

JACKSONVILLE CITY COUNCIL MEETING
THURSDAY, APRIL 9, 2026
JACKSONVILLE CITY HALL EXECUTIVE CONFERENCE ROOM
315 S. RAGSDALE
12:00 PM

[IGNORE_INDENT]

Meeting Items

CALL TO ORDER

12:00 PM

Present: Mayor Randy Gorham, Councilwoman Mindy Gellock, Mayor Pro tem Tim McRae
Absent: Councilman Rob Gowin, Councilwoman Letitia Horace

INVOCATION

Mayor Randy Gorham gave the invocation.

CITIZEN PARTICIPATION

Mayor Randy Gorham opened the floor for citizen participation. No individuals came forward to speak.

**CREATION BRANDING
COMMUNICATIONS UPDATE**

PRESENTS

A representative from Creation Branding, Emily Wilkerson, provided a communications and social media update.

Key points included:

- **The City is approximately six months into its partnership with Creation Branding.**
- **Social media accounts have been expanded and organized across departments, including the creation of a Parks and Recreation account.**
- **Engagement metrics have increased significantly, with social media reach growing from minimal activity to tens of thousands of views.**
- **Content strategy focuses on consistent branding, community engagement, and highlighting City services, events, and personnel.**
- **High-performing content includes public safety highlights, community features, and event promotions.**
- **The firm produces approximately five posts per week and multiple story updates across platforms.**
- **Departments are encouraged to submit content and coordinate with the communications team to increase visibility.**

No formal action was taken.

**POLICE DEPARTMENT QUARTERLY REPORT
PRESENTED BY POLICE CHIEF STEVEN MARKASKY**

Police Chief Steven Markasky presented the quarterly report for the Police Department. The update included new police vehicle graphics are being implemented across the fleet, including patrol vehicles, boats, and equipment. Two job offers were extended, with new recruits expected to attend the police academy. Staffing updates included internal promotions and the hiring of a new CID administrative assistant. Internship programs with local students and universities have been successful, providing workforce development opportunities at no cost to the City. A retirement announcement was made for a long-tenured employee Royce McCullough, effective April 30, 2026. Recruitment efforts continue for code enforcement and related positions. Increased engagement with local schools through career and technical education programs.

The new warrant process is set to improve. The department is developing a public-facing warrant lookup system similar to other municipalities. The system will improve transparency and encourage compliance. Additional enforcement strategies include targeted warrant service efforts and improved communication through text notifications. The City is exploring partnerships with the Texas Department of Motor Vehicles to restrict vehicle registration renewals for individuals with outstanding warrants.

No formal action was taken.

**REVIEW AND DISCUSS THE AGENDA FOR REGULAR
COUNCIL MEETING 14 DAY OF APRIL, 2026 (SEE
ATTACHED PROPOSED AGENDA) NO ACTION TO BE
TAKEN**

City Manager James Hubbard reviewed the agenda for the upcoming City Council meeting. Key items include recognition of students and Business of the Month and Proclamations for Autism Awareness and Child Abuse Awareness. Consent Agenda Items include Annual software payment to Tyler Technologies exceeding \$50,000. Library grant application for digital access and training in rural areas.

HDR representatives presented an overview of proposed updates to the City's building codes which included transition from older code versions to more current standards (primarily 2024 codes). Updates are part of a multi-year cycle, with codes revised every three years. Adoption would align the City with regional standards and improve compliance with insurance and accreditation requirements. Estimated cost impact for residential construction is modest and partially offset by energy efficiency improvements. Introduction of the International Existing Building Code (IEBC) to provide flexibility for older structures, particularly downtown properties. The implementation timeline is proposed with an effective date of October 1, 2026, with transitional provisions for projects already in process.

JEDCO President Shane Pace presented a voluntary annexation request for approximately 58.5 acres. The property is located near existing City-owned industrial land. Acquisition supports future economic development and shovel-ready site availability. Annexation ensures future tax revenue and regulatory consistency. Property will initially be designated as agricultural/open space until development occurs. The next step is to set a public hearing for May 12, 2026.

Staff and consultants presented an overview of a proposed 20-year water and wastewater master plan that includes estimated costs of approximately \$212,000. The plan will provide long-term forecasting for infrastructure, capacity, and rate setting. The focus areas include wastewater system improvements and future development capacity. Coordination with existing rate studies and capital improvement planning. Consideration of future regulatory changes, including groundwater usage costs.

QUESTIONS, COMMENTS, DISCUSSION

City Manager James Hubbard reminded Council of a few events that are approaching. A community cleanup event is scheduled for Saturday. Flamin' J BBQ event is scheduled for the weekend. The spring concert series is to begin the following Friday.

ADJOURN

2:00 PM

Randy Gorham, Mayor
City of Jacksonville

Dianah Surber, City Clerk