

- ❑ Informed staff of recent updates to the Texas State Library retention schedules regarding records management for electronic and paper documents
- ❑ Overseeing the codification of ordinances and updating the City’s Municipal Code of Ordinances
- ❑ Assisted in the coordinating Bond Exploratory Committee meetings and distribution of meeting material to members and posted to the City’s website
- ❑ Continued cross training existing Staff with departmental processes
- ❑ Maintained the Local Vendor List for the small business program
- ❑ Maintained Council’s webpage with current information, council meeting agendas and minutes
- ❑ Digitized microfilm from the City’s Finance department ranging in years from 1973 to 1991 with general ledger reports, payroll, retirements, and audits; and the Development Service’s department with Planning & Zoning Committee meeting minutes from November 1963 to December 1984, the Board of Adjustment case files from 1990 with maps and historical data for the City’s content management software, Questys.

Municipal Court

- ❑ Successfully implemented Incode v9
- ❑ Participated in the celebration and recognition of Texas Municipal Courts Week
- ❑ Ensured court personnel received continuing education hours necessary to attain or maintain certification through seminars/conferences sponsored by Texas Municipal Courts Education Center
- ❑ Monika Whitsey and Tanya Munoz attained Level II certification
- ❑ Norma West was awarded Distinguished Service Award, Texas Court Clerks Association
- ❑ Participated in Statewide Warrant Round Up

Communications

- ❑ **Facebook** - Launched the City's official Facebook presence. Created engaging and interactive posts that successfully increased brand awareness and extended community partnerships. The addition of the City's Facebook page has also increased traffic to the City's website and has afford residents the opportunity to communicate with the City in real time. The City's Facebook profile currently has more than 600 likes.
- ❑ **Name this Classy Cow Campaign** - Leveraging technology’s power to encourage, facilitate and to increase citizen-dialogue is what the “Name this Classy Cow” campaign worked to accomplish. The campaign was lunched with an effective call-to-action to submit names for the cow. Citizens were then encouraged to vote on these specific names via the City’s social media presence – Facebook and Twitter. The campaign serves as a good model for increasing civic engagement by helping public agencies think about the questions they should be asking when creating social media engagement projects. “How to leverage the expertise and resources to support the project?”, “Who are the stakeholders that should be involved in this project?”, and “What does our audience care about? How can we engage them while meeting needs?” were all questions considered when creating this campaign.
- ❑ **Missouri City Night with the Skeeters** - The primary objective was to celebrate community success by partnering with the Sugar Land Skeeters to host a community night out, featuring family fun, a special City tribute, raffle prizes, and live pre-game performances. The task was to incorporate print, email marketing and social media aspects to increase awareness on the community event – to create a memorable image (custom ticket) that could be easily identified and associated with the campaign. A portion of ticket proceeds were set aside for the program and more than \$1,200 was raised for the “I Choose to Follow the Rules” initiative. The City’s Facebook likes and Twitter followers also increased. The City became socially connected with new members of the community including the Sugar Land Skeeters.
- ❑ **Twitter** - Continued the success of the City's Twitter presence by incorporating an outreach campaign that involved tweeting directly to at least three new followers a day. The outreach also utilized the 80/20 rule; tweeting 80% original content that provides value to followers and no more than 20% promotional content. The City's Twitter profile currently has more than 1,000 followers.
- ❑ **Social Media Management** - Expanded the City's social media management via **Hootsuite** by creating a *MCTX Social Media Team* to empower Communication team members to collaborate and engage.
- ❑ **El Dorado Bridge Grand Opening** – Designed a community ceremony, incorporating citizens, elected officials, stakeholders and City employees. Focus was on the completion of a mobility project that not

only improves travel for pedestrians, bikers and golfers but one that also beautifies the area. Created an artistic bridge photo (blending of old and new bridge) for the El Dorado Bridge Grand Opening. The photo was presented as a gift during the ceremony. The merged photo is symbolic of the strong civic, community and City bond that continue to be a link to Missouri City’s history and a bridge to a bright future.

- ❑ **Missouri City Day at the Capital** – Organized a trip to the State Capital for citizens, stakeholders and elected officials to promote awareness about the City’s role as a dynamic community and to establish partnerships with legislators, their staff and agency personnel, and to communicate needs and issues of particular interest affecting Missouri City. City representatives distributed information to all representatives and senators and hosted a reception for legislators and their staff members that included a dessert contest between Missouri City restaurateurs. Missouri City was recognized with “Missouri City Day” proclamations that were read and approved on the floor. The City was recognized for its diversity, its status as one of the fastest growing cities in the nation, a safe place to live, and its importance in the history of Texas as the location of the first railroad in the state. Designed the invitation used for event promotion.
- ❑ **Missouri City Leadership LUNCHEON Series** – Launched program, scheduling guest speakers to expound on economic development, growth and trends in the region. Headliners have included business executives, school administrators, elected officials and stakeholders. Emphasis is on creating an ongoing dialogue that stresses the City’s partnerships in the area and its significance in the County. Focus in the future will be growing attendance. Additionally, we expanded the branding of the Leadership LUNCHEON Series by creating custom welcome poster designs and other print collateral including *Missouri City in Focus*, the accompanying economic development focused newsletter, guest speaker photo gifts and custom podium signage.
- ❑ **LED Digital Signage** - Created digital displays that provide the City with a unique opportunity to reach a diverse audience in a dynamic manner. This is an important resource for the City that provides many intangible benefits of an enhanced customer experience and brand awareness.
- ❑ **Municipal Solid Waste Program** – Began transition of all functions and responsibilities to the Communications Team, in partnership with Public Works. Designed the solid waste decal for use on Republic Services trucks.
- ❑ **Billboard Creative** - Custom billboard design for City Centre at Quail Valley / Quail Valley Golf Course. **Estimated cost savings: \$3,500.**
- ❑ **Marketing for City Centre at Quail Valley** - Created promotional materials highlighting the Centre as the “premier site for your special family events, business meetings and community gatherings.” Ad design was featured in Fort Bend Lifestyles & Homes. **Estimated cost savings: \$2,100**
- ❑ **Marketing for City Centre at Quail Valley / Bluebonnet Grille** - Continued successful advertising campaign of CCQV’s brunch and dinner destination series and other ongoing promotions.
- ❑ **2014 City Budget Cover** - Design graphically celebrates some of the City’s successes.
- ❑ **Missouri City in Focus** - Designed to complement the City’s Leadership LUNCHEON series, highlights economic news and successes.
- ❑ **Livestream** - Managed the live streaming media feed of Fire and Rescue Services' open house event on LiveStream and incorporated live feed on both the City's website and social media networks.
- ❑ **CDBG Needs Assessment Survey** - Designed and implemented the marketing survey for the CDBG Needs Assessment – compiled survey results for analysis.
- ❑ **High-Quality Video Productions** – Produced numerous videos to promote, market and showcase the City to Missouri City Television and YouTube viewers.
- ❑ **Citizens’ University** – Launched the second year of the program with an increased emphasis on educating residents about City operations through enhanced interactivity and hands-on learning.
- ❑ **Bond Information Materials** – Produced and designed informational handout and poster boards; coordinated citizen and media outreach.
- ❑ **Citizens Survey** – Coordinate project with survey vendor to assess citizen input and feedback on essential services and programs.

- ❑ **HEB Healthy Challenge** – Coordinated City-Citizen participation; placed third in the statewide health and fitness initiative. Challenge video produced featuring Mayor Allen Owen earned a prestigious Bronze Telly Award.

Human Resources & Organizational Development

- ❑ The HR/OD successfully launched the City’s its first annual benefits enrollment for the 2014 calendar year, using the new MUNIS system. This new system allowed employees to complete benefits selection, coverage changes or personal information update from any location with internet access. This almost paperless process significantly increase overall efficiency, reduces the incidence of human error and ensures that our employees maximize the outstanding benefit package the City offers its employees.
- ❑ HR/OD staff spearheaded the City’s Annual United Way Campaign that raised \$4, 944.00 in contributions from employees.
- ❑ HR/OD planned, scheduled and presented medical, dental, vision and similar insurance enrollment and/change information, for calendar year 2014, to 92% of active and retired employees during 13 sessions at various times throughout the week long annual enrollment period.
- ❑ HR/OD partnered with the City’s benefits consultants to successfully negotiate and renew medical, dental, vision and related benefits, which resulted in a minimal increase to premiums for retired employees and active employees.
- ❑ HR/OD received 6,625 online applications to date, during this fiscal year; classified and forwarded those applications from individuals who met the minimum qualifications of advertised jobs to hiring managers in the City.
- ❑ Responded to more than 2000 inquiries from surrounding and/or market cities on salary data, benefits, policy, procedures, survey completion, or similar inquiries during the fiscal year.
- ❑ Prepared, responded to more than 6 unemployment/separation claims during the fiscal year.

Legal

- ❑ Finalized implementation of the city-wide legislative agenda program; briefed appropriate city personnel regarding adopted statutes; drafted city ordinances impacted by adopted legislation; partnering with Economic Development regarding refining the legislative program for ensuing legislative terms.
- ❑ Drafted sex offender ordinance and provided related legal analysis.
- ❑ Drafted metal recycling and crafted precious metal dealer ordinance and provided related legal analysis.
- ❑ Drafted zoning text amendments regulating credit access businesses, pawn shops and the unified ownership of planned developments.
- ❑ Finalized the Vicksburg Extension Construction Agreement between multiple governmental agencies.
- ❑ Finalized the 8th and 9th Amendments to the Sienna Plantation Joint Development Agreement.
- ❑ Finalized the Strategic Partnership Agreements with Sienna Plantation Municipal Utility Districts 4, 5, 6 and 7.
- ❑ Prepared a legal analysis of the personnel manual for review by the Department of Human Resources and Organizational Development.
- ❑ Provided legal analysis and prepared related contractual documentation related to a water diversion contract, County park water and wastewater services contract, wastewater treatment permit transfer contract, and joint levee, access and water facility uses contract.
- ❑ Reviewed financial instruments including certificate of obligation issuances, refunding bond issuance and lease purchases.
- ❑ Drafted ordinances for city consideration adopting and amending the most recent version of certain International Building Codes.
- ❑ Provided legal advice related to the electricity franchise ordinance.
- ❑ Provided legal advice related to the regional water agreements.
- ❑ Drafted trust agreement and related documentation for health insurance premium savings.