

MINUTES
SPECIAL STRATEGIC PLANNING MEETING
February 6, 2026

A Special Meeting was held by the Schertz City Council of the City of Schertz, Texas, on February 6, 2026, at 9:00 a.m. in the Tschirhart Boardroom #157, Green Valley Special Utility District, 605 FM 465, Marion, TX 78154. The following members present to-wit:

Present: Mayor Ralph Rodriguez; Mayor Pro Tem Mark Davis; Councilmember Ben Guerrero; Councilmember Robert Westbrook; Councilmember Allison Heyward

Absent: Councilmember Paul Macaluso; Councilmember Michelle Watson

Staff present: City Manager Steve Williams; Deputy City Manager Brian James; Assistant City Manager Sarah Gonzalez; City Secretary Sheila Edmondson

Opening Remarks

Mayor Ralph Rodriguez opened the meeting at 9:17 am. Mayor Rodriguez thanked the Council and Staff who attended the Council/Staff Strategic Planning Session.

City Manager Steve Williams welcomed everyone to the Council/Staff Strategic Planning Session. He provided a brief summary of the day's topics and then introduced Mr. Roy Davis and Ms. Mary Anne Wihbey-Davis, owners of Davis Success Solutions.

Hearing of Residents

This time is set aside for any person who wishes to address the City Council. Each person should fill out the speaker's register prior to the meeting. Presentations should be limited to no more than 3 minutes.

All remarks shall be addressed to the Council as a body, and not to any individual member thereof. Any person making personal, impertinent, or slanderous remarks while addressing the Council may be requested to leave the meeting.

All handouts and/or USB devices must be submitted to the City Secretary no later than noon on the Monday preceding the meeting. Handouts will be provided to each Councilmember prior to the start of the meeting by the City Secretary. All USB devices will be vetted by City IT staff to ensure City property is protected from malware.

Discussion by the Council of any item not on the agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to an inquiry, and/or a proposal to place the item on a future agenda. The presiding officer, during the Hearing of Residents portion of the agenda, will call on those persons who have signed up to speak in the order they have registered.

Raquel Gutierrez, 1016 Silvertree Blvd, Schertz, TX - Ms. Gutierrez had some concerns about

where and why today's meeting was being held at Green Valley Special Utility District Building in Marion, TX. She stated that having the meeting in another city, over 10 miles away, could have an unintentional consequence of having meaningful participation with the public. The accessibility matters and asks that future meetings are held in the City of Schertz, so residents can easily attend and participate.

Discussion and Action Items

1. City Manager Steve Williams welcomed everyone to today's Strategic Planning Meeting. Yesterday, CM Williams explained that the CM Staff and Department Heads met yesterday to learn about their individual DISC styles and how it fits with the rest of the staff's DISC styles. Today's session will go into detail about the types of DISC styles and how you can address organizational challenges and business strategies through professional development. (Roy Davis)

Mr. Roy Davis opened the session by asking what expectations City Council members have about today's session. Several replied they wanted to learn about themselves and their colleagues and staff.

Mr. Davis explained the DISC Program is an evaluation and assessment designed to address organizational challenges and business strategies through professional development.

The DISC facilitators were going to review the Council's and Staff's results and explain how each of the 4 styles work together. This program is a concept that can help understand how a person thinks and reacts to situations and at work and at home. There are four separate styles in the DiSC Model. D-Dominance, I-Influence, C-Conscientiousness and S-Steadiness.

Everyone has a little of each style, but the questionnaire was to identify your stronger tendencies. Understanding the "style" of each team member you work with can help you communicate effectively with others on a daily basis. Better communication with coworkers leads to more productivity and fewer misunderstandings.

Mayor Rodriguez adjourned the morning session for a lunch break at 12:09 pm.

2. Staff will conduct a workshop to discuss the strategic planning and the prioritization process. This may include discussion related to the City's strategic plan, operating budget, capital improvement plan (CIP), or City operations. (S.Williams/Executive Team)

Mayor Rodriguez reconvened the meeting at 1:08 pm.

CM Williams reviewed the Schertz Strategic Plan and the following goals.

1. Sustainable Government - Protect, Recruit and Develop, Identify and Transparency
2. Safe and Livable Community - Safeguard, Improve, Promote, Maintain and Expand
3. Infrastructure Investment - Develop and maintain, provide support for roadways, sidewalks, transportation infrastructure and water and wastewater and drainage issues

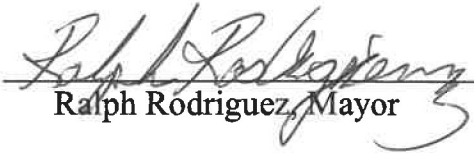
4. Sense of Community - Actively engage and communicate, host events and grow. Planning 250th USA Birthday and 50th Jubilee Celebration. Overseeing Senior Center.
5. Thriving Economy - Support strategic development, revitalization, work on business retention and recruitment and manage our land use.

Other City news included:

- The Main Street Project is getting utilities into the ground, and water, sewer and roads will start next on the list for Main Street project.
- Commercial and industrial development throughout the city is in all stages and expanding.
- Retail development in Schertz Station is increasing, with several restaurants coming into Schertz.
- In March 2026, Council and Staff will have a pre-budget workshop to review all the items planned for the 2026-2027 FY Budget.

Adjournment

Mayor Rodriguez adjourned the meeting at 2:49 pm.


Ralph Rodriguez, Mayor

ATTEST:


Sheila Edmondson, TRMC
City Secretary

