

ROD REYNA PLATFORM

ECONOMIC DEVELOPMENT

- Development along SH130/SH45, FM 685, and Pecan corridors is key as well as continued corridor strategic planning and ongoing economic analysis
- Expansion and diversification of tax base and lessen the share paid by residential homeowners
- Continue downtown revitalization using downtown master plan implementation strategy, tax increment financing (TIF), and incentives

QUALITY OF LIFE

- Invest in the community by regularly supporting the local tax base and not the neighboring tax base
- Support the need for city amenities as population grows
- Enhance our small town welcoming feel by having more citywide events, including those that reflect our rich heritage
- Get Out and Vote in every local/county/state/federal election

COMMUNICATION-INFRASTRUCTURE

- Open communication and sharing of information and ideas in a timely manner between citizens and city government
- Strong and aggressive marketing of city and image
- Provide the necessary infrastructure to support economic development and stimulate the private sector
- Enhance working relationships with other local/county/regional/state/U.S. government entities for better governance, need assessment/planning, information, and public safety/disaster preparedness