



PLANNING & ZONING COMMISSION
July 26, 2021

A quorum of the City Council may be present at this meeting.

WORK SESSION: 6:00 PM

1. Call to Order and roll call.
2. **EXECUTIVE SESSION:** The Commission will conduct a closed session pursuant to Texas Government Code, annotated, Chapter 551, Subchapter D for the following:
 - A. **Adjournment to Executive Session:**
 - B. **Reconvene:** Action necessary on items discussed in Executive Session.
3. Recap of the City Council action and discussion on Planning and Zoning recommended cases.
4. Discussion of all items on tonight's meeting agenda.
5. Adjournment.

REGULAR SESSION: 6:00 PM or immediately following the Work Session.

1. Call to Order and roll call.
2. Pledge to the flags.
 - A. United States of America
 - B. Texas Flag Honor the Texas Flag, I pledge allegiance to thee, Texas, one state under God, one and indivisible
3. **EXECUTIVE SESSION:** The Commission will conduct a closed session pursuant to Texas Government Code, annotated, Chapter 551, Subchapter D for the following:
 - A. **Adjourn to Executive Session:**
 - B. **Reconvene:** Action necessary on items discussed in Executive Session.

4. **OPEN FORUM:** The Planning and Zoning Commission invites persons with comments or observations related to city issues, projects, or policies to briefly address the Planning and Zoning Commission. Anyone wishing to speak should sign-in with the City Secretary before the beginning of the Planning and Zoning Commission Meeting. In order to expedite the flow of business and to provide all citizens the opportunity to speak, there is a three-minute limitation on any person addressing the Planning and Zoning Commission. State law prohibits the Planning and Zoning Commission from discussing or taking action on any item not listed on the posted agenda.

5. **REPORT ITEMS:** These items are for informational purposes only. If the Commission wishes to discuss, they can ask to add them to the workshop or new business section for discussion.
 - A. None

6. **CONSENT ITEMS:** All matters listed as Consent Agenda are considered to be routine by the Planning and Zoning Commission and will be enacted by one motion. There will not be a separate discussion of these items. If discussion is desired, that item will be removed from the consent agenda and will be considered separately.
 - A. None

7. **NEW BUSINESS:** All matters listed as New Business will be discussed and considered separately.
 - A. As the Capital Improvements Advisory Committee, discuss and provide comments on Land use Assumptions, Capital Improvements Plan and Impact Fees with regards to potential adoption of transportation impact fees.

 - B. Texas Rural Leadership Program is a human capacity building unit within Texas A&M AgriLife Extension Service. Our focus is building upon local strengths in knowledge, attitudes, and skills where leadership and management may be limited and stretched to a maximum in available resources and assets. In New Fairview, our first workshop (of three) will center upon change leadership through the teaching of 8 characteristics to keep in mind/action when working toward a better future, locally. We are not an end goal, but an elevated starting place. These characteristics are often common sense, but not commonly practiced within a community. It takes passion and energy to bring positive change into existence. Managing a balance of what has been valued, how we are known and how we want to be known, and what needs to change are all key to a healthy community's future. Our goal is to start you on a journey where leadership is found throughout the community and people from many arenas come together for the greater good. In closing, we believe rural Texas matters, and even in urban settings across our state, the spirit and value of rural Texas have influence and merit. We hope our time with you is well worth your energy and focus. We will do our best to get you to think about things in ways that make a difference.

8. **ADJOURN:** I, the undersigned authority, do hereby certify the above notice of the meeting of the Planning and Zoning Commission of New Fairview, is a true and correct copy of the said notice that I posted on the official posting place at New Fairview City Hall, FM 407, New Fairview, Texas, a place of convenience and readily accessible to the general public at all times, and said notice posted this 23rd day of July, 2021 at 6:00 PM at least 72 hours proceeding the meeting time.

Monica Rodriguez, City Secretary

SEAL:

This facility is wheelchair 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 at city hall 817-638-5366 or fax 817-638-5369 or by email at citysecretary@newfairview.org for further information.



Planning and Zoning Commission Agenda July 26, 2021

Agenda Item:

(Consent Item)

Agenda Description:

Accept the amended July 12, 2021 Planning and Zoning Commission meeting minutes.

Background Information:

Please review the minutes and be prepared to amend or add any clarification that the Commission may deem necessary for the minutes.

Financial Information:

Ben Nibarger, City Administrator

City Contact and Recommendation:

Ben Nibarger, City Administrator

Review, make recommendations for comments/changes, and accept the meeting minutes

Attachments:

July 12, 2021 Planning and Zoning Commission meeting minutes



**MINUTES
PLANNING & ZONING COMMISSION
July 12, 2021
6:00 P.M.**

**STATE OF TEXAS
COUNTY OF WISE
CITY OF NEW FAIRVIEW**

THE PLANNING AND ZONING COMMISSION CONVENED INTO A PLANNING AND ZONING COMMISSION MEETING THE SAME BEING OPEN TO THE PUBLIC, THE 12th DAY OF JULY IN THE NEW FAIRVIEW CITY HALL AND NOTICE OF SAID MEETING GIVING THE TIME PLACE AND SUBJECT THEREFORE HAVING BEEN POSTED AS PRESCRIBED BY ARTICLE 5 OF THE TEXAS GOVERNMENT CODE WITH THE FOLLOWING MEMBERS PRESENT:

PLANNING AND ZONING COMMISSION

Commissioner MARRISA RANDOLPH
Commissioner [David Randolph](#)
Commissioner [Alisa Scheps](#)
Commissioner [Rebecca McPherson](#)
Commissioner [Arne Wissmann](#)

PRESENT

City Administrator Ben Nibarger

ABSENT

Commissioner Don Duval
Commissioner Harvey Burger

- I. **CALL MEETING TO ORDER:** The chair of the meeting will call the Planning and Zoning Commission meeting to order. (**Commissioner Rebecca McPherson called the meeting to order at 6:00 pm.**)
- II. **ROLL CALL: (Roll call with the above-mentioned names present.)**
- III. **PLEDGE TO FLAGS**
 - A. United States of America
 - B. Texas Flag Honor the Texas Flag, I pledge allegiance to thee, Texas, one state under God, one and indivisible
- IV. **OPEN FORUM:** The Planning and Zoning Commission invites persons with comments or observations related to city issues, projects, or policies to briefly address the Planning and Zoning Commission. Anyone wishing to speak should sign-in with the City Secretary before the beginning of the Planning and Zoning Commission Meeting. In order to expedite the flow of business and to provide all citizens the opportunity to speak, there is a three-minute limitation on any person addressing the Planning and Zoning Commission. State law prohibits the Planning and Zoning Commission from discussing or taking action on any item not listed on the posted agenda. (**One resident asked to speak.**)

Matt Spaethe: Spoke to the commission regarding the dark sky ordinance. Provided images of a convenience store in Fort Worth that had installed shielded lighting fixtures and how appealing it was from both the aesthetics as well as the mitigated impact on the neighbors.
- V. **REPORT ITEMS:** These items are for informational purposes only. If the Commission wishes to discuss, they can ask to add them to the workshop or new business section for discussion.
- VI. **CONSENT ITEMS:** All matters listed as Consent Agenda are considered to be routine by the Planning and Zoning Commission and will be enacted by one motion. There will not be a separate discussion of these items. If discussion is desired, that item will be removed from the consent agenda and will be considered separately.

Motion: N/A **Second:** N/A

Vote: N/A

VII. NEW BUSINESS: All matters listed as New Business will be discussed and considered separately.

- A. As the Capital Improvements Advisory Committee, discuss, consider, and act on the proposed Transportation Impact Fee Study. **(Ryley Paroulek with Pacheco Koch presented information regarding their role as the Capital Improvements Advisory Committee in regards to the transportation impact fee study. Ryley stated that they would have the fees ready for presentation at the upcoming meeting and will be seeking their comments to comply with Chapter 395 requirements.)**

Motion: N/A **Second:** N/A
Vote: N/A

- B. Discuss, consider, and act on the Final Plat for the County Line Business Park located in the New Fairview ETJ (Denton County). **(Staff presented the final plat application for consideration. The city's planning and engineering consultants have reviewed the submission and all comments have been resolved. The property is in the ETJ and has met all requirements and is recommended for approval.)**

Motion: Commissioner David Randolph **Second:** Commissioner Marissa Randolph
Vote: 5 in favor; 0 in opposition; 0 abstained

- C. Discuss, consider, and act on a proposed ordinance of the City of New Fairview, Texas, adopting a dark sky lighting ordinance. **(Staff presented the final plat application for consideration. The city's planning and engineering consultants have reviewed the submission and all comments have been resolved. The property is in the ETJ and has met all requirements and is recommended for approval.)**

Motion: Commissioner Arne Wissmann **Second:** Commissioner Alisa Scheps
Vote: 5 in favor; 0 in opposition; 0 abstained

- D. Discuss with staff the materials and work product from the Texas Rural Leadership Program. **(Staff presented the work product from the previous sessions and sought input.)**

Motion: N/A **Second:** N/A
Vote: N/A

VIII. WORK SESSION: No action will be taken during the work session; the work session provides the Commission an opportunity to discuss consent items, receive and provide information regarding regular agenda items, and presentations from staff. **(N/A)**

IX. EXECUTIVE SESSION: The Commission will conduct a closed session pursuant to Texas Government Code, annotated, Chapter 551, Subchapter D for the following: **(N/A)**

X. **CONSIDER/TAKE ACTION ON MATTERS DISCUSSED IN THE EXECUTIVE SESSION. (N/A)**

XI. **ADJOURN:** I, the undersigned authority, do hereby certify the above notice of the meeting of the Planning and Zoning Commission of New Fairview, is a true and correct copy of the said notice that I posted on the official posting place at New Fairview City Hall, FM 407, New Fairview, Texas, a place of convenience and readily accessible to the general public at all times, and said notice posted this 9th day of July 2021 at 6:00 PM at least 72 hours proceeding the meeting time.

Monica Rodriguez, City Secretary

SEAL:

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Planning and Zoning Commission Agenda July 26, 2021

Agenda Item:

(Consent Item)

Agenda Description:

Texas Rural Leadership Program is a human capacity building unit within Texas A&M AgriLife Extension Service. Our focus is building upon local strengths in knowledge, attitudes, and skills where leadership and management may be limited and stretched to a maximum in available resources and assets. In New Fairview, our first workshop (of three) will center upon change leadership through the teaching of 8 characteristics to keep in mind/action when working toward a better future, locally. We are not an end goal, but an elevated starting place. These characteristics are often common sense, but not commonly practiced within a community. It takes passion and energy to bring positive change into existence. Managing a balance of what has been valued, how we are known and how we want to be known, and what needs to change are all key to a healthy community's future. Our goal is to start you on a journey where leadership is found throughout the community and people from many arenas come together for the greater good. In closing, we believe rural Texas matters, and even in urban settings across our state, the spirit and value of rural Texas have influence and merit. We hope our time with you is well worth your energy and focus. We will do our best to get you to think about things in ways that make a difference..

Background Information:

The City Council and Planning and Zoning Commission have been working through a series of facilitated sessions to produce strategic planning tools, including the vision, mission, values, strategy on a page, and community branding. This is the final session in the series and will be focused on community branding.

Financial Information:

Ben Nibarger, City Administrator

City Contact and Recommendation:

Ben Nibarger, City Administrator

Attachments:

Work Product PPT

Strategy on a Page

TEXAS RURAL
LEADERSHIP PROGRAM

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of Texas Rural Leadership Program and
Texas A&M AgriLife Extension Service.

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without written permission.

TEXAS A&M
AGRI LIFE
EXTENSION

TEXAS RURAL LEADERSHIP PROGRAM

Leading a Strategic Planning Initiative

Moving to a Strategy-on-a-Page

City of New Fairview

June 7 and 14, 2021

Presented by:

Dr. Craig Rotter, PhD

Executive Director – Texas Rural Leadership Program

TEXAS A&M
AGRILIFE
EXTENSION

Purposes of a Strategy-on-a-Page

- 1. Provide a simplified method for strategic planning**
- 2. Allows for group activity in defining a future through idea identification**
- 3. Defines Mission, Strategic Intent, Strategic Initiatives, and Key Measures of Success with Intended Completion Dates**
- 4. Provides a format that is easy to understand, that anyone can pick it up and get**
- 5. Builds plans for short-term action; moving the collective forward**

- **Wide-assortment of neighborhoods and neighbors**
- **Faith-based organizations**
- **Schools**
- **Businesses**
- **Funders**
- **Volunteers**
- **People everyone knows in each community**
- **Civic organizations**
- **Emergency services/safety**
- **Charitable groups/agencies**
- **Governmental agencies**
- **Marginalized populations/those most in need**

New Fairview As Is: Maintained

- What do we keep?
- What do we cherish?
- What do we resolve is already important?
- What do we sustain?

Maintain – New Fairview

1. Maintain Rural Community (Space)
2. Quiet, wildlife preservation, appreciation of nature
3. Mostly friendly
4. Low taxes
5. Less restrictive (freedoms and personal choice)
6. Livestock operations
7. Family
8. Night skies (nightscapes)
9. Aviation enthusiasts (private runways)
10. Safety (low crime)
11. Not a concrete jungle (open lands)
12. People know one another
13. Privacy

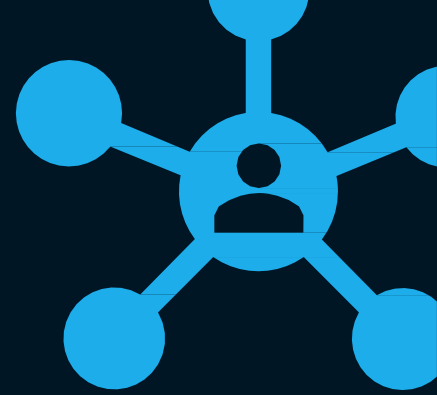
- What do we keep?
- What do we cherish?
- What do we resolve is already important?
- What do we sustain?

Framing with Frequencies

1. Maintain Rural Community
2. Low taxes (in conflict with water system costs)
3. Safety
4. Quiet, appreciation of wildlife/nature
5. Night skies

Final:

1. Maintain Rural Community
 - a. small town feel
 - b. mainstreet area
 - c. a plus to not have it all at your fingertips
 - d. land is open with wildlife
 - e. still see agricultural producers (livestock/lifestyle)
 - f. Low light pollution
 - g. not wall to wall, every space is taken
2. Low taxes (in conflict with water system costs)
3. Safety
4. Quiet, appreciation of wildlife/nature
5. Night skies

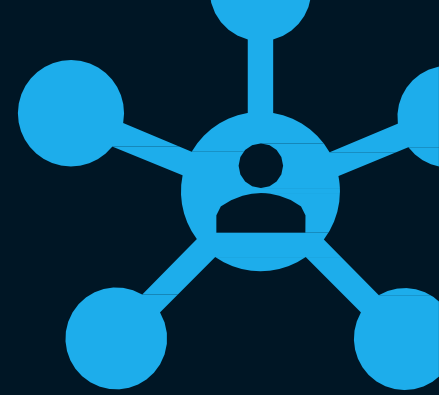


Maintain - Examples

1. Keep our structure, charter, by-laws
2. Financial methods/practices
3. Try to keep with private funding/not government (fed)
4. Mission/purpose of organization
5. Our name (CBDRG)
6. Keep inclusion a focus (unite all groups/do not exclude)
7. Communication and connectivity among selves/others
8. Transparency
9. Broad board representation (geographic/background)
10. Keep our stories alive
11. Integral part of county emergency management plan
12. Partnerships and relationships (ex. Coastal Bend COAD)
13. Website updated and current
14. Part-time PR person (need PR work to be completed)
15. An office with an executive director
16. Legacy (a history of what's been learned)
17. Best practices documented
18. Mistakes documented
19. Sense of humor (light-hearted)
20. Relevancy and staying current (expertise through disasters)
21. Inclusion and diversity
22. Stayed with purpose of funding stream; found funding through other organizations (find ways to serve all)
23. Shop around to serve unmet needs (referrals)
24. Sustainability
25. Mutual respect amongst board members (humble)
26. Maintain various facets on board (gov, faith, non-faith groups)

Framing with Frequencies

1. Inclusivity
 2. Sustainability (financial)
 3. Office with exec. director
 4. Name/logo/website
 5. Mission statement, structure, policies
 6. Communication
 7. Best practices/lessons learned
 8. Relationships (county officials)
 9. Keep stories alive
 10. Partnerships
-
1. Sustainability (updated SOP)
 2. Communication and Website
 3. Partnerships
 4. Office (an address) with an exec. director
 5. Inclusivity (openness/transparency, welcoming)
 6. Best practices (lessons learned)



New Fairview Elevated: Changed

- What do we let go of?
- What do we create?
- What do we reform?
- How do we evolve?
- How do we change?

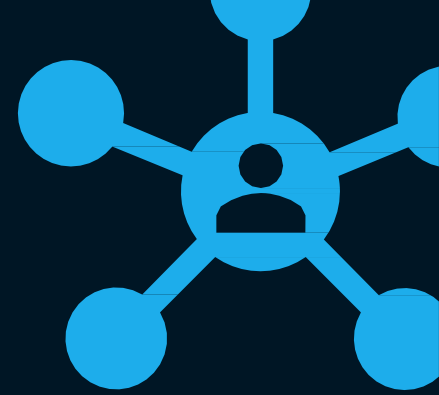
Change – New Fairview

1. Change view/approached on taxes to gain/maintain needed services
2. Adjust current zoning as single family (1-acre minimum)
3. Consciousness planning of what is where in space use (zoning)
4. Add a major focus on aesthetics in zoning
5. Determine desire/need for municipal emergency/water/sewer systems
6. Communicate as a collective voice of residents on future plans/development
7. Road conditions (maintenance)
8. Strengthen cohesiveness of the community in visioning the future of New Fairview
9. Define values of New Fairview (privacy, etc.)
10. Formalize needs (water pressure issues, visioning 5-10 years from now, recognize realities that are coming)
11. Highlight use of best practices and procedures for making tough decisions on issues that impact the community
12. Increase understanding of tax dollar use within the community
13. Increase engagement of residents in informed processes.
14. Elevate inclusion through Spanish language incorporation on communications

Framing with Frequencies

1. Increase engagement of residents in informed processes
 - a. Develop a collective, inclusive culture in New Fairview
 - b. Act to repair trust as engaged civic leaders (not easy)
 - c. Increase engaging opportunities through city website
 - d. Increase energy/interest through short videos, etc.
 - e. Intentioned Face-to-face (socialize the community) celebrations
 - f. Create short-term wins and showcase them
 - g. Demonstrate results-oriented leadership in decisions and actions
 - h. Define processes for transparency and implement them
 - i. Highlight use of best practices and procedures for making tough decisions on issues that impact the community
2. Define values of New Fairview (privacy, history (Thurmond), etc.)
3. Identify and manage expectations
4. Provide stability in leadership and management of New Fairview
5. Determine desire/need for municipal service systems (water, sewer, safety, roads, transportation, emergency)

- What do we let go of?
- What do we create?
- What do we reform?
- How do we evolve?
- How do we change?



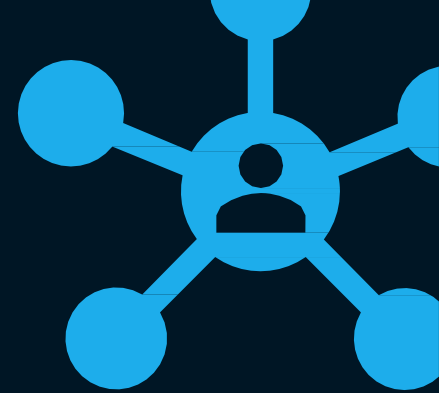
Change - Examples

1. Frequency of meetings
2. Create identity in additional communities
3. Satellite offices as needed (a presence in counties/case mgmt)
4. Methods of funding (sustainable) (port industry)
5. Knowledge of CBDRG in all counties (Be known)
6. Serve all counties (may not be a physical presence)
7. Stay at the forefront with story and relationships
8. Educate people about CBDRG as a resource
9. Stay relevant with emergency managers
10. Decision making - large project funding
11. Committee workings – stay fresh in approval processes
12. Be OK with others in coalition
13. Board representation - recruitment
14. Tech savvy board members (know how)
15. Generational leadership within board
16. Encourage community volunteerism (see Mark)
17. Local volunteers equal to out of state/country
18. Follow up with those served as new volunteers
19. Be cognizant of family members/friends of those served (add to human capital for the work)
20. Implement community service in Woodsboro project
21. Do more for volunteers who show up (care of volunteers – shirts/treats/meal)
22. Marketing/branding of CBDRG experiences (volunteers and media)
23. Tell the story (successes) through 2 min. videos/website)
24. Elevate the org while maintaining low admin costs
25. Stay updated on funder expectations (Guidestar ratings/percent of admin)

Framing with Frequencies

1. Methods of funding sustained
2. Frequency of meetings (use email)
3. Robust volunteer recruitment w/ COAD
4. Generational leadership (up w/ times)
5. Tell our story (successes – keep in memory)
6. Increase relevance with Emergency mgmt/County commissioner courts
7. Note and share impact of CBDRG and cost savings to counties (metrics)
8. Follow up with those served as NEW volunteers (expectation)
9. Committee decision making for large project funding
10. Update SOPs, best practices, and lessons learned

1. Funding sustained
2. Tell our story (capabilities to those who need to know) – proven relevance
3. Written agreements/who is providing value to CBDRG
4. Updated SOPs, best practices, and lessons learned
5. Meeting frequency (how often/why?)
6. Note and share cost savings to counties (grow tax base)
7. Generational leadership in CBDRG Board membership



Assets (Capitals)

- Agricultural
- Built Environments
- Cultural
- Human
- Financial
- Natural
- Political
- Social

TEXAS RURAL LEADERSHIP PROGRAM

- A social media team
- A communications team
- A funding team
- A grants team
- A youth-focused team
- An elder-focused team
- A restaurant-focused team
- A school-focused team
- A workforce-focused team
- A volunteer-focused team
- A local non-profits team
- A legal services team
- Spiritual-focused team
- Mental health-focused team
- Transportation-focused team

- Housing-focused team
- Renter-focused team
- Medical-focused team
- Agency-focused team
- Utilities-focused team

Relationships are 100% key.

Who is in your corner?

- Next few months
- High and low seasons
- Next 2 years

Who is our "WE"?

Texas Rural Leadership Program Plan through 12/31/2019

Mission

TRLP creates and delivers exciting effective leadership development programs for rural Texas

Strategic Intents

To Be Recognized as the Premier Leadership Development Resource for Rural Texas

Build Internal Capacity for Long-Term Growth and Sustainability

Strategic Initiatives

Demonstration Projects

Annual Conference

Recruit and Train Next Generation of Board Members

Human Capital Expansion

Partnerships and Relationships

Measure and Communicate Impact

Engage Grant Writer

Raise \$100k Investment Pool

Key Measures of Success

Identify 4 Communities for Demonstration Projects by 9/1/18
Execute Demonstration Projects by 8/31/19

Engage Interns from University Graduate Programs
2 by 8/31/18
4 by 8/31/19

Develop 3-Year Staffing Plan by 1/31/19

Raise \$50k by 12/31/18
Raise \$100k by 12/31/19

Annual Conference with Net Income Attendance Grows to:
150 in 2018
200 in 2019

Create Impact Measurement Tool by 9/30/18

Complete Governance Review & relationships MOU with TAMU by 12/31/2018

Receive 2 New Grants in 2018

Engage Mays and Bush Schools by 8/31/18

Create Communications Plan by 1/31/18

Recruit at least 2 new Board Members each year in 2018 and 2019

Receive 2 New Grants 2019

Create Branding Program by 6/30/19

Engage New Executive Director by 12/31/19
(Completed 3/01/18)

Texas Rural Leadership Program
TRLP.tamu.edu/

Values

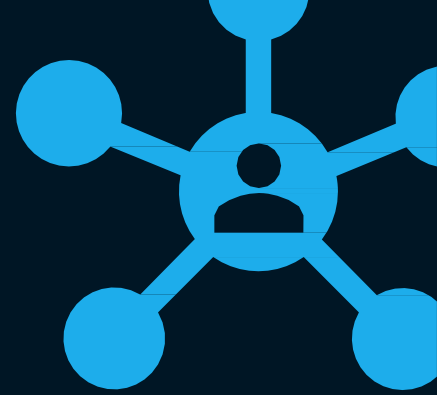
Does our values define, describe, name who we are in community and our greater purposes collectively?

Values – New Fairview

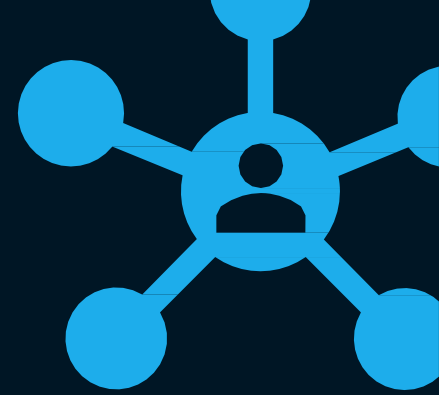
1. Privacy
2. Autonomy
3. Integrity and Trust
4. Transparency in leadership
5. Nature (natural elements)
6. Friendship and Community-Focused
7. Safety in living
8. Respect for one another
9. Community engagement
10. Low cost of living (relative to value received)
11. Relaxed pace (slow feel)
12. Open spaces maintained
13. Convenience and accessibility

Final:

1. Community Engagement: Friendship and Community-Focused
2. Safety in living
3. Easiness in commute (just close enough)
4. Open spaces and nature appreciated
5. Privacy (freedom)
6. As leaders, transparency, integrity, and trust are essential and expected.



Values of the Collective -Example



1. Honesty
2. Caring (for others)
3. Integrity
4. Compassion
5. Investment
6. Leadership
7. Collaboration/Partnership/A Collective
8. Unbiased/Non-judgmental
9. Humility
10. Coordination
11. Inclusivity/Inclusion
12. Empathy
13. Commitment
14. Engagement
15. Transparency
16. Openness
17. Innovative/Creative
18. Cooperative
19. Work Ethic (work hard/work smart)
20. Sincerity
21. Appreciative (internal/external)
22. Faith and belief in a better future/greater good
23. Adaptable/flexible
24. Trustworthy
25. LOVE

1. Integrity/Transparency/Trustworthy
2. Commitment/Investment
3. Inclusive Leadership with Humility
4. Compassion
5. Cooperative/Collaborative/Flexible/Adapable
7. Faith and belief in a better future/greater good
8. Adaptable/flexible
9. Resilience
10. Engagement

1. Integrity
2. Commitment
3. Adaptable
4. Faith and belief in a better future/greater good
5. Resilience
6. Inclusive leadership with humility
7. Cooperative/Collaborative

**Work through an exhaustive list;
Narrow down to 3 – 6.**

Mission

Moving to a Strategy-on-a-Page

Does our mission define, describe, name
who we are and our purpose for existing?

Mission – New Fairview

Mission: Deliver quality city services with integrity and transparency and the commitment to achieve New Fairview's vision. We service with kind, competent, and friendly customer service while displaying patience and understanding.

Vision: A place where: Friendly people are working together to create a safe welcoming community. The city council is committed to maintaining our rich heritage and rural lifestyle, while building new neighborhoods that will create our compelling future.

To remain a safe community that values rural existence and open, natural spaces. Trust, integrity, and transparency are apparent in our decisions as we are strategic in development, balancing natural spaces with increased growth. We define rural existence to mean....

Values:

1. Community Engagement: Friendship and Community-Focused
2. Safety in living
3. Easiness in commute (just close enough)
4. Open spaces and nature appreciated
5. Privacy (freedom)
6. As leaders, transparency, integrity, and trust are essential and expected.

1. Values aspects of rural community
2. Transparent in leadership
3. Want to manage growth while maintaining low taxes
4. High quality of life, including ease in commuting
5. Strategic in the placement of additional development, balancing natural spaces with increased growth

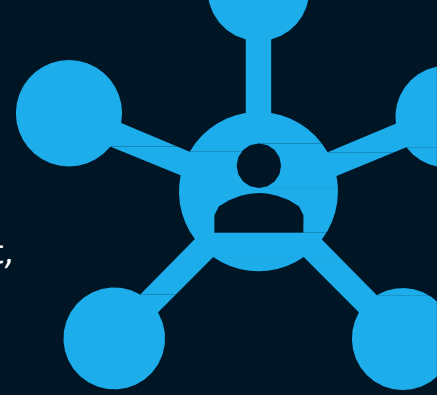
DEFINE HOW WE are RURAL, now and moving forward...what does that mean, looking forward?

- a. lot size (.5 or 1 acre minimum)
- b. value system/feel?
- c. aesthetics no matter how large New Fairview gets
- d. can still own and house animals on your property
- e. maintain low population density
- f. BUT we want quality city services

AT LAST WORK: To be a safe community that values rural existence and open, natural spaces. Trust, integrity, and transparency are apparent in our decisions as we are strategic in development, balancing natural spaces with increased growth while maintaining a feel of being in the country.

We define rural existence to mean low density housing, reliable amenities and services, high proportioned open spaces and natural views, and engaged community members who know one another and value our collective existence as New Fairview.

Does our mission define, describe, name who we are and our purpose for existing?



Overview - Example

Overview

Coastal Bend Disaster Recovery Group (CBDRG) is a volunteer-based coalition created to address the unmet needs of the Coastal Bend area residents affected by disaster. CBDRG is a State/FEMA recognized long-term recovery organization and is registered with the State of Texas as a non-profit 501(c)(3) corporation as authorized by the IRS. Established in 2015, CBDRG was formed to continuously coordinate long-term disaster recovery within the eleven-county region of the Texas Coastal Bend (Aransas, Bee, Brooks, Duval, Jim Wells, Kenedy, Kleberg, Live Oak, Nueces, Refugio and San Patricio counties) for current and future disasters.

Goals - Examples

Goals

- Assist affected with wind and water damage unmet needs of homeowners.
- Work collaboratively and effectively in meeting identified needs.
- Raise funds to fill the gap between government assistance and client self-sufficiency to recovery.
- Establish a fair and accurate mechanism to provide assistance through client case management.
- Raise public awareness of the impact of the disaster.

Committees - Examples

Committees

Case Management

Construction

Donations & Volunteer Management

Finance, Grants & Fundraising

Public Relations & Communications

Spiritual & Emotional Care

Unmet Needs

Mission and Vision - Examples

Mission Statement

The mission of CBDRG is to strengthen regional long-term recovery by addressing and jointly resolving unmet, disaster-related needs of individuals in the Texas Coastal Bend

Vision Statement

CBDRG is committed to provide advocacy and leadership for long-term recovery assistance in safe and secure home rebuild and repair through volunteer labor, funding and material donations, holistic case management, and spiritual & emotional care to the disaster-stricken households of the Texas Coastal Bend.

Final:

1. Community Engagement: Friendship and Community-Focused
2. Safety in living
3. Easiness in commute (just close enough)
4. Open spaces and nature appreciated
5. Privacy (freedom)
6. As leaders, transparency, integrity, and trust are essential and expected.

To be a safe community that values rural existence and open, natural spaces. Trust, integrity, and transparency are apparent in our decisions as we are strategic in development, balancing natural spaces with increased growth while maintaining a feel of being in the country.

(May not be part of the mission, but these will need to be defined in our work ahead as a city: We will define rural existence as it applies to low density housing, reliable amenities and services, high proportioned open spaces and natural views, and engaged community members who know one another and value our collective existence as New Fairview.)

Mission Statement of New Fairview

Mission Statement – The City of New Fairview, Texas...strives to be a safe community that values rural existence and open, natural spaces. Trust, integrity, and transparency are apparent in our decisions as we are strategic in development, balancing natural spaces with increased growth while maintaining a feel of being in the country.

To lead us to creating our vision statement, we may consider the statement below, which may not be part of the mission.

As part of a vision, we will define rural existence as it applies to low density housing, reliable amenities and services, high proportioned open spaces and natural views, and engaged community members who know one another and value our collective existence as New Fairview.

Final Values Defined:

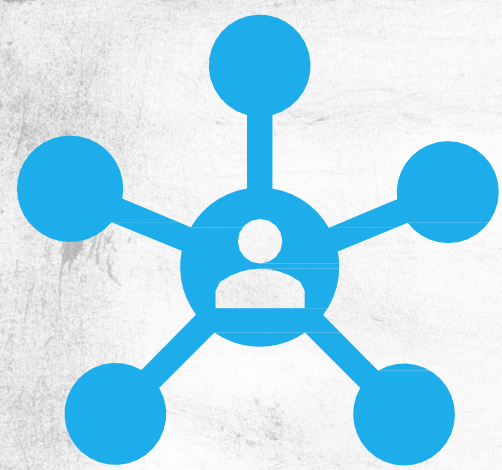
1. Community Engagement: Friendship and Community-Focused
2. Safety in living
3. Easiness in commute (just close enough)
4. Open spaces and nature appreciated
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6. As leaders, transparency, integrity, and trust are essential and expected.

Vision

Vision Statement – The City of New Fairview, Texas...

Components:

1. To be established...



Strategic Intent

Broader notions of what we want to be or see happen

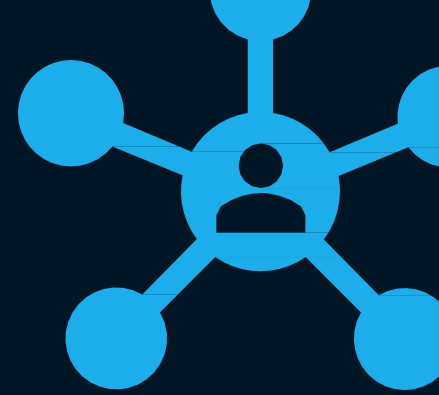
Suggest only 2 – 4

Strategic Intent

1. Maintaining Open Space
2. Engaging Community Members (Involvement, Communications)
3. Elevating Amenities (Water as an example)
4. Define Rural for New Fairview
5. Maintain Public Safety
6. Hold Responsible Leadership

No more than 2-4

1. Develop and Educate Local Leadership
2. Engage Community Members
3. Elevate City Amenities and Services
4. Maintain Open Spaces



Final Values Defined:

1. Community Engagement: Friendship and Community-Focused
2. Safety in living
3. Easiness in commute (just close enough)
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To lead us to creating our vision statement, we may consider:

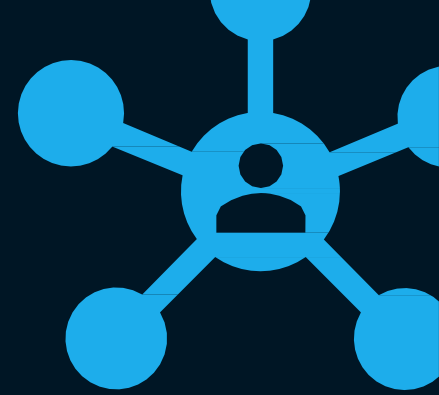
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Strategic Intentions - Examples

1. Increase resilience and stability to the Texas Coastal Bend.
2. Sustain purpose and process of CBDRG, including funding
3. Enhance communication of CBDRG
4. Solidify CBDRG identity
5. Demonstrate economic impact through CBDRG
6. Share CBDRG best practices with other LTRGs
7. Maintain viability as a Texas VOAD
8. Be an example to others in long-term disaster recovery
9. Maintain partnerships and relationships

No more than 2-4

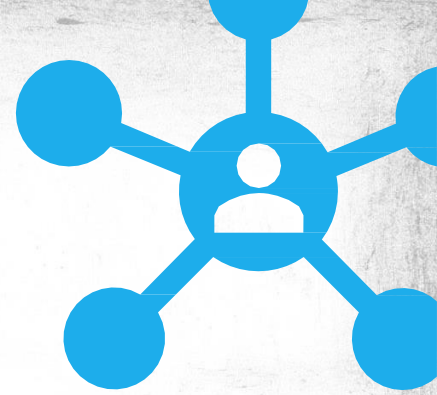
1. Maintain Viability as a Texas VOAD
2. Sustain Purpose and Process of CBDRG, including funding
3. Solidify CBDRG Identity and Presence



Strategic Initiatives

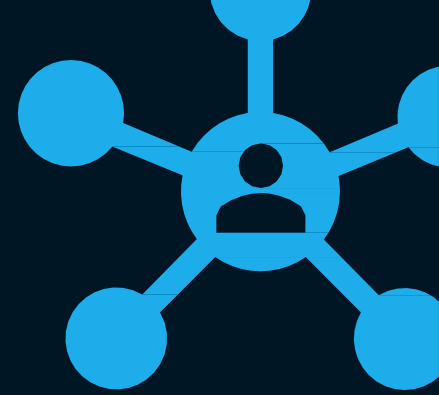
Items we want to accomplish, identified and categorized to fit under each Umbrella Strategic Intent

Narrowed further, no more than 4 – 8, placed under the Strategic Intent

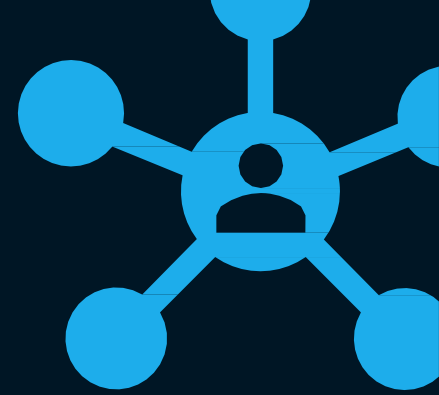


Strategic Initiatives (Intent 1 – Develop and Educate Local Leadership)

1. Host continuing education activities
2. Increase continuity and consistency in leadership positions
3. Development systems and processes for knowledge retention and sharing
4. Foster relationships with neighboring communities
5. Create a pool of candidates for community leadership (positional and volunteer)
6. Develop a resource database (capitals available and needed)
7. Collect ideas from community members
8. Compile the local history (including decision making)
9. Train on positional leadership (city) and volunteerism roles and responsibilities, to include details on codes/ordinances/zoning (enforcement) and funding/budgets

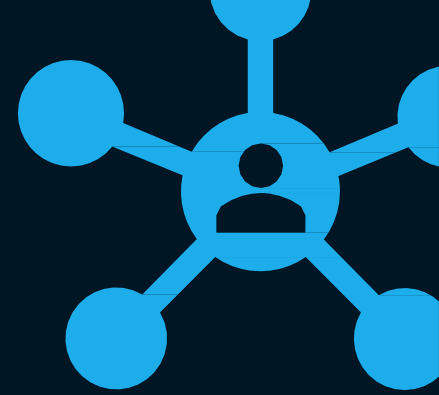


Strategic Initiatives (Intent 2 – Engage Community Members)



1. Increase utility of communications including social media
2. Host neighborhood meetings
3. Intention community events/activities (format/purpose)
4. Improve consistency of community engagement activity
5. Incentivize community engagement
6. Establish trust in local leaders through actions
7. Provide opportunities for community member education
8. Activate community members to plan, establish, and maintain amenities and services
9. Develop community-needs-based committees/working groups (examples: youth and elder focuses)
10. Partner with knowledge and resource providers (Example: Texas A&M AgriLife Extension Service – 4-H Club and Master Gardener Programs)
11. Establish volunteer programs and guidelines
12. Train on positional leadership (city) and volunteerism roles and responsibilities, to include details on codes/ordinances/zoning (enforcement) and funding/budget

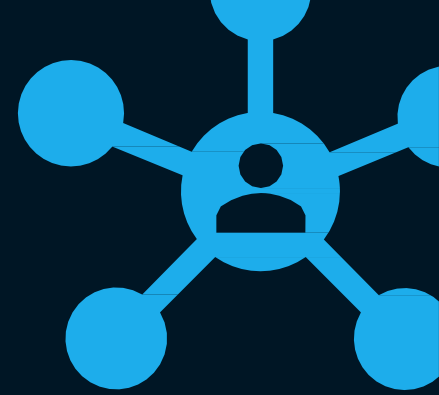
Strategic Initiatives (Intent 3 – Elevate City Amenities and Services)



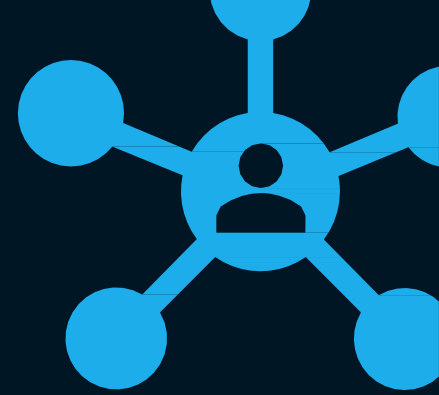
1. Formalize city police and fire services
2. Enforce current codes/ordinances
3. Create city parks and recreation spaces, including a usable and maintained, connected trail system
4. Establish city water and sewer services (3-years likely)
5. Set a standard of expected road maintenance
6. Establish a city library
7. Establish an emergency alert system
8. Determine path to reliable connectivity/internet services
9. Define relationship with county animal control services
10. Design, build, and manage a community center (multi-use facility)
11. Create a feasible economic development plan with a health-related focus (grocery, health-care, etc.)
12. Connect the listed items within this intent for economies of scale and ease of development/maintenance
13. Establish “for what” New Fairview will be known (consistent planned events, activities, traditions, culture(s), etc.)

Strategic Initiatives (Intent 4 – Maintain Open Spaces)

1. Maintain dark skies with sufficient lighting
2. Define the meaning of open spaces, including the elements of encroachment
3. Determine a value of open spaces to the community and market it as a precious element of New Fairview
4. Establish housing density limits/restrictions that include planned open spaces
5. Map a physical vision for New Fairview (using GPS, drones, etc.)
6. Increase a knowledge of native species (plant and animal) and local natural history
7. Increase consciousness/awareness of flood plain and natural water flow to accompany development planning
8. Determine zoning variance on single-family residences
9. Name elements of open spaces to be maintained in order to keep the rural feel/spirit of New Fairview
10. Establish and enforce codes and ordinances on “junk/storage” and slippage of maintaining properties (mowing, etc.)
11. Elevate the core values of New Fairview regularly (showcase, market, and display what is of value to influence behavior)



Strategic Initiatives (Potential Mapping of Actions)



1. Knowledge sharing (1-6)
2. Relationship building/maintaining (1-3)
3. Maintain funding sources (3-6)
4. Communications (counties/gov officials) (2-4)
5. Formal written agreements (3-2)
6. Documentation updates (4-2)
7. Branding and marketing (2-8)
8. Website and social media (1-9)
9. Staffing and volunteers (2-2)
10. Training and education (1-8)

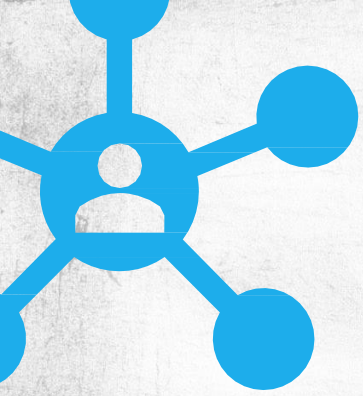
1. Maintain Viability of New Fairview

2. Sustain Purpose and Process of New Fairview, including Planning and Funding

3. Solidify New Fairview's Identity and Presence

Key Measures of Success





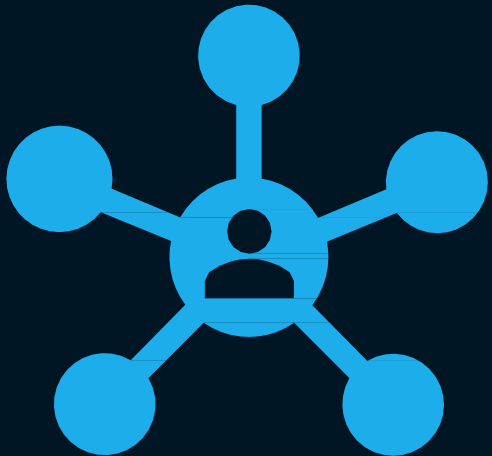
Key Measures of Success

- Named actions, that are identifiable and measurable
- Assessed as simply as, "Did this happen?"; By when?"
- Set completion dates (*to be completed by*) for each key measure
- Align with specific Strategic Initiatives under specific Strategic Intents

Key Measures of Success and Dates for Completion

1.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



Mission: To serve in partnership with all businesses, all individuals, and governmental entities to promote commerce and tourism while maintaining the environment.

Strategic Intent

1. Build relationships for long-term growth and sustainability	2. Streamline Communications	3. Leverage strategic leadership as an available capital	4. Enhance Visitor Information Experience
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Member and Volunteer Involvement
 Leadership Graduate Engagement
 Small Business Assistance
 Committee Chair Orientations

Effective Communication
 Facilitate One Voice
 Web Presence
 Quality Programming
 Diversity in Marketing

Be "Change Leaders in "New Era"
 Evaluate Consolidate, Adapt
 Fundraise for the Future
 Care Approach

State-of-the-Art Visitor Center
 Hurricane Harvey Exhibit
 Professionally Trained Volunteers
 Online Store

Strategic Initiatives

Recruit New Members and Volunteers Across Cultures and Age Groups
(Ongoing)

Small Business Support Group Roundtable
(by 12/31/2020)

Fine Tune Leadership Program Orientations for Clearer Outcome
(by 6/31/2021)

Conduct a Committee Chair Orientation as a Group
(by 12/31/2020)

Increase Diversity at Events and Programs
(Ongoing)

Reach Age Diversity at Events and Programs
(Ongoing)

Improve Conference Room for Live Broadcasts
(by 8/31/2020)

Review and Improve Chamber Portion of Website
(by 12/31/2020)

Continue Local Community Updates Thru Pandemic
(Ongoing)

Continue Community News Releases in a Cohesive Unit
(Ongoing)

Shoot Series of Compassion-Oriented Videos for Social Media
(8/31/2020)

Continue All Programming as Able (Show Compassion)
(Ongoing)

LAC Alumni to Develop Community Insight Night
(Next Candidates Panel and Issues Forum)

Identify Emerging Entrepreneurial Leaders from Lemonade Day
(6/31/2021)

Implement Piece-of-the-Pie Program to Attract Non-Members
(6/31/2021)

Online Auction for Sea-A-Bration Event
(10/15/2020)

Form Business Retired Executives Group
(12/31/2020)

Bay Blazers Personally Recruit New Members
(6/31/2021)

Board Members Assist Broadcast Studio Development
(8/31/2020)

Utilize Leadership to Show Compassion for the Community
(Ongoing)

Present Design and Budget to Finance Committee
(7/01/2021)

Begin Fundraising (Necessity)
(8/01/2021)

Monthly Training and Certification for Charmers
(7/01/2021)



Key Measures of Success and Completion Dates

TEXAS RURAL
LEADERSHIP PROGRAM

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EXTENSION

TEXAS RURAL LEADERSHIP PROGRAM

Leading a Strategic Planning Initiative

Moving to a Strategy-on-a-Page

City of New Fairview

June 7 and 14, 2021

Presented by:

Dr. Craig Rotter, PhD
Carissa A. Wilhelm

Executive Director – Texas Rural Leadership Program
Extension Program Specialist – Healthy Texas

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TEXAS RURAL
LEADERSHIP PROGRAM

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