



AGENDA
WATAUGA CITY COUNCIL
WORKSHOP MEETING
MONDAY, AUGUST 10, 2026
CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD
5:30 PM

This notice is posted pursuant to the Texas Open Meetings Act. Notice is hereby given that a **City Council Workshop Meeting** of the City of Watauga, Texas will be held at which time the following subjects will be discussed and may be acted upon.

CALL TO ORDER (Council Members, City Staff, Members of the Public - when speaking during the meeting please speak directly into the microphones on the dais or podium)

ROLL CALL

PUBLIC COMMENT This is an opportunity for citizens to address the Council on items not posted on the current meeting agenda. Only those who have submitted a proper "Request to Speak Form" shall be permitted to speak. Citizens should provide their name and address for the record and will have no more than 3 minutes to speak. If representing an organization or group, the speaker should identify who they represent. Those wishing to speak are reminded 1). All comments are to be directed to the Council. 2) Be respectful of others. 3) No profanity permitted. 4) Violators will be removed from the premises. No discussion by the Council or Staff is allowed except to correct factual inaccuracies or request that the item be placed on a future agenda.

PRESENTATIONS

1. Strategic Plan Update
Sandra Gibson, City Manager
2. Budget Workshop
Jennifer Calvert, Finance Director

ADJOURNMENT

Meeting Notices and Reservation of Rights

The City Council may retire to executive session any time between the meeting's opening and adjournment

for the purpose of consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code; discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code if the requisite information is otherwise posted; deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code; deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code; and/or deliberation regarding the deployment, or specific occasions for implementation of security personnel or devices pursuant to Chapter 551.076 of the Texas Government Code (as applicable) when determined necessary by the [City Council/Board/Commission/Committee] to address a subject matter on the agenda. Action, if any, will be taken in open session.

Attendance by Other Elected or Appointed Officials: It is anticipated that members of other governmental bodies, and/or city council, boards, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the body, board, commission and/or committee. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a possible meeting of the other body, board, commission and/or committee, whose members may be in attendance, if such numbers constitute a quorum. The members of the city council, boards, commissions and/or committees may be permitted to participate in discussions on the same items listed on the agenda which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that city council, body, board, commission or committee subject to the Texas Open Meetings Act.

BUDGET STATEMENT: Pursuant to Section 551.043, Government Code, the following taxpayer impact statement must be on the City Council meeting agenda at which the City Council will discuss or adopt a budget for the City of Watauga: For an average-valued homestead property \$229,150, the City's portion of the property tax bill in dollars for the current fiscal year (FY2025) is \$1,306, the City's portion of the property tax bill for the upcoming fiscal year (FY2026) for the same property if the proposed budget is adopted is estimated to be \$ \$1,388, and the City's portion of the property tax bill in dollars for the upcoming fiscal year (FY2026) for the same property if a budget funded at the no-new-revenue rate under Chapter 26, Tax Code, is adopted is estimated to be \$ \$1,388.

Calculated as follows:

Average Homestead	2025	2026 proposed	2026 no new revenue rate
229150	0.5702	0.6058	0.60586
	1306.61	1388.19	1388.33

NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND 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'S OFFICE AT (817) 514-5825, OR FAX (817) 514-3625.

I, Linda Proskey, City Secretary for the City of Watauga, hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on August 4, 2026, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey
City Secretary





AGENDA MEMORANDUM

DATE: July 22, 2026
TO: Honorable City Council Members
FROM: Sandra Gibson, City Manager
THROUGH:
SUBJECT: Strategic Plan Update

BACKGROUND/INFORMATION:

This workshop provides Council with the revised Strategic Plan for review and input before adoption.

The Strategic Plan is reviewed annually to ensure alignment with fiscal capacity, operational realities, and evolving community needs. The Strategic Planning retreat held earlier this year with Council and staff resulted in a revised plan.

The plan defines five Strategic Priorities that guide the City's investments in infrastructure, public safety, economic development, organizational sustainability, and community engagement.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

This item does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2026 Strategic Plan Update - CC Retreat and Director Workshop

REVIEWED BY:

Sandra Gibson, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 7/31/2026

Final Approval - 7/31/2026



DRAFT

City of Watauga, Texas

STRATEGIC PLAN 2026-2031



A GREAT PLACE TO LIVE

Why This Plan Matters

The Plan guides policy decisions, annual budgets, capital investments, department work plans, and organizational priorities.

This Strategic Plan reflects the shared commitment of the Watauga City Council, City staff, and residents to work together toward a common vision. It preserves the priorities established through Council discussions and staff workshops and turns them into a practical framework for action and accountability. The plan is designed to remain active, not sit on a shelf, through annual review and alignment with the budget process.

How the plan was developed

In the spring of 2026, the City’s Strategic Plan was revised through collaborative Council discussions and staff workshops, and incorporated community feedback, operational reviews, and long-range planning. The 2026 revision consolidated the original eight goals into five broader strategic priorities. This change did not eliminate the Council’s previous direction or ongoing work. Instead, it organized related goals under a clearer framework, reduced overlap, and strengthened alignment among Council priorities, staff work plans, the annual budget, and performance reporting.

This Strategic Plan serves as the City's primary policy and management framework, guiding City Council priorities, annual budgeting, capital investment, departmental work plans, and organizational performance from 2026 through 2031.

GUIDING PRINCIPLES

These principles guide how we make decisions and deliver results.



RESPONSIBLE LEADERSHIP

Make thoughtful decisions with Watauga’s long-term interests in mind.



FISCAL STEWARDSHIP

Use public resources carefully and plan for sustainable services and infrastructure.



COLLABORATION

Recognize that it takes Council, staff, residents, businesses, and partners working together.



TRANSPARENCY & ACCOUNTABILITY

Communicate clearly, measure progress, and report results.



CONTINUOUS IMPROVEMENT

Use data, feedback, and experience to improve each year.

Strategic Framework

VISION

Watauga is a thriving, safe, and inclusive community that delivers an exceptional quality of life through responsible governance, strong public services, and welcoming places to live, work, and connect.



MISSION

Deliver high-quality municipal services, invest in community amenities, support responsible economic growth, and demonstrate transparent stewardship of public resources.



STRATEGIC PRIORITIES

1 FISCAL SUSTAINABILITY & INFRASTRUCTURE STEWARDSHIP Maintain long-term financial stability and responsibly manage infrastructure, facilities, and public assets.	2 SAFE, HEALTHY & CONNECTED COMMUNITY Enhance public safety, promote health and well-being, and create connected, livable neighborhoods.	3 ECONOMIC VITALITY & COMMUNITY IMAGE Attract and support businesses, encourage responsible growth, and promote a positive image of Watauga.
4 ORGANIZATIONAL & WORKFORCE EXCELLENCE Invest in people, processes, and technology to deliver high-quality, efficient services.	5 COMMUNITY ENGAGEMENT & GOOD GOVERNANCE Engage residents, strengthen partnerships, and practice transparent, accountable governance.	

PRIORITY 1

Fiscal Sustainability & Infrastructure Stewardship

WHY THIS MATTERS The City's ability to maintain infrastructure, provide quality services, and respond to future challenges depends on sound financial management and responsible stewardship of public assets.

COUNCIL GOAL

Maintain the City's long-term financial stability and responsibly manage infrastructure, facilities, and public assets to ensure reliable services for current and future generations.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
1.1 Maintain sound fiscal management practices and preserve the City's bond rating	Review and update the Comprehensive Financial Policies annually	Annual	Fund balance percentage; bond rating
1.2 Develop a citywide plan focused on grant funding sources	Grant Manager facilitates reporting, coordination, and program review	FY2026–FY2027; ongoing	Programs reviewed; grants awarded annually
1.3 Develop and phase in a Street Maintenance Program	Present program options to Council in a future workshop for evaluation	FY2027–FY2028	Program presented; implementation milestones completed
1.4 Plan for long-term infrastructure and facility lifecycle needs	Develop a post-bond facility plan for the Animal Shelter, Police, and Library facilities	FY2026–FY2027	3-year Plan created and Council review/approval completed
	Review and update the CIP/COP and asset lifecycle plans annually	Annual	Annual review completed; plans updated
1.5 Review program revenues, rates, and fees annually	Develop cost recovery for merchant fees	FY2027	Program review completed
	Review the water and sewer rate model and adjust fees as necessary	FY2026–FY2027	Rate model reviewed; cost-recovery target evaluated

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 2

Safe, Healthy & Connected Community

WHY THIS MATTERS Safe neighborhoods, quality amenities, and community connections contribute directly to residents' quality of life.

COUNCIL GOAL

Provide safe, accessible, and inclusive facilities, programs, and services that enhance quality of life and foster a strong sense of community.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
2.1 Assess long-term facility needs	Complete facility assessments	FY2026–FY2027	Assessments completed; findings presented
2.2 Modernize community amenities for safety, accessibility, and inclusivity	Complete the Parks Master Plan update	FY2026–FY2027	Plan adopted
	Implement the ADA Transition Plan and funding strategy	FY2026–FY2036	Projects completed; accessibility milestones achieved
	Evaluate and implement a lightning-detection notification system in City parks	FY2026–FY2027	System evaluated and project completed
2.3 Expand community-oriented public safety	Continue the Public Safety Academy and community education programs	Annual	Events held; participation levels

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 3

Economic Vitality & Community Image

WHY THIS MATTERS Economic growth and a positive community image support long-term fiscal sustainability and community pride.

COUNCIL GOAL

Strengthen Watauga's economic competitiveness, attract investment, and enhance the City's identity as a desirable place to live, work, and visit.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
3.1 Enhance corridor beautification and placemaking	Research expansion of the beautification grant program	FY2027	Research completed; recommendation presented
	Complete the Food Truck Park project	FY2027	Project completed
	Enhance promotional and directional signage	FY2027–FY2028	Signage plan and projects completed
3.2 Implement a citywide branding strategy	Develop a long-term communications strategy	FY2026–FY2027	Strategy completed; community awareness measures established
	Coordinate promotional and directional signage with the City brand	FY2026–FY2027	Plan developed for directional signage and enhanced signage at identified locations.

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 4

Organizational & Workforce Excellence

WHY THIS MATTERS Employees are the City's greatest asset and are essential to delivering high-quality services.

COUNCIL GOAL

Develop a high-performing organization that attracts, retains, and empowers employees to deliver exceptional public service.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
4.1 Conduct operational efficiency reviews	Complete the Personnel Enhancement Plan review and Position Justification Process	Annual	Requests evaluated; vacancy and staffing trends
4.2 Strengthen recruitment and retention	Complete a compensation study	FY2026; every three years	Study completed; turnover rate
	Enhance succession planning and leadership development	FY2027	Departmental succession plans documented
	Conduct an employee survey	FY2027; every two years	Participation level and survey results
4.3 Update policies for organizational effectiveness	Review, prioritize, and present updated policies for Council review and adoption	Annual	Policy work plan completion

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 5

Community Engagement & Good Governance

WHY THIS MATTERS Open communication and community involvement strengthen public trust and decision-making.

COUNCIL GOAL

Promote transparency, accountability, and meaningful public engagement to build trust and confidence in local government.

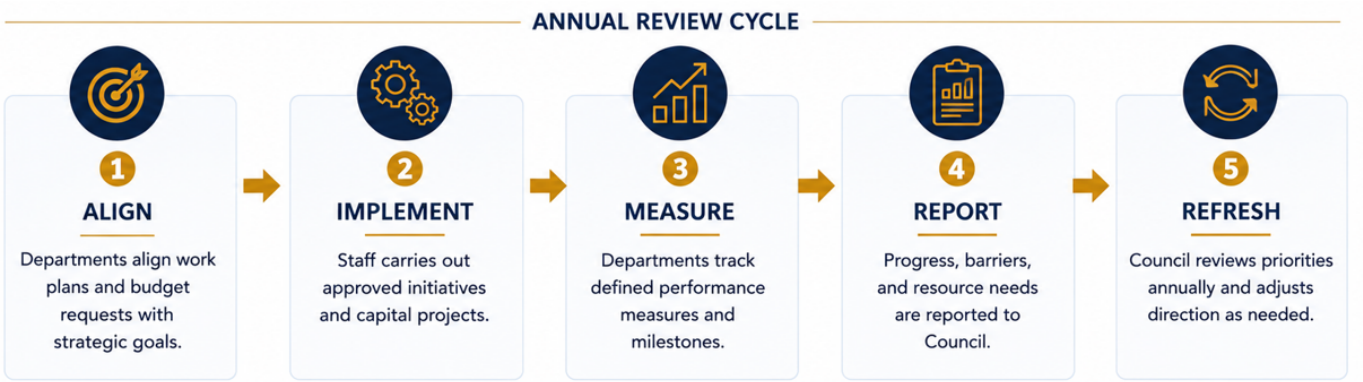
IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
5.1 Provide opportunities for community feedback and input	Conduct a biennial citizen survey	FY2027; every two years	Participation and satisfaction results
5.2 Expand civic education and engagement	Relaunch Watauga 101	Annual	Participation and participant feedback
	Provide community forums and conversations	Ongoing	#Forums and events held; participation
5.3 Review ordinances, policies, and plans	Update the Comprehensive Land Use Plan every ten years	FY2027–FY2028	Plan completed and adopted
	Review and update ordinances	FY2026; ongoing	Priority ordinances reviewed; percent complete
	Implement a public-facing Strategic Plan dashboard	FY2026–FY2027	Dashboard published and updated

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

Implementation, Accountability

The Strategic Plan connects Council direction to daily work. Department work plans, budget requests, capital projects, and employee performance objectives should align with the goals in this plan. Staff will monitor implementation throughout the year and present a consolidated review during the annual budget and strategic planning process.



This Strategic Plan is a living management framework. Annual review allows the City to respond to changing conditions while preserving long-term direction. Updates to staff work plans, timelines, and performance measures may be made through the annual budget process without changing the Council-adopted priorities and goals unless Council formally directs otherwise.

Annual Strategic Report Card (sample)

PRIORITY	GOAL / ACTION	TARGET	CURRENT STATUS	OVERALL STATUS

Our Continuing Commitment

The City of Watauga Strategic Plan is more than a document—it is a commitment to responsible leadership, fiscal stewardship, and continuous improvement. Guided by these priorities, the City Council and staff will continue working together with residents, businesses, and community partners to preserve Watauga as a Great Place to Live while preparing for future generations.



The Veteran's Memorial, located at 5800 Robin Drive and dedicated to the men and women who honorably served their country, was designed as a testament to sacrifice, courage, and the true American Spirit.



AGENDA MEMORANDUM

DATE: July 29, 2026
TO: Honorable City Council Members
FROM: Jennifer Calvert, Finance Director
THROUGH:
SUBJECT: Budget Workshop

BACKGROUND/INFORMATION:

This workshop provides for continuing discussion on the City Manager's 2026-2027 Proposed Budget.

[2026-2027 Proposed Budget](#)

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

This item does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Sandra Gibson, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 7/31/2026

Final Approval - 7/31/2026