

**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 21st day of January 2020.

**SIGNED:** this the 21st day of January 2020.

**APPROVED:** Arthur L. Miner /s/  
Arthur L. Miner, President

**ATTEST:** Becky Hartless /s/  
Secretary