



# City of Pearsall

## City Council Vision & Goals

2017 - 2018

### Vision

For the City of Pearsall to be a clean, safe, vibrant and inclusive community which provides residents and businesses a high quality of life and that all are proud to call “home”.

Pearsall is a welcoming community which maintains traditional values and develops human relationships while embracing unity, trust, integrity, and transparency.

### Role of the City Council

- 1) Achieve solvency through fiscal responsibility
- 2) To promote open and honest communication with our citizens to foster a fully informed and engaged citizenry
- 3) Be transparent in conducting city business
- 4) Promote a spirit of cooperation and collaboration between local government entities
- 5) Lead by example
- 6) Develop necessary policies that are timely and effective
- 7) Promote the City of Pearsall
- 8) Improve efficiency of city services

### City Council Goals

- 1) For Pearsall to be a place where people are proud to live, work and engage in the community
- 2) To develop a viable City Master Plan that enhances quality of life
- 3) To develop a vibrant, well maintained and welcoming downtown business district
- 4) To make Pearsall attractive to local stakeholders and outside investors
- 5) To effectively and efficiently manage city resources while maintaining and enhancing city services
- 6) Effectively maintain and improve infrastructure
- 7) Creatively promote a positive image of the City of Pearsall

# Rules of Engagement

At all times, and in all interactions, the City Council will work to find common ground in the best interests of the citizens and stakeholders. While executing our duties, we will be:

- Respectful – of differing ideas and opinions, and other people’s time
- Thoughtful – we will listen thoroughly and evaluate on merit
- Professional – punctual, focused, present, and prepared
- Supportive – of each other, our City, our decisions and our staff
- Efficient – with the City resources, our time, and the time of others
- Informed – on current issues before the Council
- Honest/Ethical/Moral – in all interactions and communications

# City Council Strategies

- Improve communications
- Enhance the quality of life of our stakeholders
- Improve customer experience in interactions with the City
- Increase sense of community
- Attract, develop, and retain quality city employees
- Develop collaborative efforts with the County to provide services
- Strengthen property values
- Enforce City Beautification --- Clean up the town
- Strengthen local businesses
- Seek community input for improvement
- Develop policies in the best interest of all residents

# Mayor and Council Members



- Mary Moore—Mayor
- Julian Hernandez—Mayor Pro-Tem
- Mando Martinez—Council Member
- Robert Villareal—Council Member
- Brenda Trevino—Council Member
- Ben Briscoe—Council Member
- Chris Valadez—Council Member

