



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, JANUARY 21, 2020
6:00 PM

CALL TO ORDER

PUBLIC TESTIMONY Members of the public are invited and encouraged to attend all public meetings of the Watauga Economic Development Corporation that are not closed to the public in accordance with the Texas Open Meetings Act. It is the desire of the Watauga EDC Board that citizens actively participate in the City's governance system and processes. Public input to the Board is encouraged during the Public Testimony, Public Hearings, or Action Item sections of a meeting agenda. Individuals desiring to speak during Public Testimony shall be called upon to speak only after completing a Request to Speak form provided. The Request to Speak form for Public Testimony shall be submitted to the administrative staff prior to speaking. Individuals desiring to speak on an agenda item or during a public hearing shall submit the Request to Speak form prior to the introduction of that respective item by the Chair. Once the form is received by administrative staff, the individual shall be recognized and called upon by the Chair prior to speaking. Any public testimony must occur prior to formal action being taken by the Body. The Chair shall have the power to suspend citizen comments at any time during the meeting to preserve the order and efficiency of the meeting. Reasonable time limitations may be placed on public testimony by the presiding officer in order to conduct an efficient and effective public meeting.

PRESENTATIONS PRESENTATIONS

1. Recognition of 15 Year Business Anniversary - Tex's Star Grill
George Kallinikos, owner
Arthur L. Miner
Andrea Gardner, City Manager
2. Presentation and update to the WEDC Board from Retail Coach on consultant activities from October 2019 to January 2020 to include the retail market profile, economic development mobile data survey, community retail dashboard and the International Council of Shopping Centers Conference held in Fort Worth, Texas
Andrea Gardner, City Manager

REPORTS FROM STAFF

1. Receive 2019 Year End Economic Development Report
Denise Wilkinson, Economic Development Specialist
Andrea Gardner, City Manager

2. Monthly Financial Report for the period ending September 30, 2019
Sandra Gibson, CGFO, CGFM, Director of Finance
Andrea Gardner, City Manager
3. Monthly Financial Report for the period ending October 31, 2019
Sandra Gibson, CGFO, CGFM, Director of Finance
Andrea Gardner, City Manager

APPROVAL OF MINUTES

1. Consider and take action to approve the minutes of the Regular Meeting of October 15, 2019
Denise Wilkinson, Economic Development Specialist
Andrea Gardner, City Manager
2. Consider and take action to approve the minutes of the Workshop Meeting of November 19, 2019
Denise Wilkinson, Economic Development Specialist
Andrea Gardner, City Manager
3. Consider and take action to approve the minutes of the Special Meeting of January 7, 2020
Denise Wilkinson, Economic Development Specialist
Andrea Gardner, City Manager

NEW BUSINESS

1. Discuss and provide direction on the bench style and promotional language recommended by City staff for the benches to be located in Capp Smith Park in support of the WEDC "Shop Local" campaign
Andrea Gardner, City Manager

ADJOURNMENT

Meeting Notices and Reservation of Rights

The Watauga Economic Development Corporation Board of Directors may retire to executive session any time between the meeting's opening and adjournment for the purpose of consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code; discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code if the requisite information is otherwise posted; deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code; deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code; and/or deliberation regarding the deployment, or specific occasions for implementation of security personnel or devices pursuant to Chapter 551.076 of the Texas Government Code (as applicable) when determined necessary by the to address a subject matter on the agenda. Action, if any, will be taken in open session.

This agenda has been reviewed and approved by the City's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of Texas Government Code Chapter 551 by legal counsel for the governmental body and constitutes an opinion by the attorney

that the items discussed therein may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion.

Attendance by Other Elected or Appointed Officials: It is anticipated that members of other governmental bodies, and/or city council, boards, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the body, board, commission and/or committee. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a possible meeting of the other body, board, commission and/or committee, whose members may be in attendance, if such numbers constitute a quorum. The members of the city council, boards, commissions and/or committees may be permitted to participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that city council, body, board, commission or committee subject to the Texas Open Meetings Act.

NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (817) 514-5825, OR FAX (817) 514-3625.

I, Andrea Gardner, City Secretary for the City of Watauga, hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on Friday, January 17, 2020, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





AGENDA MEMORANDUM

DATE: December 20, 2019

TO: Watauga Economic Development Corporation Directors

FROM: Arthur L. Miner

SUBJECT: Recognition of 15 Year Business Anniversary - Tex's Star Grill
George Kallinikos, owner

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Tex's Star Grill

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda

Congratulations

To

Tex's Star Grill

On your 15 Year anniversary in the
City of Watauga

Thank you for your years of service to the community.

January 21, 2020

Date

Arthur L. Miner

Arthur L. Miner, President
Watauga Economic Development
Corporation



AGENDA MEMORANDUM

DATE: January 16, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Presentation and update to the WEDC Board from Retail Coach on consultant activities from October 2019 to January 2020 to include the retail market profile, economic development mobile data survey, community retail dashboard and the International Council of Shopping Centers Conference held in Fort Worth, Texas

BACKGROUND/INFORMATION:

The WEDC approved a contract with Retail Coach during the October 15, 2019 WEDC Board Meeting. Since the approval of the contract, the Retail Coach has completed some of the required deliverables from the contract and participated in the ICSC Conference with members of the City staff to assist with recruitment of new businesses and develop strategies for possible redevelopment efforts.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the Board receive the report from Retail Coach and provide direction as appropriate.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: December 17, 2019

TO: Watauga Economic Development Corporation Directors

FROM: Denise Wilkinson, Economic Development Specialist

SUBJECT: Receive 2019 Year End Economic Development Report

BACKGROUND/INFORMATION:

Each calendar year end City staff will provide an economic development report to the Board.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

City staff recommends the Board review the report and provide direction on report content required for future reporting purposes.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2019 Year End Report

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda



DATE: December 31, 2019

TO: Watauga Economic Development Corporation

FROM: Denise Wilkinson, Economic Development Specialist

RE: Watauga Businesses – Year End Report

Welcome to Watauga. Nine new businesses moved to Watauga in 2019.

1. **Aloha Chicken & Shrimp** – 6428 Denton Hwy
2. **Cooks Counseling** – 8305 Whitley Road
3. **Fabian & Fabian Gold & Silver** – 6707 Rufe Snow
4. **My Car Store** – 6301 Denton Hwy
5. **Gerber Collision & Glass** – 5021 Rufe Snow
6. **Thomas Carter Birdhouse Collection** – 5937 Plum Street
7. **Meter Calibration Solutions** – 6100 Plum Street
8. **Texas Wrap & Detail** – 6600 Denton Hwy
9. **Modern Smokes** – 6124 Watauga Road

Eighteen existing businesses closed in Watauga in 2019.

1. Appliance Champion – closed/out of business
2. Avenue – National Retailer/closed nationwide
3. Beauty Brands – National Retailer/closed nationwide
4. Blue Star Heating & Air – Moved to Saginaw (is considering a move back to Watauga)

- a. Now home of Meter Calibration Solutions
- 5. Café Sicilia – closed Watauga location
- 6. Detailing Garage – Moved to Keller
 - a. Now home of Texas Wrap & Detail
- 7. Homeworks Custom Upholstery – Owner retired and closed business
- 8. Jeno Auto Plex – Closed
 - a. Now home of My Car Store
- 9. Kings Window Services – Moved to North Richland Hills
- 10. Pate Rehabilitation – Combined this campus with others and moved to new large campus location in Arlington
- 11. Payless Shoe Source – National Retailer/closed nationwide
- 12. Pei Wei Asian Kitchen – National Retailer/closed many locations nationwide
- 13. Penny Lao Asian Market – closed/out of business
- 14. Planet Paint – closed/out of business
 - a. Now home of Gerber Collision & Glass
- 15. Rotarius Chic Salon – closed out of business
 - a. Now home of Modern Smokes
- 16. Surveillance Made Affordable – is now a home based business
- 17. Swordfish Healthcare – Closed
- 18. Texas Tile House – Closed this location. Staff working with owner to find new location in Watauga

Other Commercial Activities

7304 Denton Hwy, working with new potential tenant

5625 Watauga Road, working with Broker about re-development

Working with existing café to relocate in Watauga

Working with potential end user for former automotive location on Rufe Snow

Working with existing business and property owner for expansion and possible zoning change requirement

Working with potential end users for several re-development prospects on Denton Hwy

Working with potential end users for new development on Denton Hwy

Working with potential developer for vacant property on Lamar Street

Working with possible new café to be located within a local existing Department Store

Working with potential developer for vacant property in Watauga

Current Permit and Construction Activity

Toe-Tal Foot and Ankle, North Park Drive– new medical office

Car Wash, Rufe Snow - Permit has been issued, construction to start any day

Magnolia Office Park, Watauga Road – site work has begun, plans for 1st office building under review

Waffle House, – Rufe Snow Drive – new restaurant

Camp Fire Grill, Rufe Snow Drive – finish out for their new location

Great Clips, Denton Hwy - opening another location, finish out under way and opening soon

Monkey See Monkey Do, Watauga Road – continuing construction, no expected completion date has been provided

Cortez, Watauga Road – pending construction

Five Star Dental, Rufe Snow – plans in review for new dental office in existing lease space

Taco Casa – permit application submitted, plans in review for new Taco Casa restaurant on Watauga Road

Saffon Café, Denton Hwy – opening soon



AGENDA MEMORANDUM

DATE: January 16, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, CGFO, CGFM, Director of Finance

SUBJECT: Monthly Financial Report for the period ending September 30, 2019

BACKGROUND/INFORMATION:

Attached is the monthly financial report for the period ending September 30, 2019.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

This item does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC September 2019

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: December 15, 2019

TO: Watauga Economic Development Board

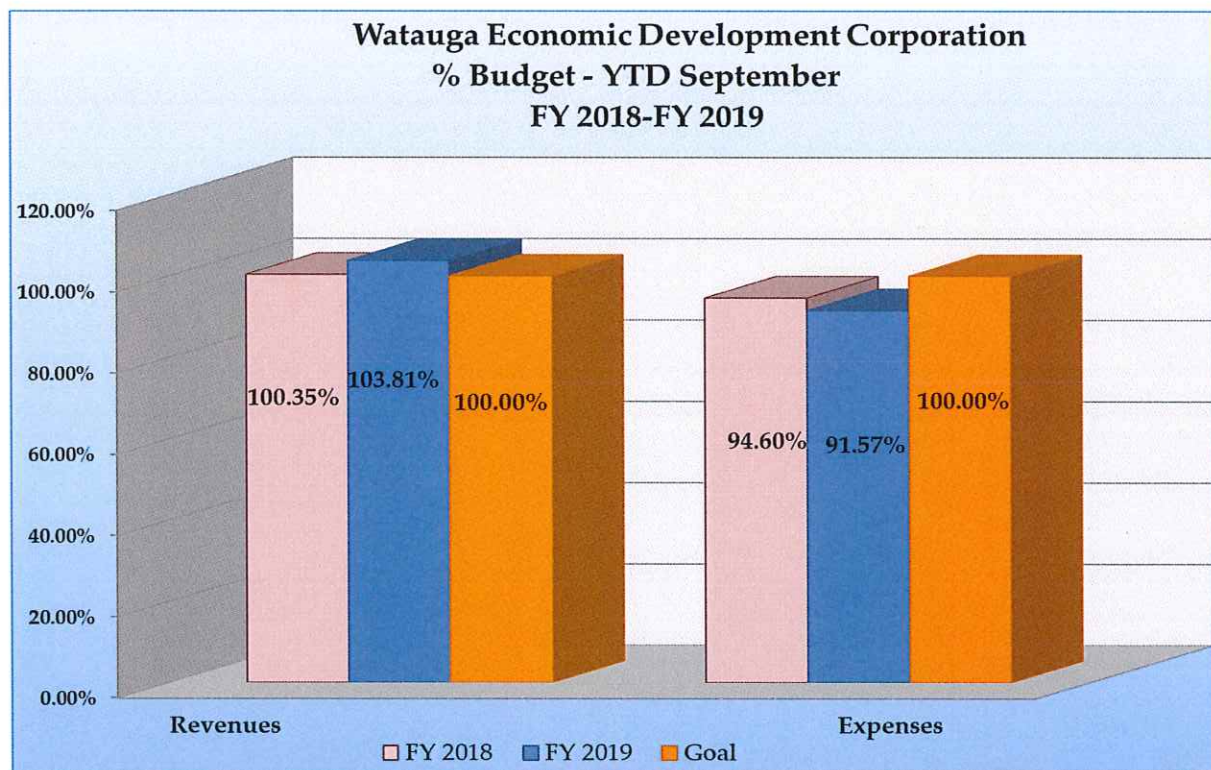
FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of September, 2019 (Pre-Audit)

The attached report and below graph represent the results of transactions through September, 2019 which is the 12th month of the fiscal year and 100% through the FY2018-19 budget.

The year-to-date sales tax distribution is \$746,760 which is 102.58% of budgeted sales tax revenues. Total year-to-date expenditures are \$727,620 which is 91.57% of the budget expended for the year.

After the 2019 Audit is completed, the final report for FY2018-19 will be presented to Council in March, 2019 and to the WEDC in April, 2019.



CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2019
For the period ending September 30, 2019 (4th FY Qtr.)

ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	9/30/2019 YTD ACTUAL	% USED	% REMAINING	9/30/2018 YTD ACTUAL	\$ CHG 19 vs 18	% CHG 19 vs 18
REVENUE:							
SALES TAX	728,000	746,760	102.58%	-2.58%	728,868	17,892	2.45%
INTEREST EARNINGS	7,500	16,742	223.22%	-123.22%	9,696	7,045	72.66%
INTEREST/ESCROW	-	-	-	-	-	-	-
CONTRIBUTIONS/OTHER	-	-	-	-	-	-	-
TOTAL REVENUE	\$735,500	\$763,501	103.81%	-3.81%	\$738,564	24,937	3.38%
PERSONNEL SERVICES	447,400	410,748	91.81%	8.19%	433,214	(22,467)	-5.19%
NON-DEPARTMENTAL	21,390	19,837	92.74%	7.26%	15,505	4,333	27.95%
SUPPLIES	63,100	47,591	75.42%	24.58%	44,231	3,360	7.60%
MAINTENANCE	62,200	52,679	84.69%	15.31%	68,475	(15,796)	-23.07%
CONTRACTUAL & SUNDRY	144,100	140,365	97.41%	2.59%	112,895	27,470	24.33%
TRANSFERS	50,900	50,900	100.00%	0.00%	36,443	14,457	39.67%
CAPITAL OUTLAY	5,500	5,500	100.00%	0.00%	6,200	(700)	0.00%
TOTAL EXPENDITURES	794,590	727,620	91.57%	8.43%	\$ 716,964	10,656	1.49%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	(\$59,090)	\$35,881			\$21,601	\$14,281	



AGENDA MEMORANDUM

DATE: January 16, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, CGFO, CGFM, Director of Finance

SUBJECT: Monthly Financial Report for the period ending October 31, 2019

BACKGROUND/INFORMATION:

Attached is the monthly financial report for the period ending October 31, 2019.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

This item does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC October 2019

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: January 15, 2020

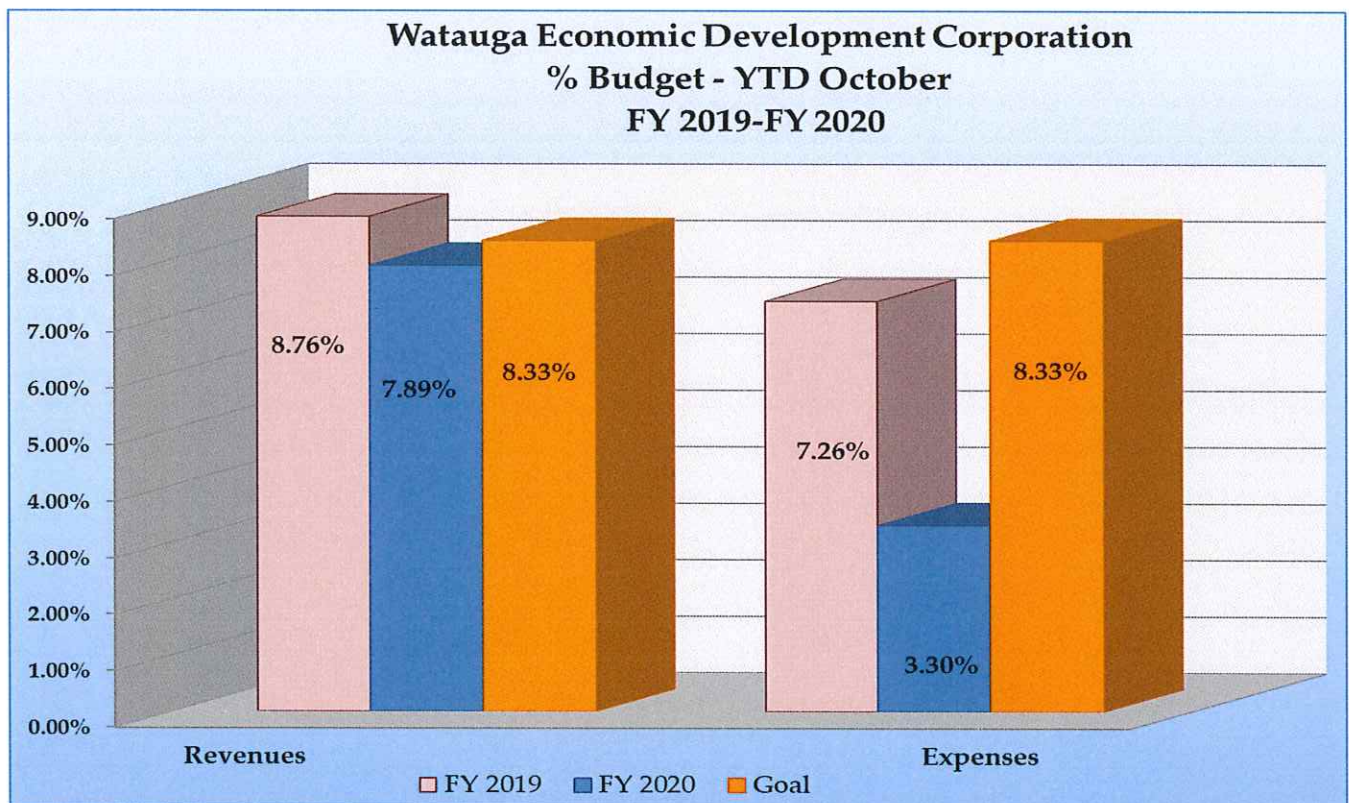
TO: Watauga Economic Development Board

FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of October, 2019

The attached report and below graph represent the results of transactions through October, 2019 which is the 1st month of Fiscal Year 2019-2020 and 8.3% through the FY2019-20 budget. This year's budget does not include Park personnel or expenses since they are now budgeted and paid for by the City's General Fund.

The October sales tax distribution is \$60,847 which is 7.96% of budgeted sales tax revenues. Total year-to-date expenditures are \$14,071 which is 3.30% of the budget expended for the year.



CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2020
For the period ending October 31, 2019 (1st FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	10/31/2019 YTD ACTUAL	% USED	% REMAINING	10/31/2018 YTD ACTUAL	\$ CHG 20 vs 19	% CHG 20 vs 19
REVENUE:							
SALES TAX	764,000	60,847	7.96%	92.04%	63,537	(2,690)	-4.23%
INTEREST EARNINGS	10,000	244	2.44%	97.56%	907	(663)	-73.08%
INTEREST/ESCROW	-	-	-	-	-	-	-
CONTRIBUTIONS/OTHER	-	-	-	-	-	-	-
TOTAL REVENUE	\$774,000	\$61,091	7.89%	92.11%	\$64,444	(3,353)	-5.20%
PERSONNEL SERVICES	-	226	0.00%	100.00%	19,013	(18,787)	-98.81%
NON-DEPARTMENTAL	-	-	0.00%	100.00%	1,140	(1,140)	-100.00%
SUPPLIES	2,200	296	13.48%	86.52%	2,151	(1,854)	-86.22%
MAINTENANCE	4,000	-	0.00%	100.00%	5,608	(5,608)	-100.00%
CONTRACTUAL & SUNDRY	117,950	2,377	2.02%	97.98%	23,049	(20,672)	-89.69%
TRANSFERS	294,470	11,171	3.79%	96.21%	4,074	7,097	174.18%
CAPITAL OUTLAY	7,500	-	0.00%	100.00%	-	-	0.00%
TOTAL EXPENDITURES	426,120	14,071	3.30%	96.70%	\$ 55,035	(40,964)	-74.43%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$347,880	\$47,021			\$9,409	\$37,611	

100.00%



AGENDA MEMORANDUM

DATE: January 15, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Denise Wilkinson, Economic Development Specialist

SUBJECT: Consider and take action to approve the minutes of the Regular Meeting of October 15, 2019

BACKGROUND/INFORMATION:

The minutes of the Workshop Meeting of October 15, 2019 are attached.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

Respectfully request the Board to take action on the minutes as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 10-15-19

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
OCTOBER 15, 2019
6:00 P.M.**

CALL TO ORDER:

President Miner called the meeting to order at 6:00 PM.

DIRECTORS PRESENT:

Art Miner, President, Place 1
Amirali (A.J.) Fazalbhai, Place 2
Jan Hill, Place 3
Becky Hartless, Secretary, Place 4
Mike Alexander, Place 5
Cheneya Cruze, Place 6
Robert Gaffney, Place 7

DIRECTORS ABSENT:

None

CITY STAFF PRESENT:

Andrea Gardner, City Manager
Sandra Gibson, Finance Director
Denise Wilkinson, Economic Development Specialist

PRESENTATIONS

1. Presentation of Certificate of Congratulations for 15 Years of Business Service to Little Caesars Pizza. President Miner presented a Certificate of Congratulations to Manager Lauren Sharifian, Little Caesars Pizza Watauga.
2. Presentation of Certificate of Congratulations for 15 Years of Business Service to Chipotle. President Miner presented a Certificate of Congratulations to Managers Cynthia Sloggett and Tony Hughes of Chipotle Watauga.
3. Presentation of Certificate of Congratulations for 15 Years of Business Service to Zale's Jewelers. President Miner presented a Certificate of Congratulations to Store Director Robert Lattimer of Zale's Jewelers Watauga.

PUBLIC TESTIMONY:

No public testimony was received.

REPORTS FROM STAFF

1. Monthly Financial Report for August 2019
Ms. Gibson presented the Financial Report for the period ending August, 2019.

APPROVAL OF MINUTES:

1. Consider and take action to approve the meeting minutes for September 17, 2019

Ms. Hill motioned to approve the minutes of September 17, 2019 as presented.
Mr. Gaffney seconded the motion with all members present voting aye:

AYES: Fazalbhai, Hill, Hartless, Alexander, Cruze, Gaffney
NAYS: None

PUBLIC HEARING

1. Conduct a public hearing to be followed by discussion and consideration to approve amending the FY 2019-2020 Economic Development Corporation Budget and forwarding amendment to the City Council for final approval

Ms. Gibson explained the proposed amendment to the budget was to add \$30,500 to cover an expanded scope of services and appropriations to contract with The Retail Coach for consulting services to cover business attraction.

President Miner opened the public hearing at 6:12 PM. No public comment was received and the public hearing was closed at 6:12 PM.

ACTION ITEMS

1. Discuss and provide direction to the City Manager for scheduling the Strategic Planning session for the WEDC

Ms. Gardner explained the session should last approximately 1 and ½ hours and asked if the November 19, 2019 date, which is the regular meeting date of the Board, would be a good date. All agreed on November 19, 2019.

2. Consider and take action to contract with The Retail Coach for economic development services to include market analyses, and business attraction and retention strategies

ACTION ITEMS: (continued)

Ms. Gardner introduced Mr. Aaron Farmer of The Retail Coach. Mr. Farmer made a presentation of the services that would be provided. President Miner opened for public comment. Mr. Nelson Stoppiello provided comments about the proposed contract. Discussion was held about types of retail and restaurants that would fit in Watauga. Ms. Gardner stated that she would provide a Bi-Weekly Report to the board with activities conducted by the consultant.

Ms. Hill motioned to enter into a contract with The Retail Coach as currently proposed and authorize \$10,000.00 as payment for services conducted. Ms. Cruze seconded the motion with all members present voting aye:

AYES: Fazalbhai, Hill, Hartless, Alexander, Cruze, Gaffney
NAYS: None

3. Discuss and provide direction to the City Manager on logo options for the Watauga Economic Development Corporation

Ms. Gardner explained that since the Board had taken action on a logo at the last meeting, that she would like to propose an addition to the logo that included the State of Texas in the logo to distinguish Watauga from a city of the same name in another state. Three amended logos were provided for consideration. A consensus was decided and the Board members chose option #3 containing the outline of the State of Texas in red, white and blue.

4. Discuss and consider action authorizing the Finance Director to issue payment for a WEDC Team participation in the Medical City North Hills Golf Tournament as an advertising expenditure of the Watauga Economic Development Corporation

Ms. Hill motioned to authorize payment for a WEDC Team participation in the Medical City North Hills Golf Tournament. Mr. Alexander seconded the motion with all members present voting aye:

AYES: Fazalbhai, Hill, Hartless, Alexander, Cruze, Gaffney
NAYS: None

ADJOURNMENT

With no further business to discuss, President Miner adjourned the meeting at 7:20 PM.

APPROVED: this the _____ day of _____ 20____.

SIGNED: this the _____ day of _____ 20____.

APPROVED: _____
Arthur L. Miner, President

ATTEST: _____
Becky Hartless, Secretary



AGENDA MEMORANDUM

DATE: December 17, 2019

TO: Watauga Economic Development Corporation Directors

FROM: Denise Wilkinson, Economic Development Specialist

SUBJECT: Consider and take action to approve the minutes of the Workshop Meeting of November 19, 2019

BACKGROUND/INFORMATION:

The minutes of the Workshop Meeting of November 19, 2019 are attached.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

Respectfully request the Board to take action on the minutes as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 11-19-19

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
WORKSHOP
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
NOVEMBER 19, 2019
6:00 P.M.**

CALL TO ORDER:

President Miner called the meeting to order at 6:00 PM.

DIRECTORS PRESENT:

Art Miner, President, Place 1
Jan Hill, Place 3
Becky Hartless, Secretary, Place 4
Mike Alexander, Place 5
Cheneya Cruze, Place 6 (arrived at 6:04 PM)
Robert Gaffney, Place 7

DIRECTORS ABSENT:

Amirali (A.J.) Fazalbhai, Place 2

CITY STAFF PRESENT:

Andrea Gardner, City Manager
Sandra Gibson, Finance Director
Denise Wilkinson, Economic Development Specialist

Also present was Council Member Andrew Neal, Liaison

NEW BUSINESS

1. Discuss and provide direction on the scheduling, canceling or conducting of a December 2019 meeting

Ms. Gardner explained that the Parks Development Corporation did not typically hold a meeting in the month of December and asked the Board if they desired to hold a meeting in December. Consensus was reached with all Board members present, to cancel the regular meeting for December 2019.

2. Discuss and provide direction to the City Manager on a draft Strategic Plan to be considered for action at a future Watauga Economic Development Corporation Board meeting

ACTION ITEMS: (continued)

Ms. Gardner explained the process to develop a strategic plan and presented an exercise to the Board to help develop the plan. The Board completed a SWOT analysis process after discussion by Board members and comments received from the public by Sherry Hopkins, 7509 Meadowbrook. Ms. Gardner explained that she will present a draft strategic plan to the Board for adoption, submit to the City Council for approval, and that the plan will be a 5 year strategic plan to be reviewed and assessed each November.

ADJOURNMENT

With no further business to discuss, President Miner adjourned the meeting at 7:27 PM.

APPROVED: this the _____ day of _____ 20____.

SIGNED: this the _____ day of _____ 20____.

APPROVED: _____
Arthur L. Miner, President

ATTEST: _____
Becky Hartless, Secretary



AGENDA MEMORANDUM

DATE: December 17, 2019

TO: Watauga Economic Development Corporation Directors

FROM: Denise Wilkinson, Economic Development Specialist

SUBJECT: Consider and take action to approve the minutes of the Special Meeting of January 7, 2020

BACKGROUND/INFORMATION:

Minutes of the Special Meeting of January 7, 2020 are attached for your information.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

Respectfully recommend the Board take action on the minutes as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 01-07-20

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
SPECIAL MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
JANUARY 7, 2020
6:00 P.M.**

CALL TO ORDER:

President Miner called the meeting to order at 6:00 PM.

DIRECTORS PRESENT:

Art Miner, President, Place 1
Amirali (A.J.) Fazalbhai, Place 2
Jan Hill, Place 3
Mike Alexander, Place 5
Cheneya Cruze, Place 6 (arrived at 6:04 PM)

DIRECTORS ABSENT:

Becky Hartless, Secretary, Place 4 (WITH NOTICE)
Robert Gaffney, Place 7 (WITH NOTICE)

CITY STAFF PRESENT:

Andrea Gardner, City Manager
Sal Torres, Director of Parks & Community Services
Denise Wilkinson, Economic Development Specialist

Also present was Council Member Andrew Neal, Liaison

NEW BUSINESS

1. Discuss and consider action to authorize the City Manager to execute a Buy Board contract with Kraftsman Commercial Playgrounds & Water Parks for construction of the splash pad project upon approval by the Watauga City Council

Ms. Gardner explained the purchasing co-operative process, Buy Board is the co-operative, and the splash pad was listed as a project by Kraftsman Commercial Playgrounds & Water Parks, a member of the co-operative. By accepting the contract with this vendor, the City does not have to request bids because the bidding process has already been performed by the purchasing co-operative.

NEW BUSINESS (continued)

Ms. Hill motioned to authorize the City Manager to execute a Buy Board contract with Kraftsman Commercial Playgrounds & Water Parks upon approval by the Watauga City Council. Mr. Fazalbhair seconded the motion with all members present voting aye:

AYES: Fazalbhair, Hill, Alexander, Cruze
NOES: None

2. Discuss and consider action to authorize the City Manager to execute a Buy Board contract with Kraftsman Commercial Playgrounds & Water Parks for the Capp Smith Park Musical Area

Ms. Gardner explained this separate contract and that this project includes activities for special needs individuals. Ms. Gardner also thanked the Board for calling a special meeting so that the City could take advantage of and secure the price for these projects before contract prices increase. Ms. Hill motioned to authorize the City Manager to execute a Buy Board contract with Kraftsman Commercial Playgrounds & Water Parks upon approval by the Watauga City Council. Mr. Alexander seconded the motion with all members present voting aye:

AYES: Fazalbhair, Hill, Alexander, Cruze
NOES: None

ADJOURNMENT

With no further business to discuss, President Miner adjourned the meeting at 6:09 PM.

APPROVED: this the _____ day of _____ 20____.

SIGNED: this the _____ day of _____ 20____.

APPROVED: _____
Arthur L. Miner, President

ATTEST: _____
Becky Hartless, Secretary



AGENDA MEMORANDUM

DATE: December 17, 2019

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Discuss and provide direction on the bench style and promotional language recommended by City staff for the benches to be located in Capp Smith Park in support of the WEDC "Shop Local" campaign

BACKGROUND/INFORMATION:

City staff included a promotional campaign project in the FY 2020 WEDC Budget that was approved by both the Board and Council.

City staff seeks direction from the Board prior to proceeding with the project on the style of benches to be purchased and the promotional language to be used on the park amenities.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

City staff requests the Board provide direction on the proposed project.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Shop Local Campaign New Request from FY 2020 Budget
2. Benches PP Presentation
3. Watauga-Park-Bench 1
4. Watauga-Park-Bench2

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 1/17/2020

Approved as to form for inclusion on Agenda

**NEW REQUEST FORM****FISCAL YEAR:****2019-20**

DEPARTMENT: Parks

PROGRAM TITLE: Capp Smith Parks Site Amenities Replacement

REQUEST TYPE: One-Time **RANKING:** 1

FUND/DEPT: 01-075 and EDC Fund 05 **GOAL #:** 2

FULL FY2019-2020 COST: \$100,000

ANY ON-GOING FUTURE COSTS:

FULL FY2019-2020 SAVINGS OFFSET:

LIST ANY EQUIPMENT TO BE REPLACED BY REQUEST:

RECOMMENDATION FOR DISPOSITION:

PROGRAM DESCRIPTION

Request for the replacement of site amenities to include trash cans, tables, and benches. A portion of these amenities will include Watauga branding and promote economic development efforts.

SAVINGS/BENEFITS

The benefit of this program is the updated overall look of the most popular and utilized park within the City. This program will meet the Strategic Plan 2018-19 Goal #3 objective which is to enhance quality of life and will continue to advocate Capp Smith Park areas for activities and economic impact.

CONSEQUENCES OF NOT FUNDING PROGRAM

Replacement of current site amenities with individual pieces results in mismatched color, style, and type. The current amenities are no longer manufactured or available. The site amenities have been in place for 20 years and are beginning to deteriorate.

EXPENSE IMPACT

ACCOUNT NUMBER	ACCOUNT NAME	FY2019-2020 EXPENSE	ON-GOING EXPENSE
07-550-85261	Parks Projects	\$50,000	
	(2018 CO Funding)		
05-550-85360	Parks Projects	\$50,000	
	TOTALS:	\$100,000	\$0

SAVINGS IMPACT/OFFSET

ACCOUNT NUMBER	ACCOUNT NAME	FY2019-2020 SAVINGS	ON-GOING SAVINGS
	TOTALS:	\$0	\$0



WEDC Shop Local Campaign

**Promotional Language for
Capp Smith Park Benches**

MOD STYLE BENCH



MOD STYLE BENCH

- **MyTcoat Commercial Outdoor Furniture**
- **Advantage Propriety Coating**
- **7 Year Coating Warranty**
- **6' Seating Surface Length**
- **½" Hole Punched Steel**
- **2-7/8" Galvanized Tubing with Powder Coat Finish**
- **Surface Mount and Inground Mount Per Location**
- **Custom Laser Cut Art Work**
- **Black**



EXAMPLE “A”



EXAMPLE “B”



EXAMPLE “C”



EXAMPLE “D”



Board Direction

#1



#3



#2



#4



#1



#3



#2



#4

