



**MINUTES
WATAUGA CITY COUNCIL
WORKSHOP MEETING
CITY HALL COUNCIL CHAMBER,
7105 WHITLEY ROAD,
MONDAY, August 11, 2025
5:30 PM**

CALL TO ORDER

Mayor Arthur Miner called the meeting to order at 5:30p.m.

ROLL CALL

The meeting was convened with the following members present:

Arthur L. Miner
Cris Blackburn
Pat Shelbourne
Lovie Downey
Andrew Neal
Mark Taylor
Jan Hill

Mayor
Mayor Pro Tem/Council Member Place 2
Council Member Place 1
Council Member Place 3
Council Member Place 4
Council Member Place 6
Council Member Place 7

and

Sandra Gibson
David Berman
Linda Proskey
Randy Barkley
Paul Hackleman
Timothy Hamilton
Lana Ewell

City Manager
City Attorney
City Secretary
Fire Chief
Director of Public Works
Parks and Recreation Director
Director of Library Services

ANNOUNCEMENTS

There were no announcements.

Public Comments/Public Testimony

There were no requests to speak.

PRESENTATIONS

1. Presentation of the 2025 Citizens Satisfaction Results

Sandra Gibson, City Manager, introduced Ron Gailey from On Point insights, the company who conducted the survey on city residents' point of view.

Mr. Gailey reported that the survey was conducted from April 1 through May 31, 2025, with 466 responses averaging 14 minutes each. The survey was distributed via email, the website, social media, and text. It measured City performance in areas including demographics, community referral likelihood, City direction, amenities, benefits, growth and development, safety and security, and leadership.

Councilmember Neal asked if he had age correlation by invite type and Mr. Gailey mentioned there was no way of knowing that information due to the way it was distributed. He stated they monitored IP addresses to verify residence in Watauga, and they did remove a few people using the same IP address 3 or more times.

Mr. Gailey stated that 43% of respondents would recommend the City to a friend and that one-third indicated the City has improved its direction. While ratings were below benchmark cities, results were generally positive and trending upward.

Positive feedback included City amenities and services, safety, small-town atmosphere, community activities, leadership, and employee interactions. Areas for improvement included City maintenance and appearance, safety concerns regarding solicitors and panhandlers, and infrastructure.

Areas of improvement include city maintenance and appearance, safety and security issues with solicitors and panhandlers, and the infrastructure.

Survey results indicated residents value parks, open spaces, and trail systems most highly, while senior residents prioritized the senior center. Road improvements and beautification ranked high among City benefits.

Councilmember Shelbourne mentioned he believes one reason the residents are not concerned with more restaurants in Watauga is because we have an abundance of restaurants within 5 miles of the city.

Most important growth and development concerns were revitalizing aging residential and commercial areas to include curbs and sidewalks.

Solicitor and panhandler control was the top safety and security concern. Mr. Gailey emphasized the importance of communicating ongoing improvements to residents.

Residents had a hard time picking a number one concern when it came to leadership but wanted to be assured leadership is acting in the best interests of the residents and managing the growth of the city. It seems the city is doing great in this area according to

the survey. Open communication and valuing resident input and engagement seem to be positive feedback given by residents.

Councilmember Taylor asked about public access to the results. Mr. Gailey recommended posting the report on the City website for transparency.

Councilmember Neal asked about the management of short- and long-term rentals and their relevance in other cities in Texas. Mr. Gailey said he saw this more in tourists' cities and was surprised at how high it was on the list of items mentioned for our city survey.

Mr. Gailey reported that the Library and Fire Department received the highest ratings for employee contact and communication, while waste collection received lower ratings. Mayor and Council, along with Code Enforcement, received higher ratings than typically seen in comparable surveys.

Councilmember Shelbourne questioned if the results would be discussed with each department. Mayor Miner mentioned each director has access to the survey and City Manager Gibson stated some of the higher concerns could be included in a follow-up survey for better understanding of resident concerns.

Councilmember Neal asked about providing the survey in an accessible digital format. Mr. Gailey stated that it can be exported as a PDF document.

Mayor Miner concluded by expressing satisfaction with the overall results.

ADJOURNMENT

Mayor Miner adjourned the meeting at 6:17p.m.

Approved: this Nov day of 10, 2025

Signed: this Nov day of 11, 2025

APPROVED:

/s/ Arthur L. Miner
Arthur L. Miner, Mayor

ATTEST: /s/ Linda Proskey
Linda Proskey, City Secretary

