

New Mayor Shares Insights and Goals for Beloved Horseshoe Bay

On November 10, 2025, the City of Horseshoe Bay swore in its fifth mayor, Jeffrey Jones. Many members of our community are already familiar with Jeff, as he prefers to be called, as he has served on the City Council since 2022 when he was appointed to fill the unexpired term of another council member. He was appointed Mayor Pro Tem by Horseshoe Bay's most recent mayor, Elsie Thurman, in 2023.

A full-time resident along with his wife Candy since 2020, Jeff has been a part of our lakeside town since 2007, when the couple first purchased property here. Prior to becoming a full-time resident, Jeff practiced law. After attending Baylor University and graduating with a Business Management degree in 1980, he went on to Baylor Law School and graduated with his J.D. in 1983. Jeff became the founding member of his own law firm in 1987. Initially, he began his personal injury practice representing employers of injured workers but saw a need for the injured to have an effective voice.

Representing those who need a voice comes naturally to Jeff! While on the Council, Jeff served as liaison to the Historical Preservation Committee and for the Development Services Department, which gave him great insight not only into the rich history of the community, but also into how the complex building and permitting issues are managed in Horseshoe Bay.

“We have been able to maintain our commitment to our history while at the same time retaining the lifestyle that everyone who comes to Horseshoe Bay wants. It is a delicate tightrope to walk, and one which with not everyone is always pleased.”

Keeping that in mind, Jeff shares that he is most looking forward to learning more about the community, and using that knowledge to aid in problem solving, “while hopefully pleasing all sides to all issues.”

“I know this is not always possible, but with communication and dedication, people can see the effort being taken to treat all sides fairly.”

Jeff has two primary goals for the city while he serves as mayor. “The first goal is to produce a comprehensive plan for the city going forward into the next 15 to 20 years.” Jeff describes the plan as a “roadmap” that will help the council assess and decide different issues. “If it doesn't fit into the city's comprehensive plan, it should not be implemented.”

“The plan,” he says, “will be a collection of directions that our citizens want this community to take so that there will be no question as to the appropriateness of our path.”

Jeff's second goal is an increased and more effective voice in the Texas Legislature. “We have many difficult issues that are facing not only Horseshoe Bay but all cities and counties

in the state. There is a movement in Austin to treat all cities and communities the same and paint them with the same brush. My belief is that each community knows its own DNA and should be able to exercise that DNA within the bounds of the law in a more appropriate fashion than someone who does not know our community.”

While this may be an “uphill battle,” Jeff is firm in his belief that it is one that must continue to be fought. No doubt, his passion for ensuring that Horseshoe Bay gets to remain its own unique environment stems from what he loves most about living here.

“I love it when I see golf carts with people smiling, walkers along the byways, and the smiles you get from people in the stores and around the community. This is so different than a big city! We need to maintain our ‘Mayberry-North Carolina’ image. Neighbors should be considered friends and friends should be considered neighbors!”

Jeff refers to Horseshoe Bay, in fact, as “truly a Shangri-La!” He plays golf when he can, though he admits, “those who play with me wonder sometimes if I'm actually playing golf.” He also enjoys the simple things in life: being with friends and family. Jeff and Candy have two grown sons who reside in Copperas Cove and Lampasas. They are members of the Church at Horseshoe Bay, where Jeff is a Bible Study teacher and a member of various committees. He is a fan of Baylor Bear sports but realizes he is “vastly outnumbered in Horseshoe Bay.”

Jeff’s commitment to the community, along with his natural earnestness and warm sense of humor, is a welcome addition to a series of beloved and successful City leaders. We hope members of the community will welcome him to his new role and share their hopes for the future of our community with him.