



City of Pearsall

City Council Vision & Goals

2018-2019

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) Maintain solvency through fiscal responsibility
- 2) 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 all government entities in Frio County and advocate proactively and collaboratively on issues at the state level
- 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

2018-2019 Mayor and City Council



Mary Moore—Mayor
Robert Villarreal—Mayor Pro-Tem
Sonia Hernandez—Council Member
Julian Hernandez—Council Member
Brenda Trevino—Council Member
Ben Briscoe—Council Member
Richard Gandara—Council Member
Gaelan Frazier—Council Member

