

Vision Statement

Georgetown: A caring community honoring our past and innovating for the future





Role of Council

As a representative democracy, we provide a voice for, and communication to, each district so that the Council can make decisions that serve the best interests of the City of Georgetown as a whole.

- Set policy, and exercise sound financial responsibility, and hold staff accountable for results
- Ensure alignment of vision, goals, and strategies
- Identify and define key challenges and opportunities
- Establish the organizational culture of the City by leading with integrity and upholding legal and ethical standards
- Ensure that City services emphasize public health, safety, and opportunity



Rules of Engagement

- To treat everyone with respect, courtesy, and civility
- To act collaboratively and promote and solicit an open, honest, transparent, respectful, and professional dialogue with each other, our citizens, city staff, and other interested parties
- To honor our commitments
- To actively advocate for our point of view, but also to recognize and respect the decisions of Council, even though we might not agree with that decision (we will not undermine the decisions of Council)
- To recognize any preconceptions that we may have about certain individuals, groups, or organizations



Goals

- **Cultural** - Georgetown is a truly diverse, vibrant, innovative, inclusive, and socially dynamic city where everyone has the opportunity to participate in, and benefit from, our economic, political, and social activities.
- **Employee** - Our outstanding City Employees work diligently to bring the Vision of Council to life and deliver exceptional services to our customers while exemplifying our Core Values.
- **Internal Business Processes** - Our policies and procedures are easy to understand and consistently and professionally applied. Our internal processes are effective, efficient, fair, inventive, and transparent and make us a desired destination for residents and businesses.
- **Customer** - Anyone interacting with the City will have such a positive experience that they will tell everyone about it.
- **Financial** – We maintain a fiscal environment conducive to attaining the goals of the City.

Strategies

1. Become a destination for unique experiences
2. Create a strategy to increase mobility
3. Promote greater diversity in our population and our businesses
4. Create and maintain outstanding aesthetics and a welcoming appearance and spirit
5. Develop an annexation and MUD strategy
6. Monitor, promote, and communicate a long-term water and utilities plan and strategy
7. Expand on our reputation as a City of Innovation
8. Increase our influence with state government
9. Expand our role to develop collaborative strategies with Georgetown ISD, Southwestern University, and other entities

