with credit cards.

There was a lengthy discussion regarding the convenience fees associated with the use of credit/debit cards and that no fees are charged associated with Automated Clearing House (ACH) bank drafts, or customers that come by in person and pay with cash or check, use the drop box or drive-through and pay with cash or check. There were questions regarding the convenience fee/software process and also the portable credit card processor that is used at the baseball complex.

Staff recommends passing the additional costs associated with credit cards as soon as practicable after giving staff time to provide notice to the public.

Councilmember Rainer asked for an update on this topic in six months if the Council approves it.

RESOLUTION 2024-18: Motion by Barbara Burrow, seconded by Meredith Rainer, to approve the passage of additional credit card fees for all city transactions to the user; all five voting "Aye", motion passed.

Mayor Chumley asked the Council if there were any suggested topics for upcoming council meetings.

1. Councilmember Rainer asked for a City Managers Report at the next Council meeting, if possible.
2. Councilmember Casey said that he & Councilmember Westbrook had questions for the City Manager from the last Council meeting but knew that City Manager Albert had been out of the office.

9) ADJOURN MEETING AT 6:32 P.M, THIS 27TH DAY OF FEBRUARY, 2024

ATTEST:

Wendy Cole
City Secretary

APPROVED:

Gary M. Chumley
Mayor

