

City of Georgetown, Texas  
TRG Neighborhood Plan Steering Committee

**Minutes**

Tuesday, May 4, 2021 at 6:00 p.m.

**The meeting was held in the Friends Room of the Georgetown Public Library and broadcast virtually at the below address:**

<https://georgetowntx.zoom.us/j/96369669982?pwd=Zkl6WlBsYkVWVWVLRWd6c1BmWjZUZz09>

Webinar ID: 963 6966 9982

**Steering Committee Members present:** Paulette Taylor, Chasity Hattley, Betty Jo Patterson, Joyce Gadison, Carlos Bustillos, Janie Dominguez, Norma Clark, and Ron Swain

**Steering Committee Members absent:** Gabriel Dominguez

**Staff Present:** Sofia Nelson, Planning Director; Britin Bostick, Downtown and Historic Planner, Cesar Acosta, Long Range Planner, Susan Watkins, Housing and Neighborhood Program Manager, Nat Waggoner, Long Range Planning Manager

Susan Watkins called the meeting to order at 6:00 pm.

**Agenda**

The presentation included introducing the consulting team, discussing the scope of work, timeline, proposed deliverables, and committee members' participation and expectations. The project team conducted activities to gain a baseline understanding of the S.C. members' thoughts on their community and expectations of the project process and outcomes of the plan. Listed are samples of the questions and responses given:

**1. What are your Goals & Expectations for this project?**

- 1) *To preserve the long standing heritage of the TRG for our generation and future generations to come and enjoy.*
- 2) *To provide a long range plan that benefits the entire community as well as*
- 3) *To bring neighborhood together to include residents, safety, and development policies to include history of Georgetown so that we preserve past while enhancing the future.*

**2. What are your goals for successful outreach and community engagement during this project?**

- 1) *30% resident engagement. All means of communication utilized (neighborhood meetings, NextDoor App, door to door, mail outs, Facebook neighborhood group). FULL stakeholder input. Togetherness in the neighborhood (block party, etc)*
- 2) *Success would be getting a lot of the community to come out and participate, residents, developers and council to come to the public meetings, it could make a difference in their view.*
- 3) *To get a majority of our community engaged. Door to door, mail and social media.*

### **3. Poll taken to understand the perception of TRG's southernmost boundary**

- 1) 17th & 19th Street – 2 votes
- 2) Leander Rd – 8 votes

### **4. S.W.O.T. Analysis Activity**

- 1) *Strengths*
  - i. The history
  - ii. Churches
  - iii. Sense of Community
  - iv. Diverse neighborhood
  - v. Location
- 2) *Weakness*
  - i. Communication
    1. Trust between neighborhood and City
    2. Communication between each other
  - ii. Lack of inclusivity in city events and festivals
    1. Big events that are diverse. No community representation in vendors that work events
- 3) *Opportunities*
  - i. Celebration of Black History, Heritage, and Culture
  - ii. Location
  - iii. Chautauqua Park
  - iv. GCCMA – ability to grow organization to take on more projects
- 4) *Threat*
  - i. Location
  - ii. Loss of young adults
  - iii. Current development occurring in the area.
  - iv. Increasing homeless population along the ridge

Steering Committee members were given a take-home assignment to identify community assets on a map provided to them.

Questions & Concerns

There were concerns from the SC members about the ongoing development occurring in the neighborhood and the impact it will have while this plan is being developed of the next 9 months.

**Susan Watkins closed the meeting at 8:00 pm.**

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\_\_\_\_\_, Chair

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Attest, \_\_\_\_\_, Vice Chair