

CITY OF LAKEWAY CITY COUNCIL MEETING
Action Minutes of Special Session
Monday, March 24, 2014, 2:00 p.m.
Lakeway City Hall, 1102 Lohmans Crossing Road, Lakeway, Texas

1. **Establish Quorum and Call to Order.** Present: Mayor Dave DeOme, Mayor Pro Tem Dave Taylor, Councilmembers Phil Brown, Dee Ann Burns, Bruce Harris, and Jim Powell. Absent: Councilmember Joe Bain.
2. **Pledge of Allegiance.**
3. **Annexation: 318 acres northwest of Bee Creek Road and SH 71.** (This is the first of two public hearings.)
 - Staff Report by Chessie Zimmerman, Deputy City Manager.
 - Citizen participation – No one spoke.
 - Council discussion – Mayor Pro Tem Taylor requested an overview of why the City recommends annexing this area. Deputy City Manager Chessie Zimmerman responded that with all the development along SH 71, this particular area remains undeveloped and unrestricted. Annexation will give the city oversight in future development of this area, which borders the city on the west side.

Although “Citizens Participation” was not an item on the special agenda, Mayor DeOme gave George Sims, 401 Rolling Green, the opportunity to ask why the large trees lining the back of his property are marked by white tape and whether that indicates they will be removed because of the culvert project in that area. City Manager Steve Jones said he would look into the matter and get clarification for Mr. Sims.

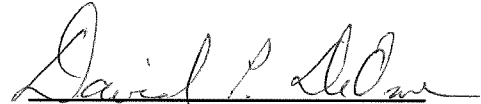
4. **Presentation: Lakeway Visitors Commission.** Receive and discuss a presentation from the Lakeway Visitors Commission regarding the Lakeway branding program.

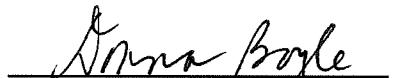
Lakeway Visitors Commissioner Chair Sandy Cox introduced Kelley Brackett from North Star Destination Strategies, Inc., who presented council with their branding platform proposal. Based on their extensive research of the City of Lakeway and the surrounding area, North Star foresees the city’s approach to tourism as “high value, low volume”, catering to the affluent while remaining exclusive as summarized in the phrases: *One Lakeway and One Lake Way*. Accordingly, they have prepared the following branding platform statement: *For those who equate lakeside living with a laidback state of mind, Lakeway, supremely located twenty-five miles west of Austin in the scenic Texas Hill Country, is a beacon on the south shore of Lake Travis, guiding you to the Lake Way, so you can comfortably soak up the riches of a refined getaway.*

After council expressed their enthusiastic support, **Councilmember Burns moved to accept the branding strategy as proposed and to endorse the second steps as proposed. Mayor pro Tem Taylor seconded the motion, and it passed by unanimous vote, approved 6-0.**

5. **Project Bids: Rolling Green and Cold Water Culverts Project.** Discuss and consider approving and authorizing the advertisement of bids for the Rolling Green and Cold Water Culverts Project.
- Staff Report by Steve Jones, City Manager.
 - Citizen participation – No one spoke.
 - Council discussion/action – After City Manager Steve Jones and Kent O'Brien of O'Brien Engineering Services answered questions about circular versus rectangular shaped culverts; road diversions during construction; tree removal involved; the total cost of the projects, funding, and time frames; contractors and the bidding process; **Councilmember Harris moved to approve and authorize the advertisement of bids for the Rolling Green and Cold Water Culverts Projects. Mayor Pro Tem Taylor seconded the motion, and it passed by unanimous vote, approved 6-0.**

Meeting adjourned at 3:13 p.m.


David P. DeOme, Mayor


Donna Boyle, City Secretary

