

1. Agenda

Documents:

[3-23-21 WS AGENDA.PDF](#)

2. Meeting Materials

Documents:

[3-23-21 WS PACKET.PDF](#)

AGENDA

Special City Council Meeting and Workshop



6:00 PM - Tuesday, March 23, 2021

Trinity Valley Community College Health Science Center, 1551 SH 34 South, Terrell, TX

Mayor Rick Carmona

Council Members

District 2 - Grady Simpson

District 3 - Mayrani Velazquez

District 4 - Charles Whitaker

District 5 - Tim Royse

City Manager Mike Sims

NOTICE IS HEREBY GIVEN that the Terrell City Council will conduct a Special City Council Meeting and Workshop at 5:00 p.m. on Tuesday, March 23, 2021, at Trinity Valley Community College Health Science Center located at 1551 State Highway 34 South. The meeting is open to the public with limited seating in the Health Science Academy. Recommendations of the CDC regarding social distancing will be practiced during the course of the public meeting to slow the spread of the Coronavirus (COVID-19).

If you choose not to attend in person and you wish to submit public comments, email support@cityofterrell.org and title the email "Public Comment". All public comments submitted by 12:00 pm on Tuesday, March 23, 2021 will be provided to the City Council members and read into the record for the Tuesday, March 23, 2021 City Council Meeting.

1. CALL TO ORDER

2. INVOCATION

3. PLEDGE TO AMERICAN FLAG AND TEXAS FLAG.

4. HEAR REMARKS FROM VISITORS.

This time is set aside on the agenda to invite any person to address the Council on issues not subject to a public hearing. Routine administrative matters are best discussed with the appropriate City Staff before

bringing them to the Council. Prior to the meeting, please complete a "Citizen Participation Form" and present it to the City Secretary. In accordance with the Texas Open Meetings Act, Section 551.042, the City Council cannot discuss, consider, or take action on matters not listed on the agenda. Speakers should limit their comments to 3 minutes and are asked to speak into the microphone provided, identifying themselves for the record. The total amount of time set aside for this place on the agenda is 15 minutes. Comments of a personal nature directed at the Council or Staff are inappropriate.

5. DISCUSSION ITEMS

- 5.1. Discuss Agency Updates.
 1. City of Terrell
 2. Terrell Economic Development Corporation
 3. Terrell Independent School District
- 5.2. Discuss Workforce Development.
- 5.3. Discuss Broadband Opportunities.
- 5.4. Discuss Legislative Update.

6. ADJOURN.

I, the undersigned authority, do hereby certify that the above NOTICE OF MEETING of the Governing Body of the City of Terrell is a true and correct copy of said NOTICE, which has been posted on the front OUTDOOR BULLETIN BOARD CABINET FOR AGENDAS of the Terrell City Hall, Terrell, Texas, a place convenient and readily accessible to the General Public and on the website at cityofterrell.org, and which has been continuously posted for a period of seventy-two (72) hours prior to the date and time said meeting was convened.

Posted Tuesday, March 16, 2021 –4:15 p.m.

Dawn Steil, City Secretary

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 972-551-6600 for further information. Braille is not available.

Council Reserves the Right to Adjourn into Executive Session to Seek Legal Counsel on a Matter Which the Canon of Legal Ethics Demands to Preserve the Attorney-Client Privilege Pursuant to Section 551.071(2) of the Texas Government Code.

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<u>EDC_TISD_CITY SLIDES</u>	
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WELCOME

Terrell EDC | Terrell ISD | City of Terrell

TUESDAY, MARCH 23, 2021 | TISD-TVCC HEALTH SCIENCE ACADEMY



AGENDA

Call to Order Invocation Pledge of Allegiance Agency Updates

- City of Terrell
- Terrell EDC
- Terrell ISD

Workforce Development BroadBand Internet Legislative Priorities

- City of Terrell
- Terrell EDC
- Terrell ISD



TERRELL ISD UPDATE

COVID-19 EXCEL Future Programming

- AVID
- Grow Your Own
- Read, Talk, Play

Facilities Planning Community Engagement



WORKFORCE DEVELOPMENT

NORTH CENTRAL TEXAS WORKFORCE BOARD

- Serves a regional population of 3,078,688
- 7,257 children served every day with budget of \$56,862,133
- 54% of claimants reemployed within 10 weeks (during the Pandemic)
- Youth Initiatives
- Professional Development for Child Care Professionals
- Grants Available (JET, Skills Development)



DEMOGRAPHICS



Terrell 75160-75161

POPULATION: **31,968**
WORKFORCE: **19,407**



Kaufman County

POPULATION: **123,804**
WORKFORCE: **74,884**



20m radius of Terrell

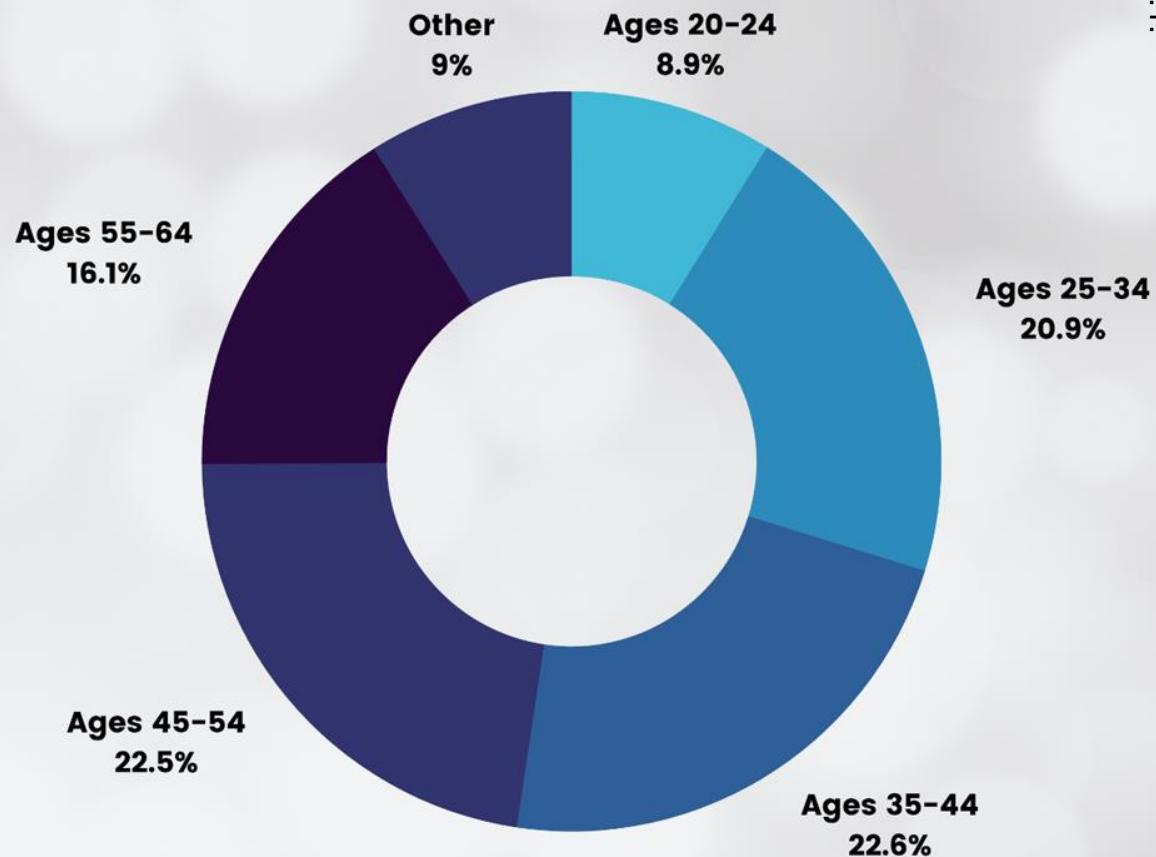
POPULATION: **685,287**
WORKFORCE: **412,946**



DEMOGRAPHICS

Snapshot of Labor Pool 20 Minute Drive

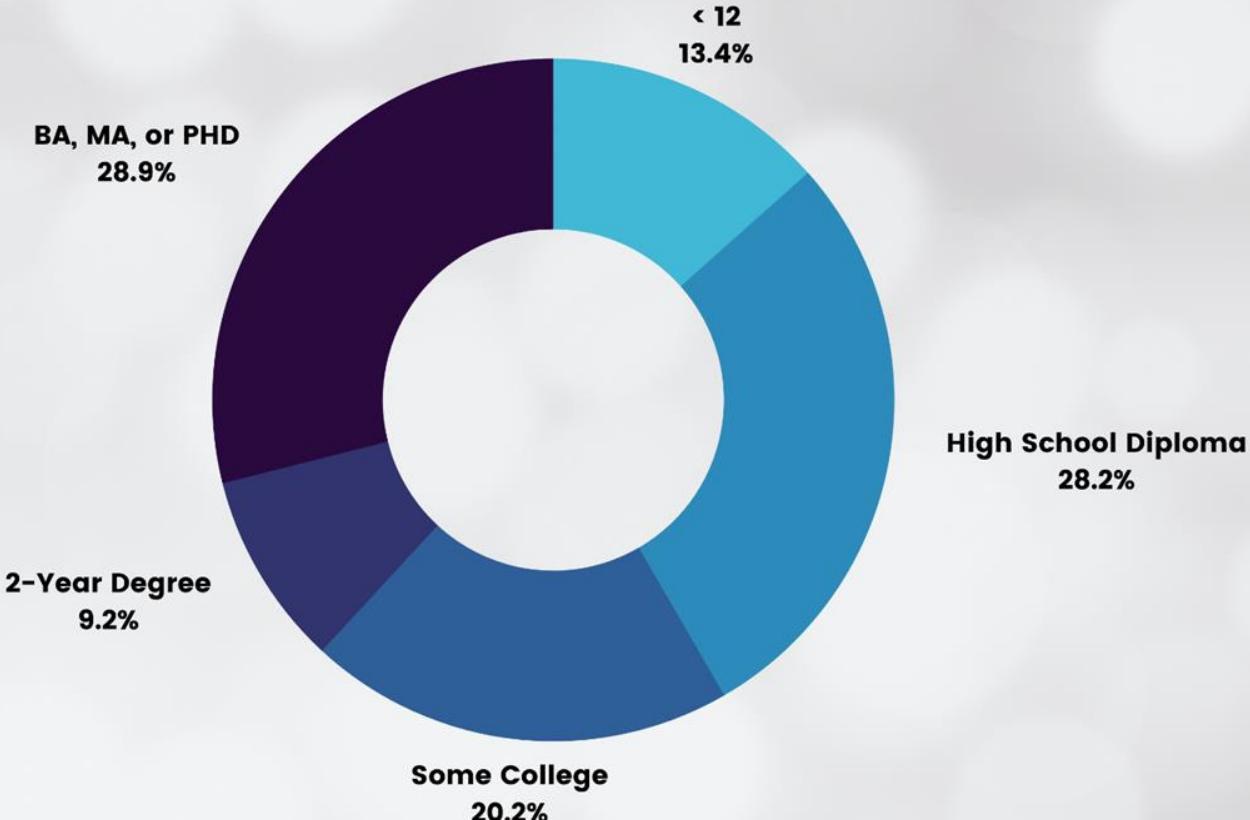
38.8% is 45+





DEMOGRAPHICS

Education Snapshot 20 Mile Radius of Terrell by Education Level



KEY INDUSTRIES



PRODUCTION (MANUFACTURING)

**Mean Wage
Unemployed
Online Ads
Estimated Growth**

\$36,899
1,770
354
2.2%



TRANSPORTATION

**Mean Wage
Unemployed
Online Ads
Estimated Growth**

\$38,400
2,874
1,572
1.2%



HEALTHCARE PRACTITIONER

**Mean Wage
Unemployed
Online Ads
Estimated Growth**

\$80,100
417
1,245
2.2%



GOING FORWARD

- Continue the relationship with TISD and Industry
- Move forward with plans to coordinate adult skill development with TISD and TVCC
- Help TISD market the quality of our schools
- Be collaborative with our partners to attract workforce to Terrell



CITY WORKFORCE RESPONSIBILITY

**Develop the quality of life
necessary retain and attract
the next generation.**



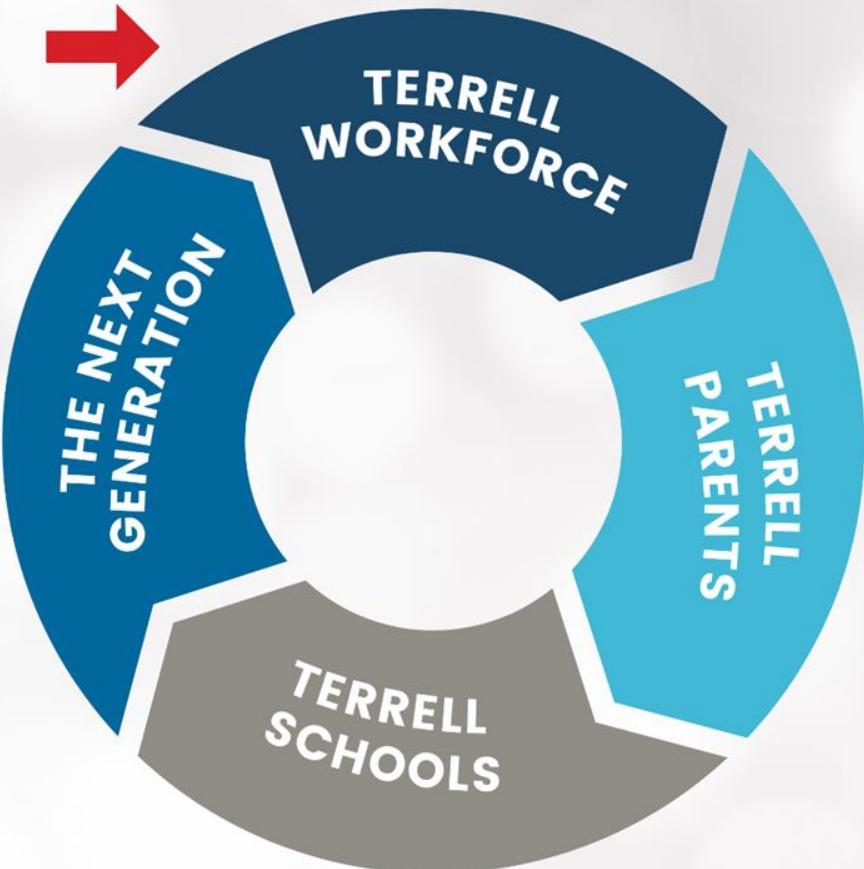
WORKFORCE CYCLE

YOUTH MOVING OUT



Workforce is not just a way of attracting employers, it is the start of the next generation

WORKERS MOVING IN



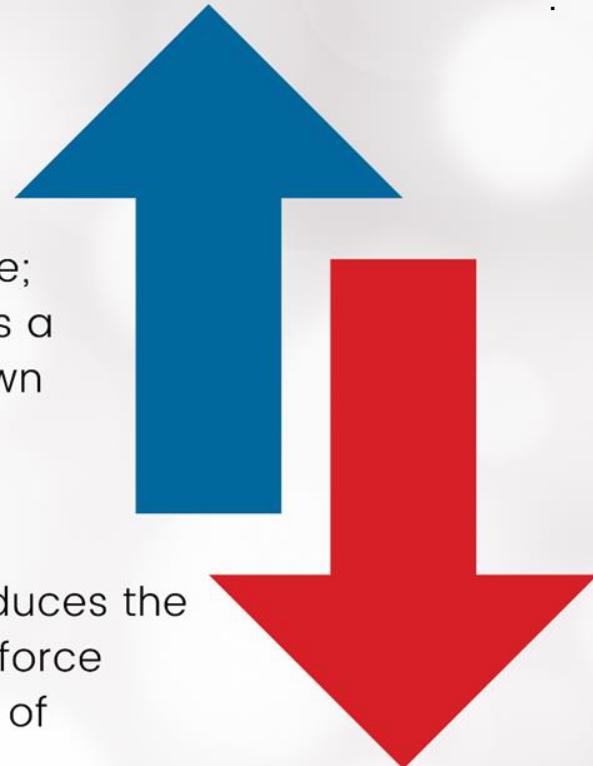


WORKFORCE CYCLE

Quality of life changes the moving in/moving out balance; There is no middle ground.

Great quality of life helps attract a talented workforce; a talented workforce values a great education for their own children.

Poor quality of life reduces the pool of talented workforce and robs the schools of motivated parents.





QUALITY OF LIFE SUCCESS STORIES

- New Police Department Headquarters, Fire Department transition to Paramedics
- Crossroads, Buc-ee's, New Investment
- Deferred Park Maintenance
- Park and Downtown Improvement Corporation
- Downtown Revitalization; Neighborhood Revitalization
- Core Infrastructure: Streets, Water, Sewer, Drainage



GOING FORWARD

- Quality of Life Audit



QUALITY OF LIFE AUDIT MEASURES

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider
Debt	Parks	Vocational training		Discrimination	linguistic and cultural competency
Medical bills	Playgrounds	Higher education		Stress	Quality of care
Support	Walkability				
	Zip code/geography				



QUALITY OF LIFE AUDIT OUTCOMES

Define target workforce profile; shape audit based on preferences.

Establish a series of clearly defined and Terrell specific quality of life variables, each with its own rubric:

- Safety and Security
- Ease of Exercise
- Access to Learning
- Employment Opportunities
- Enjoying Nature
- Worship and Service
- Ability to Invest and Reinvest

Grade Terrell on those variables to define the gap between quality of life aspirations and quality of life reality.

Recommend top action items.



LEGISLATIVE PRIORITIES

- Reauthorization of Chapter 313
- Pass SB 5 Broadband Bill by Senator Nichols
- Pass HB 4027 Occupancy Tax increase benefitting cities with HBCU
- Pass HB 3938 Industry based advisory council
- Defeat SB 234 (Public Lobbying)
- Pass HB 1246/SB 728 Average Enrollment for Purposes of School Finance System



THANK YOU

Terrell EDC | Terrell ISD | City of Terrell

TUESDAY, MARCH 23, 2021 | TISD-TVCC HEALTH SCIENCE ACADEMY