

**FINAL - MINUTES  
OF THE NEW BRAUNFELS CITY COUNCIL - SPECIAL  
REGULAR MEETING OF WEDNESDAY, OCTOBER 25, 2023**

**Strategic Plan Workshop**

**AGENDA**

**CALL TO ORDER**

Mayor Linnartz called the meeting to order at 9:10 a.m.

**CALL OF ROLL: CITY SECRETARY**

Councilmember Ryan arrived at 9:37 a.m.

Councilmember Spradley arrived at 1:31 p.m.

**Present** 7 - Mayor Neal Linnartz, Councilmember Andres Campos, Councilmember Christopher Willis, Mayor Pro Tem Harry Bowers, Councilmember Lawrence Spradley, Councilmember Mary Ann Labowski, and Councilmember April Ryan

**INVOCATION: COUNCILMEMBER LABOWSKI**

Councilmember Labowski provided the invocation.

**PLEDGE OF ALLEGIANCE & SALUTE TO THE TEXAS FLAG**

Mayor Linnartz led the Pledge of Allegiance and the Salute to the Texas Flag.

**1. WORKSHOP**

A) Presentation, discussion and possible direction to staff regarding the City's strategic plan update.

Mayor Linnartz read the aforementioned item.

Robert Camareno introduced the item to council and then passed the presentation over to consultants with BerryDunn.

Michelle Kennedy and Karen Witcher with BerryDunn introduced themselves and began presenting to council using a powerpoint.

Council provided input on what they believed should be added or removed based on the SWOC analysis.

Mayor Linnartz called a 5 minute break.

Michelle Kennedy continued the presentation by discussing and evaluating the City's mission statement, goals, and priorities.

City Council entered 3-person breakout groups to brainstorm ideas for new vision statement concepts. These concepts were then presented by Mayor Linnartz and Councilmember Campos.

Councilmember Willis left momentarily at 11:00 A.M.

Karen Witcher then led the group in a conversation about core values.

Mayor Linnartz called a 30 minute break for lunch.

The council reconvened after lunch and discussed current and future strategic priorities.

Councilmember Willis returned at 12:48 P.M.

The council broke out into the same small groups to brainstorm ideas for future strategic ideas. Mayor Linnartz and Councilmember Campos presented their group ideas.

The council broke out into the same small groups to brainstorm ideas for future strategic goals and economic opportunity. Mayor Linnartz and Councilmember Campos presented their group ideas.

## **2. EXECUTIVE SESSION**

In accordance with the Open Meetings Act, Texas Government Code, Ch. 551, the City Council may convene in a closed session to discuss any of the items listed on this agenda. Any final action or vote on any executive session item will be taken in open session.

## **3. RECONVENE INTO OPEN SESSION AND TAKE ANY NECESSARY ACTION RELATING TO THE EXECUTIVE SESSION AS DESCRIBED ABOVE.**

There were no executive session items.

There was no action taken at this time.

## **4. ADJOURNMENT**

Mayor Linnartz adjourned at 2:02 p.m.

By: \_\_\_\_\_  
NEAL LINNARTZ, MAYOR

**Attest:**

\_\_\_\_\_  
GAYLE WILKINSON, CITY SECRETARY