



*City of Mineola*  
Texas

## MISSION STATEMENT

The mission of the  
**City of Mineola**

is to provide  
**exceptional services,**  
**facilities and opportunities**  
with a government that is  
**progressive, open and responsive**  
to its citizens and future citizens.

**MAYOR'S ADVISORY COMMITTEE**  
**MINEOLA 2040 LONG TERM PLANNING**  
**February 2017 Updated**

**PURPOSE**

The purpose of the Mineola 2040 Advisory Committee is to look at program & projects that will help the City in implementing long term planning that will assist the community to grow in a positive direction. All projects and programs will be reported back to the Mayor and City Council for their final approval of the 2040 long term plan.

**Long Term Projects & Programs 2040:**

- Develop Planning Tools for Public Works (Capital Improvement Plan) –  
Street, Water & Sewer and Gas Inventory & System Maintenance
  - Street Repairs and Paving Program
  - Water line & Sewer lines replacement as needed
  - New water line & sewer lines development
  - Wastewater Treatment Plant
- Loop 564 Extension
- Annexation Plan within our ETJ (with current business/residence already on Water & Sewer)
- Home Program/Affordable Housing
- New Franchise Hotel Development
- Billboards
  - Entrance Billboards & Larger City Signs with lights
- Parks
  - Neighborhood Parks
  - Ironhorse Heritage Park Development (Front Street)
- Hire Parks Manager/Events Coordinator for 3,000 Acres Nature Preserve
- Amtrak Ticket Agent for Mineola Depot
- Public Works Director
- Look at Historical Museum Space Needs
- Real Estate – Public Works Location
- Professional Development – Succession Plan for the City

## 2030 -2040 GOLES AND PROGRESS

SUBMITTED BY: CURT MYERS

DATE: January 24, 2019

### **BUILDING CODE & INSPECTIONS**

1. Work with web Qa on our software to make it more user friendly program for online approval for permits.
2. Continue to update all building code books. Next code update is January 1 2020.
3. Start process to get all handy man businesses registered with the city.
4. Work with contractors on tax properties for new housing in south Mineola.

### **CODE ENFORCEMENT**

1. Continue working with Texas Community Group on tax delinquent properties. New tax list is coming out mid-February.
2. Work with Boy scouts on properties owned by elderly that need to be mowed also some of the vacant lots in town.
3. Continue working on vacant properties and demolition.
4. Work on abandoned and junk vehicles to have them removed.
5. Working with AEP Swepco on properties that have been with power for longer than six months to have the meters pulled due to meter theft and illegal relocation of the meters.

# **FIRE DEPARTMENT AND FIRE MARSHAL'S OFFICE**

## **2030 AND 2040 GOALS**

**Submitted by: David Madsen- Fire Marshal**

**Date: January 23, 2019**

### **2030 GOALS:**

1. Hire a paid fire chief as a department head for the paid personnel and restructure duties of fire marshal and building inspector.
2. Hire more paid firefighters
3. Expand fire station for additional storage.
4. Replace 1996 pumper fire truck.

### **2040 GOALS**

1. Accomplish goals from 2030 list.

## **LONG TERM GOALS – HUMAN RESOURCE DEPARTMENT**

**Submitted by: Sherry Vann, Director**

**Date: January 23, 2019**

1. HIRE A CONSULTANT TO BID AND REVIEW MEDICAL PLANS AND COSTS.
  - A. MEDICAL PLANS ARE A MAJOR CONCERN FOR ALL EMPLOYEES.
  - B. MEDICAL COSTS ARE CONSTANTLY RISING AND HAVE A HUGE IMPACT ON EMPLOYEES AND THE CITY.
  
2. IN ORDER TO SAVE TIME AND MONEY FOR THE CITY AND EMPLOYEES, I HIGHLY RECOMMEND HIRING A CONSULTANT TO TAKE CARE OF GOING OUT TO BID AND REVIEWING ALL MEDICAL PLANS AND COSTS IN LIEU OF HIRING ANOTHER H.R. DIRECTOR ONCE I RETIRE.
  
3. HANDLING EVERYDAY PAYROLL DUTIES IS VERY TIME CONSUMING ALONG WITH OTHER ROLES WITHOUT HAVING TO SPEND TIME LOOKING FOR THE BEST MEDICAL PLANS AND COSTS.
  
4. CONTINUE WITH YEARLY OPEN ENROLLMENT FAIRS FOR EMPLOYEES TO BE ABLE TO MEET WITH ALL BENEFIT CONTACTS TO ANSWER QUESTIONS AND HAVE SOMEONE TO HELP ONE-ON-ONE WITH ENROLLMENT FORMS.
  
5. CONTINUE WITH YEARLY CHRISTMAS PARTY FOR ALL EMPLOYEES.
  
6. UPDATE SAFETY MANUAL AND HAVE THAT AS PART OF THE EMPLOYEE HANDBOOK.
  
7. GET NEW PAYROLL SOFTWARE.
  - A. NEED CAPABILITY FOR PAYROLL BUDGETING TO INTERTWINE WITH PAYROLL INFORMATION.
  - B. EMPLOYEES TO BE ABLE TO HAVE ACCESS TO THEIR INFORMATION OUTSIDE OF WORK.

## **LONG TERM GOALS – COURT**

**Submitted by: Sherry Vann, Director**

**Date: January 23, 2019**

1. CONTINUE WITH YEARLY WARRANT ROUND-UP, WORKING WITH COLLECTION AGENCY TO COLLECT FINES FOR OUTSTANDING CITATIONS. WOULD LIKE TO SEE THIS DONE TWICE A YEAR INSTEAD OF YEARLY. THIS NOT ONLY HELPS WITH REVENUE, BUT ALSO CLEARS OLD CITATIONS OUT OF FILES.
2. UPDATE WEB SITE FOR THE COURT. HAVE ALREADY STARTED WORKING WITH LYNN ON WHAT THE JUDGE AND I RECOMMEND. HOPEFULLY WITHIN A YEAR, THAT CAN BE COMPLETED WITH MORE INFORMATION AND FORMS AVAILABLE ONLINE FOR DEFENDANTS. WE ALREADY HAVE ONLINE PAYMENTS AVAILABLE WHICH HAS BEEN A GREAT ASSET.
3. INCREASE BETTER SECURITY FOR THE COURT. WE HAVE DONE A LOT OF IMPROVEMENTS, BUT THERE IS STILL A LOT MORE THAT CAN BE DONE. EACH VIOLATION HAS A SECURITY FEE BUILT IN THE FINES RECEIVED.
4. NEW COURT CLERK NEEDS LOTS OF TRAINING ON NEW LAWS AND WOULD LIKE TO SEE THE NEW COURT CLERK WORK ON ADDITIONAL CERTIFICATION TRAINING.
5. WOULD LIKE TO EVENTUALLY SEE BETTER TECHNOLOGY SOFTWARE FOR THE COURT. THE SOFTWARE WE HAVE IS FINE FOR NOW, BUT AS THE COURT GROWS, I FEEL WE NEED TO LOOK AT A MORE UPDATED SYSTEM.

**LONG TERM GOALS – 2030 TO 2040**

**PUBLIC WORKS DEPARTMENT**

**SUBMITTED BY: William Crump – Public Works Director**

**Date: January 23, 2019**

**Public Works 2030**

Upgrade Front Street booster pump station. This pump station was built in the 1940s

(New pumps and motors, new building, new electric controls and piping)

Repaint Front Street Ground storage tank.

Work on Street grants.

Replace aging Street Department equipment. (Laydown machine, leaf truck, loader)

**Public Works 2040**

Run 14 inch water line and 10 inch sewer line around Loop 564. (This is our main growth area)

Start planning on new Wastewater Plant.

Reline sewer mains in downtown area.

Everything else is on our current 2040 list

**CITY OF MINEOLA**  
**STREET PROGRAM 2019 & 2020**  
**RECOMMENDATIONS BY: WILLIAM CRUMP & MERCY RUSHING**  
**UPDATED September 7, 2018**

**Worst Streets or area needing attention:**

**WARD 3 (SUGGESTIONS FOR GRANT PROGRAM):**

1. Boundary Street by Stone St. to Wren St. Start at top of the Hill by McFarland
2. McDaniels by Jones to Baker Street
3. Engle Street to South Newsome to Giraud Street
4. Lowe Street (parts of Lowe Street)
5. Graves Street
6. Graham Street to McDonald Street

**WARD 2:**

1. Graham Street to between Good Street & Wells
2. Newsome Street (about ½ a block) toward Nancy Street
3. Inwood – Strip Patches
4. Minwood – Patches to finish up area

**WARD 1:**

1. At the corner of Buchanan Street to Second Street ends on Edwards Street
2. University Street top of the Hill go South to Patten Street
3. Patten to Sycamore end around the corner toward the Hill.
4. Hogg & Giles finish up Big Patch (left by County when Hogg St was completed)



## MEMORANDUM

FROM: Chief Bittner  
TO: Mercy Rushing, City Manager  
DATE: January 24, 2019  
RE: Long Term Goals

### **Long Term Programs 2030:**

#### Priority I- Enhance Public Safety

Our goal as a public safety entity is to enhance the level of safety and protection to our citizens. In meeting those challenges, the Mineola Police Department will utilize innovative and contemporary strategies that include preventive, proactive, and responsive measures.

#### Priority II- Organizational Development

Public safety theory, practices, and technology evolve continually. To achieve and retain a vibrant and well trained response force, especially in positions of leadership, the Mineola Police Department will be committed to organizational and leadership development.

#### Priority III-Advance Teamwork and Partnerships

Mineola Police Department services will enhance the public trust and strengthen relationships through proactively engaging stakeholders in the community to include: businesses, youth, the Mineola Independent School District, residents, and the media.

### **Long Term Projects 2030:**

100% of police personnel to be trained and certified as Mental Health Officers.  
Secure a new location and build an updated animal shelter.  
Covered parking area designated for police/patrol vehicles.  
Expand and maintain a strong reserve officer pool  
Increase diversity within the Mineola Police Department (to include bilingual officers)

### **Long Term Projects and Programs 2040**

#### Challenges Ahead

A growing population will create challenges for public safety. Resources will become stretched as the demand for services increase. Careful assessment, innovative approaches to service delivery, incorporation of viable emerging technologies, and strategic planning will lead our efforts to properly allocate staffing, direct resources, and ensure adequate facilities and training resources.

**MARKETING DEPARTMENT**  
**GOALS & PROGRAM OF WORK FOR 2030 - 2040 PLAN**  
Submitted by Lynn Kitchens  
Date: January 23, 2019

**VISION STATEMENT:**

1. Mineola is a destination of choice for individuals in search of quality lifestyle, recreation, services and personal growth; a community that is receptive to innovation, yet mindful of preserving its historic and natural resources for future generations.
2. Mineola is a sound, stable community that meets various needs of our citizens, businesses, visitors, and industries, encouraging individual growth through continued education and organizational involvements.

**MISSION STATEMENT:**

1. The City of Mineola will respect, value and respond to the needs of our residents, businesses and visitors, becoming the choice for people who elect to live, work and do business in a safe, healthy, attractive and friendly atmosphere.
2. The City of Mineola will take a dynamic leadership and visionary role to successfully market and promote Mineola as a location of choice for visitors and future citizens; through partnership development and execution of our local, regional and state marketing plan the City will continue to promote and reach new potential citizens to experience a new life in Mineola.

**TAG LINES FOR MARKETING:**

1. Mineola Awaits You!
2. Relax, Refresh and Rejuvenate in Mineola! The Three R's
3. Get on the RIGHT TRACK – MINEOLA!
4. Get SIDETRACKED in Mineola! (SIDETRACK in Mineola.)

**ACTIVITIES, PROJECTS, ADDRESSING CONCERNS**

**BETTER RELATIONSHIP WITH CITIZENS**

- Providing information/news to citizens through social media/press releases/ updated websites
- Attendance at local functions by city employees – making “City” more accessible and visible (face to face opportunities) for citizens
- Develop a City newsletter to provide information about all City departments, government and activities – demonstrating Open Government

**CONSISTENT SUMMARY OF PUBLIC INFORMATION FOR CITIZENS**

- Providing consistent summary of public information for citizens will create a better relationship with citizens
- Using website to provide council meeting agendas, minutes, and news for 24-hour accessibility of City information

**MARKETING DEPARTMENT**  
**GOALS & PROGRAM OF WORK FOR 2030 - 2040 PLAN**  
Submitted by Lynn Kitchens  
Date: January 23, 2019

- Using print news releases and stories and a City newsletter to provide consistent coverage of city activity, policies, and activities.

**TOURISM DEVELOPMENT**

- Budget and implement a marketing plan using available funds from MEDC and Hotel Occupancy Tax to insure comprehensive promotion of the City of Mineola and its assets for tourism growth
- Develop comprehensive web site for City that will provide current, updated, on-time information for citizens and tourist – presenting Mineola as a tourist destination
- Use every opportunity to present Mineola and all assets to the public (shows, events, presentations)
- Market Mineola through regional, state and national publications
- Market Mineola through printed collateral (rack cards, maps, brochures)
- Implement opportunities for partnerships with regional cities to develop “day trips” and “Stay-cation” packages

**PROMOTE BED AND BREAKFASTS (ALL LODGING)**

- Use social media to promote Lodging on regular basis
- Provide Lodging roster on web site & all promotional collateral
- Marketing Department maintain contact and familiarity with Lodging owners to grow relationships
- Promote lodging at promotional opportunities (shows, meetings, presentations)
- Market and promote Lodging to increase Hotel Occupancy Tax for the City

**PROMOTE CIVIC CENTER**

- Marketing Dept. will maintain constant contact with Civic Center management in order to become familiar with all functions, activities and events for promotional purposes
- Use of social media and web site links to promote and advertise functions – to promote familiarity with the public
- Use web site and social media to promote lease spaces for public use – increasing revenue
- Promote Civic Center at promotional opportunities (shows, meetings, presentations)
- Promote Civic Center on all print collateral

**NEW FRANCHISE HOTEL DEVELOPMENT**

- Marketing Dept. will be involved in development of new hotel to insure a new franchise meets the needs of Mineola visitors – for local and regional opportunities
- Market and promote a new hotel as an asset that will provide visitors with convenient accommodations and services for local citizens
- Market and promote a new hotel to increase Hotel Occupancy Tax for the City

**BILLBOARDS / ENTRANCE SIGNS**

- Marketing Dept. will work to insure Mineola is represented as a dynamic city by using tasteful, attractive, inviting graphics and illustrations on billboards and signage.