



CITY OF GODLEY, TEXAS
City Council Work Session Agenda
Work Session – 5:30 p.m.
Tuesday, August 6, 2024

The Godley City Council will hold a Work Session at 5:30 p.m. in the City Hall Council Chambers, 200 W. Railroad Ave., Godley, Texas on Tuesday, August 6, 2024. This meeting is open to the public and subject to the Open Meeting Act. *Pursuant to Section 551.071 of the Texas Government Code, the Council may convene an Executive Session at any time during the meeting as deemed necessary to obtain advice from the City Attorney regarding any posted agenda item.*

WORK SESSION – 5:30 P.M.

I. CALL TO ORDER / ROLL CALL

Call to order and announce a quorum is present.

II. WORK SESSION

- 1. Discuss Property Tax Rates and Budget**
- 2. Beth Owens and Holli Wood with Bandera to present survey on New City Logo and Tagline.**

ADJOURNMENT

Certification:

I hereby certify that the above notice was posted on the bulletin board, at the Godley City Hall, 200 West Railroad Ave., Godley, Texas 76044, on _____, 2024 _____ am/pm and remained so posted at least 72 hours before said meeting was convened.

NOTICE: Godley City Hall is wheelchair accessible and special parking is available at the Front of the of the building. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact the City Secretary's Office a minimum of 24 hours before the meeting and every effort will be made to provide reasonable accommodations.

Brittany Gross, City Secretary

Certification of Notice of Meeting was removed on _____, 2024 at _____ a.m. /p.m. by _____.

Godley, Texas City Council

WORK SESSION AGENDA REPORT



Meeting Date: August 6, 2024

Agenda Item: II. 1.

Staff Contact:

E-mail:

Phone:

**Angela Winkle, CPM, City
Administrator**

Angela.Winkle@godleytx.gov

817-389-3539

SUBJECT: Discuss the Property Tax Rates and Sales Tax Forecasting for the FY2024-25 Proposed Budget.

BACKGROUND:

I have provided for you a Distribution of Monthly Sales Tax Deposits, (Sales Tax Reconciliation) spreadsheet for the City of Godley. This will show you the FY2022-23 actual Sales Tax Deposits and I will explain my forecasting at the meeting.

This is a great tool and I will include this your monthly reports, under the Finance portion of my report.

The property Tax Rate Calculation Worksheet 2024 is attached. The No New-Revenue Tax Rate is \$0.514456/\$100; the Voter Approval Tax Rate is \$0.568195/\$100 and the De minimis Rate is \$0.618559/\$100.

Your current Property Tax Rate is \$0.516064/\$100, the difference in the current Property Tax Rate and the No New-Revenue Property Tax Rate is \$0.001608.

It would be my recommendation to consider the No New-Revenue Tax Rate in the amount of \$0.514456/\$100 which would generate \$2,698,259, an increase in revenue of \$427,364.00; which from the increase in property valuations and property being added to the tax roll from last year.

FINANCIAL IMPACT:

There has been slight increase in the total sales tax deposits from 2022 to 2023, hopefully this increase will hold steady, if so we could see at the end of the Fiscal Year the total Sales Tax at \$2,447,212.41.

With the increase of Revenues from Property Tax the city could adopt the budget with all the proposed Capital request from the General Fund as well as consider an expansion to Fire Station No. 1 to house the full time firefighters in sleep rooms and offices.

CONCLUSION:

Last year the Sales Tax Total was \$2,164,097.56 as of July 2024 Deposit the total is \$1,643,789.45 and if it continues to trend monthly at its lowest deposit (\$179,786.32) we will see a total of \$2,003,362.09, just under last year's total.

Request Council consider the No New-Revenue Tax Rate of \$0.514456/\$100.

ATTACHMENTS:

- Monthly Sales Tax Deposits
- Sales Tax Charts
- 2024 Tax Rate Calculation Worksheet
- Certified Appraisal Roll for City of Godley, Texas



City of Godley Logo Survey

What are three action words that define City of Godley?

- 1.
- 2.
- 3.

Is there a unique story behind your city?

What is your city's biggest "wow" factor? How is it different, better, special?

Briefly describe what message you are trying to convey through your logo.

Describe the primary audience your city must engage. Include gender, age range, socioeconomic status, location and any other factors you find pertinent.

Are there colors that must be used in the logo? (If you have specific PMS colors, please let us know.)

Are there colors that should not be used in the logo?

Please circle the number that coincides with how you would describe your city's brand.

Simple 1	2	Complex 3
Gray 1	2	Colorful 3
Subtle 1	2	Bright 3
Quiet 1	2	Loud 3
Playful 1	2	Serious 3
Casual 1	2	Elegant 3

Do you want your new logo to be:
(Circle all that apply)

Classic	Scholarly
Edgy	
Modern	
Standard	
Funny	
Clever	
Youthful	
Friendly	
Inspirational	
Embellished	
Abstract	
Realistic	
Futuristic	
Traditional	
Familiar	

Of these logos, please circle the type of logo that you prefer. (Only circle one of the following.)

Pictorial Icon



Domino's



TARGET



Dropbox

Abstract Icon



UNDER ARMOUR



Walmart *

Emblem or Badge



WARNER BROS.



Wordmarks



ebay



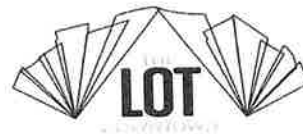
Google

Canon

Why do you like the logos you selected above?

Additional Logos

Do you like any of these? (Please circle all that you like)





Why do you like what you selected above?



City of Godley Tagline Survey

Taglines are typically short phrases used to accent an entity's name and communicate its benefit. The supplemental nature of taglines makes them important to residents trying to further identify and differentiate your community from competitors. In the end, taglines should help the audience understand the bigger picture and leave them enticed and wanting to learn more.

In a couple words, describe the personality of your city.

What are three adjectives you would use to describe your city?

Please list your top three competitors.

How does your city differ from its competitors?

What is the most important thing you need to convey with a tagline?

Please select the three words you would like to describe your tagline.

Concise	Clever	Funny
Short	Descriptive	Slick

Inspirational Complex Serious

Does your city have a mission statement? A pre-defined set of values? A brand promise? A previous tagline? Please provide any existing messaging materials to BrandEra.

Which type of tagline do you prefer?

Command

- Just Do It
- Think Different
- Because You're Worth It

Descriptive

- There are some things money can't buy. For everything else, there's MasterCard.
- The Ultimate Driving Machine
- Melts in Your Mouth, Not in Your Hands

Phrased

- The Few. The Proud. The Marines.
- Shave Time. Shave Money.
- Innovate. Educate. Graduate.

Can you explain why you like the type of tagline you chose?

How do you plan to use the tagline?