

City of San Marcos Councilmember Candidate Questionnaire 2025

Matthew Mendoza – Candidate for Place 1

1. Please describe your experience, areas of expertise and leadership style and how you feel they make/will make you an effective Councilmember in San Marcos.

I was born and raised here in San Marcos and attended our public schools, graduating as a San Marcos Rattler. I believe my love for our hometown and my record of solving issues in a collaborative way makes me an effective member of our City Council. I believe compassion, collaboration, willingness to compromise and focusing on making San Marcos a better city in the years and decades to come are the keys to moving our city forward. My professional career has taught me that listening to all stakeholders is how we reach realistic solutions. My focus is on preserving the character of San Marcos we all love while laying the foundations of the amazing town we can become.

2. What do you see as the biggest challenges our local businesses face? What can you do as a Councilmember to help overcome them?

Cost, large chain competition, complicated permit process and economic uncertainty seem to me to be our biggest challenges. The city permit process should be uniformed and fair. Too many small businesses have been deterred from starting here in town. We must work to provide incentives to small businesses, not just those starting up or relocating here but those that have proven their commitment to San Marcos by operating in our community for years if not decades. Councilmembers should lead by example and shop locally. I personally visited over 40 businesses in town to promote the Minority Business Stabilization Fund Grant, helping to keep their doors open. San Marcos must diversify our economic growth and promote our town as job friendly. I will continue to promote respectful tourism that benefits all our San Marcos' businesses while doing our best to protect our environment.

3. How will you balance citywide discussions and bridge the gap between private citizens and the business community when they are at odds on issues that impact the business/economic environment or other vital issues that affect San Marcos?

We must listen to all stakeholders. There should be no gap, without private citizens there are no businesses. Both want to make our city better. There should be constant communication between all. The city must continue to encourage businesses that are responsible environmental stewards and continue to encourage a pay scale that helps provide a strong quality of life for our residents. There is always a middle ground to be found. People want to work and businesses want to stay open. We must stop being at odds and finally sit down to work things out.

4. What can the City do to encourage existing business growth and new business attraction?

With the creation of the Economic and Local Business development Department, the city has been able to address the needs of local businesses. This department has gone door to door and been able to open dialogues to get long standing issues addressed. The Mainstreet program has also been integrated into the City's Economic Development team, allowing a stronger support system for downtown being a hub for business and community life. We must continue to search for grants for our small businesses to ensure they can operate and provide jobs for decades to come. The city has partnered with Austin Community College to provide workforce training within city facilities. This training has added dozens of certified HVAC technicians to a much-needed market this year alone. The city must also work on the permitting process by making it more uniformed. We must encourage our citizens to work and possibly become entrepreneurs in San Marcos. We need to encourage smart business growth to ensure San Marcos residents stay employed.

5. If elected what will you do to further strengthen the relationship between the City of San Marcos and Texas State University?

Currently city staff and Texas State officials meet on a regular basis, and whenever needed during emergencies. Things can always be better but we are lightyears ahead of where we were a decade ago. Growing up here, I had the perception that our city defers too much to SWT/Texas State, but since being elected I've seen firsthand how complex and complicated our relationship is. San Marcos and Texas State are extremely interconnected, and a rising tide floats all boats. Both the city and university are growing at a stunning rate that we must be of one mind for the protection of San Marcos. Those raised in San Marcos and university students are both keeping our city alive and thriving. We should strive to keep our Bobcats, Rattlers, Bears and Panthers in town. We should encourage the relationship SMISD and the University share to educate and provide a path of success for our hometown.

6. What improvements do you believe are needed for adequate transportation infrastructure in San Marcos?

We need to complete construction projects within the city in a timely manner. Today, developers are responsible for building the roads they need in their projects. We must continue to request developers add bus stops to new projects. The city has added miles of sidewalks over the past few years and many more are expected in our five-year plan. We are needing to expand the sidewalk projects and a more expansive and more reliable public transportation. Our partnership with the Texas State bus system has opened opportunities for our residents to get around. We should seek grants to improve our bus stops to add comfort for our riders. San Marcos should have more walkable and biking options for those who prefer to be in a more dense area of town.

7. A major issue facing the region is housing availability, lack of workforce housing, and housing affordability and diversity. If elected what actions would you take to create more housing choices in San Marcos?

As a member of the Workforce Housing Committee our focus will always be true affordable housing. We need to work with state representatives to separate San Marcos from the Austin MSA (Metropolitan Statistical Area). Combining our city with the Austin MSA paints an inaccurate picture of our annual income and makes it more difficult for us to build affordable workforce housing. I have always promoted the protection of established neighborhoods along with new developments for future homeowners. The city should continue to support and fund housing repair programs that maintain generational wealth. San Marcos will continue to work with Workforce Solutions and ACC HVAC classes at city facilities. New apartments and diverse options should be approved where it makes sense and needed. Our population will continue to grow, and it is our responsibility to guide that growth wisely. We must remember that over 70% of San Marcos residents are renters.

8. If you received a \$1 million grant to use for the city any way you wanted, what would you do with it and why?

Unfortunately, \$1 million does not go as far today. I would split these funds between completion of the Wallace Addition (Barrio Pescado) and Sunset Acres CIP projects and sidewalk improvements around town. Wallace Addition and Sunset Acres have been postponed for many years now, even though flooding risks have not decreased. These neighborhoods not only fear the 100-year events, but they fear the “every 3 months” events. These neighborhoods flood with just 2 inches of water and have for decades. I also see a priority on expanding and repairing our current sidewalk infrastructure. They need to all be ADA compliant. We have seen an increase over the years of residents walking from one side of town to the other. These paths should be of high quality for safety.

9. Please review the San Marcos Chamber’s “Government Relations & Advocacy Guiding Principles” document. Do you agree with all of these statements? Please describe below any statements you do not agree with.

Yes, I agree with the San Marcos Chamber’s “Government Relations & Advocacy Guiding Principles” document. My votes are made with this document’s consideration, along with preservation of our natural resources.

10. You may use this opportunity to provide any additional information you would like members of the San Marcos Area Chamber of Commerce to know.

As a lifelong resident of San Marcos, my hometown's success will always be my focus. I want to provide a foundation for our future generations to obtain a high quality of life. I will always provide opportunities for our residents to succeed. San Marcos should seek diverse and stable businesses. We should also continue our drive to provide as much assistance as we can for our small businesses. I've seen firsthand the growth we've experienced over the past few decades. We have a responsibility to manage growth so that our residents benefit the most. I will continue to make San Marcos a hometown we can be proud of.

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