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 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