

RESOLUTION NO. 24-R-113

A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF SCHERTZ, TEXAS ADOPTING THE 2024 CITY OF SCHERTZ STRATEGIC PLAN, AND OTHER MATTERS IN CONNECTION THEREWITH

WHEREAS, the City Council of the City of Schertz (the “City”) held its annual Strategic Planning Retreat on February 2; and

WHEREAS, the role of leadership is to align the vision of the Council, the expectations of the community, and the resources of the organization to achieve that vision and expectations at a resource cost that is acceptable; and

WHEREAS, the Strategic Plan was developed in 2016 to provide overall direction in achieving the City’s desired future state by outlining the City’s aspirations, actions and motives; and

WHEREAS, this Plan seeks to create alignment within the organization; and

WHEREAS, the City wishes to adopt this revised version of the Strategic Plan document; and

WHEREAS, the City Council has determined that it is in the best interest of the City to adopt the 2024 City of Schertz Strategic Plan.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SCHERTZ, TEXAS THAT:

Section 1. The City Council hereby authorizes adoption of the 2024 City of Schertz Strategic Plan in the attached Exhibit A.

Section 2. The recitals contained in the preamble hereof are hereby found to be true, and such recitals are hereby made a part of this Resolution for all purposes and are adopted as a part of the judgment and findings of the City Council.

Section 3. All resolutions, or parts thereof, which are in conflict or inconsistent with any provision of this Resolution are hereby repealed to the extent of such conflict, and the provisions of this Resolution shall be and remain controlling as to the matters resolved herein.

Section 4. This Resolution shall be construed and enforced in accordance with the laws of the State of Texas and the United States of America.

Section 5. If any provision of this Resolution or the application thereof to any person or circumstance shall be held to be invalid, the remainder of this Resolution and the application of such provision to other persons and circumstances shall nevertheless be valid, and the City

Council hereby declares that this Resolution would have been enacted without such invalid provision.

Section 6. It is officially found, determined, and declared that the meeting at which this Resolution is adopted was open to the public and public notice of the time, place, and subject matter of the public business to be considered at such meeting, including this Resolution, was given, all as required by Chapter 551, Texas Government Code, as amended.

Section 7. This Resolution shall be in force and effect from and after its final passage, and it is so resolved.

PASSED AND ADOPTED, this ____ day of _____, 2024.

CITY OF SCHERTZ, TEXAS

Ralph Gutierrez, Mayor

ATTEST:

Sheila Edmondson, City Secretary

(CITY SEAL)

Exhibit "A"
City of Schertz Strategic Plan

SCHERTZ

CITY OF SCHERTZ STRATEGIC PLAN





CONTRIBUTING LEADERSHIP AND STAFF

CITY COUNCIL

MAYOR

Ralph Gutierrez

MAYOR PRO-TEM

Tiffany Gibson

COUNCILMEMBER

Mark Davis

COUNCILMEMBER

Michelle Watson

COUNCILMEMBER

Paul Macaluso

COUNCILMEMBER

Robert Westbrook

COUNCILMEMBER

Allison Heyward

COUNCILMEMBER

Tim Brown

CITY SECRETARY

Sheila Edmondson

DEPARTMENT HEADS

**DIRECTOR OF ECONOMIC
DEVELOPMENT**

Scott Wayman

DIRECTOR OF ENGINEERING

Kathy Woodlee

DIRECTOR OF FINANCE

James Walters

**DIRECTOR OF HUMAN
RESOURCES**

Jessica Kurz

**DIRECTOR OF INTERNAL
SERVICES**

Dawniecia Hardin

**DIRECTOR OF LIBRARY
SERVICES**

Melissa Uhlhorn

**DIRECTOR OF PARKS,
RECREATION & COMMUNITY
SERVICES**

Lauren Shrum

**DIRECTOR OF PLANNING &
COMMUNITY DEVELOPMENT**

Lesa Wood

DIRECTOR OF PUBLIC AFFAIRS

Linda Klepper

DIRECTOR OF PUBLIC WORKS

Larry Busch

EXECUTIVE MANAGEMENT

CITY MANAGER

Steve Williams

DEPUTY CITY MANAGER

Brian James

ASSISTANT CITY MANAGER

Sarah Gonzalez

POLICE CHIEF

James Lowery

FIRE CHIEF

Greg Rodgers

EMS CHIEF

Jason Mabbitt

MISSION, VISION, AND VALUES



MISSION

Leading, improving, and serving a livable, sustainable, and financially sound community.



VISION

Community. Service. Opportunity.



VALUES

- Do the Right Thing
- Do the Best You Can
- Treat Others the Way You Want to be Treated
- Work Collaboratively as a Team

EXECUTIVE SUMMARY AND GOALS

EXECUTIVE SUMMARY

The City of Schertz is facing continuous growth, new challenges, and increasing expectations of service and performance. What we do today will shape how we will be, and how we will function, as a fully developed community in the next twenty to thirty years. As a result, the City of Schertz developed this Strategic Plan to provide overall direction in achieving our desired future state. By regularly referencing the document, we can better align City Council, Boards and Commissions, and City Staff toward a common goal while providing for a more balanced approach. The continued use of this document will increase alignment and help maintain a steady course despite possible economic changes, limited financial resources, evolving leadership, or other changing environments.

GOALS



Sustainable Government



Safe and Livable Community



Infrastructure Investment



Sense of Community



Thriving Economy

GOALS AND OBJECTIVES



Sustainable Government

- **Protect** the city's financial stability, integrity and credibility
- **Recruit, develop and retain** a qualified, competent and diverse municipal workforce
- **Identify** the areas where improvements are needed through the use of data, technology, and innovative approaches
- **Ensure** governmental transparency



Safe and Livable Community

- **Safeguard** public safety
- **Improve** property conditions and overall appearance of the city
- **Promote** environmental stewardship and health
- **Maintain and expand** parks and trails network system

GOALS AND OBJECTIVES



Infrastructure Investment

- **Develop and maintain** roadways, sidewalks and transportation infrastructure
- **Develop and maintain** water, wastewater and drainage infrastructure
- **Provide** an adequate water supply now and in the future
- **Support** strategic investment in city facilities



Sense of Community

- **Actively engage and communicate** with our residents and stakeholders
- **Host events** that create a sense of place and community
- **Grow** quality of life programs and facilities



Thriving Economy

- **Support** strategic development
- **Support** revitalization of targeted areas
- **Support** business retention and recruitment
- **Effectively plan and manage** land use