

**BRYAN CITY COUNCIL  
MINUTES OF WORKSHOP MEETING  
FEBRUARY 9, 2016**

The Bryan City Council held a workshop meeting on Tuesday, February 9, 2016, in the Council Chambers of the Bryan Municipal Building. A notice of the meeting was posted at least 72 hours in advance in accordance with Section 551, Texas Local Government Code. Mayor Jason Bienski and Councilmembers Al Saenz, Rafael Peña, Greg Owens, Mike Southerland, Ben Hardeman and Buppy Simank were present. City Manager Kean Register, City Attorney Janis Hampton and City Secretary Mary Lynne Stratta were also present.

**1. CALL TO ORDER**

The meeting was called to order at 3:05 p.m.

**2. PRESENTATION BY ST. JOSEPH REGIONAL HEALTH SYSTEM REPRESENTATIVES AND CITY STAFF REGARDING STRATEGIES FOR IMPLEMENTATION OF THE BRYAN HEALTH AND WELLNESS AREA PLAN**

Deputy City Manager Joey Dunn reported city officials had been involved in discussions with St. Joseph Regional Health System representatives and businesses in the Briarcrest Drive area about the Bryan Health and Wellness Area Plan. Director of Special Projects Lindsey Guindi presented information regarding possible components and improvements to the plan area. She listed infrastructure recommendations and talked about the possible creation of a tax increment reinvestment zone (TIRZ). She explained the process and criteria to create a TIRZ. She reported the proposed TIRZ area was slightly larger than the designated Health and Wellness Plan area.

Mr. Tim Ottinger, Catholic Health Initiatives (CHI) St. Joseph Regional Health System, spoke about the efforts to create the Health and Wellness Area Plan. He advised St. Joseph had a new corporate sponsor, CHI. He explained CHI was interested in overall community wellness and attractive housing for staff members within walking distance of the hospital. Mr. Ottinger added St. Joseph is about to open the first Ronald McDonald family room in the area.

Mr. Dunn reported a 501 (c) 3 non-profit agency was not a requirement for the project. He explained the reasoning for proposing the TIRZ boundaries to be slightly larger than the Health and Wellness Plan area. He discussed anticipated income from the TIRZ and whether it would be sufficient to fully fund debt for capital improvements. Concern was expressed about creating a TIRZ in a well-established area and the possible diversion of general fund dollars to the TIRZ. It was mentioned that programs to improve health of area residents would be very beneficial. The indication from Council was to begin the development of a draft ordinance to possibly create a TIRZ in the designated area.

**2. PRESENTATION BY HUDDLE UP GROUP AND CONVENTION AND VISITORS BUREAU REPRESENTATIVES REGARDING SPORTS MARKETING**

Mr. John Schmieder, Huddle Up Group of Phoenix, presented the results of a sports tourism/venue study created for the Convention and Visitors Bureau. He explained the process followed to create their report. He listed five primary recommendations to attract more sports events and other types of events to the community, such as: change internal and external organizational structures, development

and use of a messaging and marketing platform separate from the CVB's, event solicitation and service concepts, and venue development/enrichment/usage. He said a collaborative strategic plan to improve venues, such as the Bryan Regional Athletic Complex, Veterans Park, etc., was needed. He said the manner in which facilities were expanded would dictate the expanded market. CVB staffing was discussed. Mr. Schmieder was thanked for providing the report.

**4. DISCUSSION REGARDING CONSENT/STATUTORY AGENDA ITEMS FOR REGULAR MEETING OF FEBRUARY 9, 2016**

Council briefly discussed agenda items 10 b and 10 c of the consent/statutory agenda for the regular meeting of February 9, 2016. No action was taken.

**5. COUNCIL COMMITTEE REPORTS**

Councilmembers reported on the following recent Council committee meetings: City of Bryan/Bryan ISD Committee, BTU Board, Brazos Valley Convention and Visitors Bureau, Bryan Business Council, Metropolitan Planning Organization Policy Board, Sister Cities Board, and Student Senate Liaison activities.

**6. ADJOURN**

Without objection, the meeting adjourned at 4:26 p.m.

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City Secretary Mary Lynne Stratta

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Mayor Jason P. Bienski