



**AGENDA**  
**WATAUGA ECONOMIC DEVELOPMENT CORPORATION**  
**VIDEOCONFERENCE MEETING**  
**TUESDAY, DECEMBER 15, 2020**  
**6:00 PM**

The meeting will be held via videoconference using WEBEX.

If you wish to view-only, the meeting will be streamed “live” on our web-site at the normal location: <https://www.cowtx.org/1403/Agendas-and-Minutes>

If you wish to comment during the meeting, you may do so by registering by selecting the WEDC meeting link at: <https://www.cowtx.org/WEDCcomments>, and then completing the appropriate form. You will have the option to join the virtual meeting and comment “live” at the appropriate time using a computer, Android device, iOS device and/or a phone. Or, you can provide your comments for public comment and action items only at the time of registration and they will be read into the record for you.

 **EMERGENCY ALERT**

COVID-19 Emergency Update Information  
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WEDC Meeting Registration - December 15, 2020

[Sign in to Save Progress](#)

This notice is posted pursuant to the Texas Open Meetings Act. Notice is hereby given that a Watauga Economic Development Corporation Meeting of the City of Watauga, Texas will be held at which time the following subjects will be discussed and may be acted upon.

Members of the public are invited and encouraged to attend all public meetings that are not closed to the public in accordance with the Texas Open Meetings Act. Public input is encouraged during Public Testimony, Public Hearings or Action sections of a meeting agenda. As authorized by the Executive Orders issued by the Texas Governor, the City is making special provisions to allow the public to comment at this meeting. The meeting will be hosted using WEBEX. "Live" participation is limited. A person desiring to comment "live," during the meeting must register in advance using this form. Once registered, citizens will be provided with the meeting link information on a first come, first served basis until all slots have been filled.

Citizens may also provide their comments in writing. ALL COMMENTS MUST BE RECEIVED NO LATER THAN 1 HOUR PRIOR TO THE MEETING. All written comments must comply with applicable decorum rules for comments made during a public meeting of the City Council to be read into the record. Up to three minutes shall be allotted for each written comment to be read into the record of the meeting. All timely comments will be read into the record of the meeting at the appropriate time during the meeting.

While reasonable efforts will be taken to gather comments received within the hour prior to the meeting or received during the meeting, all such comments are considered untimely and may not be recognized and read during the meeting.

First Name\*

Last Name\*

Address1\*

**“Live” meeting space is limited and will be provided on a first come, first served basis. If you select the “live” meeting option, the WEBEX meeting details will be emailed to you at the e-mail address you provide during registration. You will be responsible for ensuring that you are available in the WEBEX meeting at the time public testimony is requested and that you have a microphone or have called in via telephone so that your comments can be heard.**

**A copy of the agenda packet for this meeting may be obtained here:**

**<https://www.cowtx.org/1403/Agendas-and-Minutes>. A recording of this meeting will be made available on-line at the city's website as soon as practicable after the meeting.**

## **CALL TO ORDER**

**PUBLIC COMMENT** Members of the public are invited and encouraged to attend all public meetings of the WEDC Board that are not closed to the public in accordance with the Texas Open Meetings Act. It is the desire of the WEDC Board that citizens actively participate in the City's governance system and processes. Public input to the WEDC 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.

**PUBLIC TESTIMONY FOR ACTION ITEMS** Only those persons who submit a completed Request to Speak form prior to the agenda item being introduced by the Chair will be allowed to speak on agenda items set for action (this doesn't include presentations or reports). The Chair shall ask each person requesting to speak to approach the podium when called to speak. Speakers time shall generally not exceed three (3) minutes in their comments and all comments must be germane to the specific agenda item being discussed; however, the Chair may extend or reduce the speaker's allotted time. Speakers shall not be permitted to donate their time to other speakers. Members of the WEDC Board may ask questions or discuss the item directly with the citizen during the citizen's testimony if necessary. Any discussion between a Board member and the citizen will not count toward the time limit and Board Members are encouraged not to speak until the citizen has first utilized their allocated time.

## **REPORTS FROM STAFF**

1. Executive Director's Report on economic development projects to include the branding signs project, poster sign project and splashpad project  
**Andrea Gardner, City Manager**

2. Monthly Financial Report for the period ending October 31, 2020  
**Sandra Gibson, Director of Finance**  
**Andrea Gardner, City Manager**

## **APPROVAL OF MINUTES**

1. Discuss and consider action to approve the meeting minutes for the 2020 Heart of North Texas Conference held on November 6, 2020 and the WEDC Regular Meeting held November 17, 2020.  
**Raquel Guajardo, Deputy City Secretary**  
**Andrea Gardner, City Manager**

## **NEW BUSINESS**

1. Discuss and consider action to recommend a succession plan for future staffing needs of the Watauga Economic Development Corporation to be included and presented "as a department" in the City's Succession Plan  
**Marcia Reyna, Human Resources and Civil Service Director**  
**Andrea Gardner, City Manager**
2. Discuss and provide direction to the Executive Director regarding the marketing campaign for the WEDC to include the development/use of a website and social media  
**Andrea Gardner, City Manager**
3. Discuss and consider action on a resolution approving a line item transfer in accordance with Section 4.04 of the July 2020 approved WEDC Bylaws  
**Deby Woodard, Assistant Director of Finance**  
**Sandra Gibson, Director of Finance**  
**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, December 11, 2020, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





## AGENDA MEMORANDUM

**DATE:** November 13, 2020

**TO:** Watauga Economic Development Corporation Directors

**FROM:** Andrea Gardner, City Manager

**SUBJECT:** Executive Director's Report on economic development projects to include the branding signs project, poster sign project and splashpad project

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**BACKGROUND/INFORMATION:**

**FINANCIAL IMPLICATIONS:**

**RECOMMENDATION/ACTION DESIRED:**

City staff respectfully recommends the Board receive the report of the Executive Director and provide direction, if necessary.

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

None

**REVIEWED BY:**

George Hyde, Legal  
Andrea Gardner, City Manager

Approved - 12/9/2020  
Final Approval - 12/9/2020

*Approved as to form for inclusion on Agenda*



## AGENDA MEMORANDUM

**DATE:** December 8, 2020  
**TO:** Watauga Economic Development Corporation Directors  
**FROM:** Sandra Gibson, Director of Finance  
**SUBJECT:** Monthly Financial Report for the period ending October 31, 2020

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**BACKGROUND/INFORMATION:**

The Monthly Financial Report for the period ending October 31, 2020 is attached for the Board's review.

**FINANCIAL IMPLICATIONS:**

N/A

**RECOMMENDATION/ACTION DESIRED:**

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

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. EDC Monthly Financial Report - October 2020

**REVIEWED BY:**

Andrea Gardner, City Manager

Final Approval - 12/8/2020

*Approved as to form for inclusion on Agenda*



## AGENDA MEMORANDUM

**DATE:** December 6, 2020

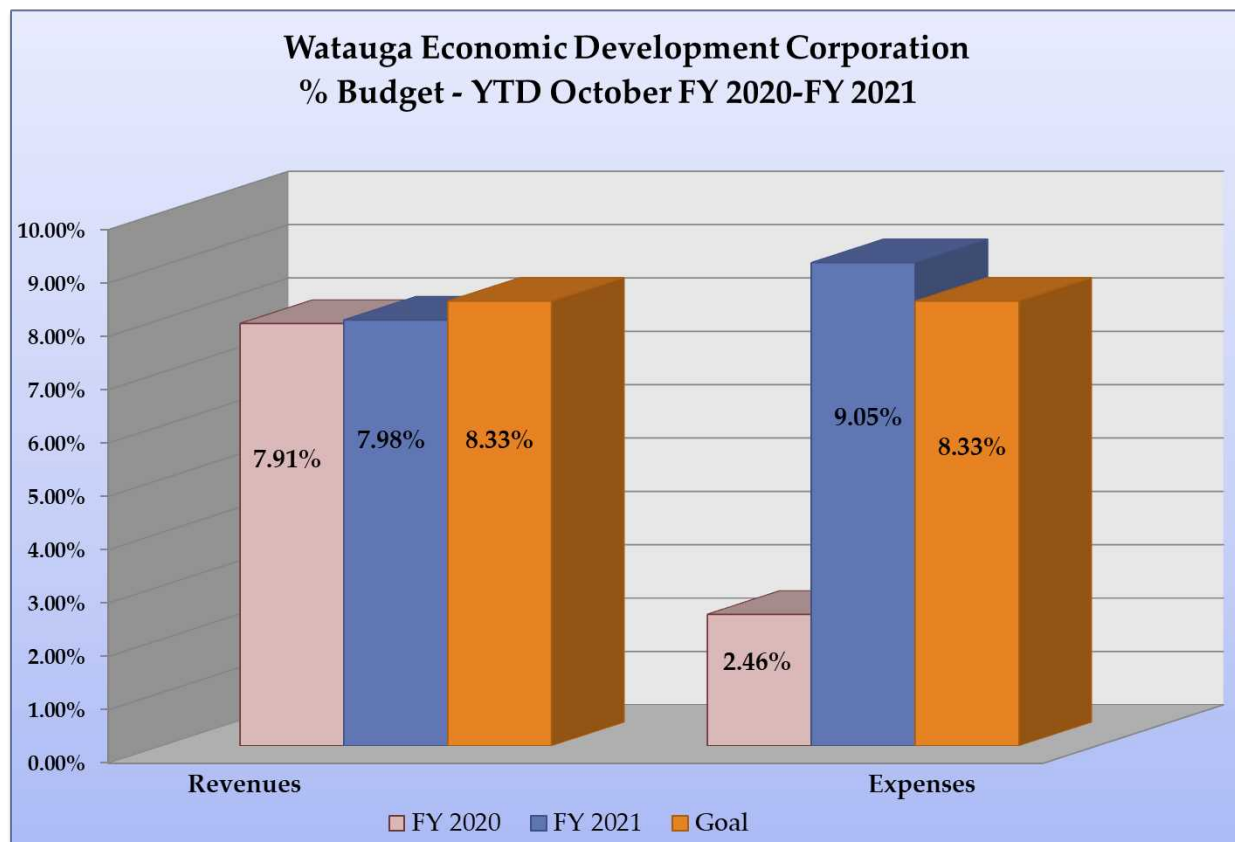
**TO:** Watauga Economic Development Board

**FROM:** Sandra Gibson, Director of Finance

**SUBJECT:** Financial Report for the Month of October, 2020

The attached report and below graph represent the results of transactions through October, 2020 which is the 1st month of the fiscal year and is 8.3% through the FY2020-FY2021 budget.

The EDC sales tax distribution for the month of October, 2020 will be received on Friday, December 11<sup>th</sup>. An estimate of \$59,419 has been used for the sales tax revenue accrual in this report. Total year-to-date expenditures are \$45,383 which is 2.46% of the budget expended for the year.





CITY OF WATAUGA  
BUDGET TO ACTUAL COMPARISON  
FISCAL YEAR 2021  
For the period ending October 31, 2020 (1st FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

|                                             | CURRENT<br>BUDGET | 10/31/2020<br>YTD ACTUAL | %<br>USED    | %<br>REMAINING | 10/31/2019<br>YTD ACTUAL | \$ CHG<br>21 vs 20 | % CHG<br>21 vs 20 |
|---------------------------------------------|-------------------|--------------------------|--------------|----------------|--------------------------|--------------------|-------------------|
| REVENUE:                                    |                   |                          |              |                |                          |                    |                   |
| SALES TAX                                   | 705,000           | 59,419                   | 8.43%        | 91.57%         | 60,847                   | (1,429)            | -2.35%            |
| INTEREST EARNINGS                           | 5,000             | 98                       | 1.96%        | 98.04%         | 397                      | (299)              | -75.27%           |
| INTEREST/ESCROW                             | -                 | -                        | -            | -              | -                        | -                  | -                 |
| CONTRIBUTIONS/OTHER                         | 35,800            | -                        | -            | -              | -                        | -                  | -                 |
| <b>TOTAL REVENUE</b>                        | <b>\$745,800</b>  | <b>\$59,517</b>          | <b>7.98%</b> | <b>92.02%</b>  | <b>\$61,244</b>          | <b>(1,727)</b>     | <b>-2.82%</b>     |
| PERSONNEL SERVICES                          | -                 | -                        | 0.00%        | 0.00%          | 226                      | (226)              | -100.00%          |
| NON-DEPARTMENTAL                            | -                 | -                        | 0.00%        | 0.00%          | -                        | -                  | 0.00%             |
| SUPPLIES                                    | 1,085             | -                        | 0.00%        | 100.00%        | 296                      | (296)              | -100.00%          |
| MAINTENANCE                                 | -                 | -                        | 0.00%        | 0.00%          | -                        | -                  | 0.00%             |
| CONTRACTUAL & SUNDRY                        | 108,375           | 12,943                   | 11.94%       | 88.06%         | 2,377                    | 10,566             | 444.51%           |
| TRANSFERS                                   | 389,284           | 32,440                   | 8.33%        | 91.67%         | 8,348                    | 24,092             | 288.60%           |
| CAPITAL OUTLAY                              | 2,500             | -                        | 0.00%        | 100.00%        | -                        | -                  | 0.00%             |
| <b>TOTAL EXPENDITURES</b>                   | <b>501,244</b>    | <b>45,383</b>            | <b>9.05%</b> | <b>90.95%</b>  | <b>\$ 11,247</b>         | <b>34,136</b>      | <b>303.50%</b>    |
| EXCESS REVENUE OVER (UNDER)<br>EXPENDITURES | <b>\$244,556</b>  | <b>\$14,133</b>          |              |                | <b>\$49,997</b>          | <b>-\$35,863</b>   |                   |



## AGENDA MEMORANDUM

**DATE:** December 9, 2020

**TO:** Honorable City Council Members

**FROM:** Raquel Guajardo, Deputy City Secretary

**THROUGH:** Andrea Gardner, City Manager

**SUBJECT:** Discuss and consider action to approve the meeting minutes for the 2020 Heart of North Texas Conference held on November 6, 2020 and the WEDC Regular Meeting held November 17, 2020.

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**BACKGROUND/INFORMATION:**

Meeting minutes are attached for consideration.

**FINANCIAL IMPLICATIONS:**

None.

**RECOMMENDATION/ACTION DESIRED:**

City staff respectfully recommends the WEDC Board approve the 2020 Heart of North Texas Conference minutes and the November 17, 2020 meeting minutes.

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. 11172020 MINS WEDC REGULAR MEETING
2. 11062020 MINS HEART OF NTX WEDC

**REVIEWED BY:**

Andrea Gardner, City Manager

Final Approval - 12/10/2020

*Approved as to form for inclusion on Agenda*

**MINUTES  
WATAUGA ECONOMIC DEVELOPMENT CORPORATION  
REGULAR MEETING  
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148  
TUESDAY, NOVEMBER 17, 2020  
6:00 PM**

**CALL TO ORDER:**

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

**DIRECTORS PRESENT:**

Art Miner, President, Place 1  
Amirali Fazalbhai, Place 2  
Jan Hill, Place 3  
Damon Solko, Place 4  
Mike Alexander, Place 5  
*Vacant*, Place 7

**DIRECTORS ABSENT:**

Cheneya Cruze, Place 6 (Absent With Notice)

**CITY STAFF PRESENT:**

Andrea Gardner, City Manager  
Sandra Gibson, Finance Director

**PUBLIC TESTIMONY**

No public testimony.

**REPORTS FROM STAFF**

**1. Monthly Financial Report for the period ending September 30, 2020 (Pre-audit)**

Sandra Gibson provided report to the board. The presentation included an update on the 2020 audit, splash pad, monument signs, digital poster signs, incubator project and business registration which currently stands at (11).

Ms. Gibson explained that the audit is anticipated to take six (6) months to complete. Sales tax has increased 14% from last year due to online sales. Capital projects include the Capp Smith retaining wall project which was completed, the purchase of the Capp Smith digital sign, and the Capp Smith park amenities have been completed. There are two continuing projects the incubator project that's just begun and the Splash pad which is anticipated to be completed in 2021.

## **2. Executive Director Report on economic development activities**

Ms. Gardner provided the board with information regarding the following WEDC projects:

- Monument signs (2) located on Watauga Road and (1) digital poster sign located at Capp Smith to be used for advertising space for local businesses. Board to determine the policy for the signs. Draft policy will be presented to the board.
- Business project is running smoothly with the input from this Board's Secretary and the process created by the staff. Fee likely to be less than originally discussed. Exact amount is not known at this time. (12) businesses have registered since the project began on November 1, 2020.

Secretary Fazalbhair provided positive feedback and President Miner also commented that businesses have responded positively to outreach.

## **APPROVAL OF MINUTES**

### **1. Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held on October 20, 2020.**

Director Hill motioned to approve the meeting minutes as presented. Motion seconded by Director Solko. As there was no discussion, President Miner called for the Board to vote. Motion carried 4-0-1.

Ayes: Hill, Solko, Alexander, Fazalbhair

Nays: None

Absent: Cruze

## **NEW BUSINESS**

### **1. Discuss and Consider Action on a Resolution of the Watauga Economic Development Corporation Board of Directors approving an Incubator Tenant Screening and Selection Policy; providing for Repeal; and providing an Effective Date**

President Miner read comments submitted by Ms. Sharon Gehle 7725 Partridge Dr. Watauga. (Comments will be archived with approved minutes)

Director Solko motioned to bring the item to the table. Motion seconded by Director Hill.

President Miner called for Board questions, comments or discussion.

Director Hill commented that people sometimes feel that staff presents items to the Board and that simply isn't the case as the City Manager provides a great deal of information for review for the Board to make decisions.

Director Hill made a motion to approve the item as written. Motion seconded by Secretary Fazalbhai.

As there was no additional discussion, President Miner called for the Board to vote. Motion carried 4-0-1.

Ayes: Hill, Solko, Alexander, Fazalbhai  
Nays: None  
Absent: Cruze

**2. Discuss and Consider Action on a Resolution of the Watauga Economic Development Corporation Board of Directors approving a Watauga Business Assistance Policy; providing for Repeal; and providing an Effective Date.**

President Miner commented that public testimony was not received for this item.

Director Solko motioned to discuss and bring to the item to the table. Motion seconded by Director Hill.

President Miner commented that a lot of hard work went into preparation of the item and it is well written and thought out.

Director Hill motioned to approve the item as presented. Motion seconded by Director Alexander.

As there was no additional discussion, President Miner called for the Board to vote. Motion carried 4-0-1.

Ayes: Hill, Solko, Alexander, Fazalbhai  
Nays: None  
Absent: Cruze

**3. Discuss and consider action to authorize the Executive Director to execute a contract with Bludot Technologies for Business Retention & Expansion software support**

Director Solko motioned to discuss and bring to the item to the table. Motion seconded by Secretary Fazalbhai.

Ms. Gardner presented the software options to the Board.

Director Hill motioned to have the Executive Director execute a contract with Bludot Technologies for business retention and expansion software report. Motion seconded by Secretary Fazalbhai.

As there was no additional discussion, President Miner called for the Board to vote.  
Motion carried 4-0-1.

Ayes: Hill, Solko, Alexander, Fazalbhai  
Nays: None  
Absent: Cruze

### **ADJOURNMENT**

With no additional business to discuss, President Miner adjourned the meeting at 6:28p.m.

APPROVED:        this the \_\_\_\_ day of \_\_\_\_\_ 2020.

SIGNED:            this the \_\_\_\_ day of \_\_\_\_\_ 2020.

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Arthur L. Miner, President

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Amirali (A.J.) Fazalbhai, Secretary

**NOTE:** Original Audio and Video Recording of this meeting is preserved and maintained  
by the City Secretary's Office



**MINUTES**  
**WATAUGA ECONOMIC DEVELOPMENT CORPORATION**  
**2020 HEART OF NORTH TEXAS CONFERENCE**  
**6000 HAWK AVENUE, NORTH RICHLAND HILLS, TEXAS 76180**  
**NOVEMBER 6, 2020**  
**8:00 AM**

The following members of the Watauga Economic Development Corporation attended the 2020 Heart of North Texas Conference on November 6, 2020, at 8:00 a.m., at the NRH Centre, 6000 Hawk Avenue, North Richland Hills, Texas 76180:

|                          |                         |
|--------------------------|-------------------------|
| Arthur Miner             | President, Place 1      |
| Cheneya Cruze            | Vice-President, Place 6 |
| Amirali (A.J.) Fazalbhai | Secretary, Place 2      |
| Jan Hill                 | Director, Place 3       |
| Damon Solko              | Director, Place 4       |
| Mike Alexander           | Director, Place 5       |

with

|                |                                 |
|----------------|---------------------------------|
| Andrea Gardner | Executive Director/City Manager |
|----------------|---------------------------------|

There was no discussion or debate by the members present and no action was taken on any City business at this event.

**APPROVED:** this the \_\_\_\_\_ day of \_\_\_\_\_, 2020

**SIGNED:** this the \_\_\_\_\_ day of \_\_\_\_\_, 2020

\_\_\_\_\_  
Arthur L. Miner, President

ATTEST:

\_\_\_\_\_  
Amarali (A.J.) Fazalbahai, Secretary



## AGENDA MEMORANDUM

**DATE:** October 22, 2020

**TO:** Watauga Economic Development Corporation Directors

**FROM:** Marcia Reyna, Human Resources and Civil Service Director

**SUBJECT:** Discuss and consider action to recommend a succession plan for future staffing needs of the Watauga Economic Development Corporation to be included and presented "as a department" in the City's Succession Plan

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### **BACKGROUND/INFORMATION:**

The City Council provided the goal of completing a Succession Plan for the City to the City Manager in April 2020.

The City Manager/Executive Director provided a draft copy of the succession plan prepared for the City of Watauga that includes the WEDC during the closed session held on October 20, 2020 as part of the discussion of duties for the Executive Director. The WEDC Board directed the draft plan to be presented to the Board in December 2020. The City's Succession Plan is planned for discussion with the Council during the January 2021 Workshop meeting.

### **FINANCIAL IMPLICATIONS:**

N/A

### **RECOMMENDATION/ACTION DESIRED:**

City staff respectfully recommends that the WEDC Board provide direction to the Executive Director regarding the WEDC's Succession Plan and make a recommendation to the Watauga City Council on the WEDC's portion of the overall Succession Plan for the City.

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. WEDC Succession Plan Proposal2

### **REVIEWED BY:**

George Hyde, Legal

Marcia Reyna, Human Resources and Civil Service Director

Andrea Gardner, City Manager

*Approved as to form for inclusion on Agenda*

Approved - 12/9/2020

Approved - 12/9/2020

Final Approval - 12/9/2020



## **AGENDA MEMORANDUM**

### SUCCESSION PLAN (DRAFT)

| Position Title                                                                                 | Retirement Eligibility | Position Vulnerability |                   |                  | Succession Candidate Names |                  |                   |          | Requirements |                                                                                                           | Mentor |
|------------------------------------------------------------------------------------------------|------------------------|------------------------|-------------------|------------------|----------------------------|------------------|-------------------|----------|--------------|-----------------------------------------------------------------------------------------------------------|--------|
| DEPT: ECONOMIC DEVELOPMENT                                                                     |                        | Open in <1 Year        | Open in 1-3 Years | Open in 3+ Years | Ready in <1 Year           | Ready in 1-3 Yrs | Ready in 3+ Years | External | Experience   | Degree/Certifications                                                                                     |        |
| Business Development Manager<br>(currently provided by City Manager<br>as Executive Director)  | January 31, 2022       |                        | X                 |                  |                            |                  |                   | X        | 10 years     | Bachelor's Degree,<br>Certified Economic<br>Developer and Certified<br>Public Manager                     |        |
| Economic Innovation and Strategy<br>Specialist                                                 | Unfunded               |                        | X                 |                  |                            |                  |                   | X        | 5 years      | Bachelor's Degree,<br>Certified Economic<br>Developer and Certified<br>Public Manager                     |        |
| Business Retention Specialist or<br>Business Assistance Specialist                             | Unfunded               |                        | X                 |                  |                            |                  |                   | X        | 2 Years      | Associates's Degree,<br>Experience with<br>Economic Development<br>with emphasis on<br>Business Retention |        |
| Economic Development Coordinator<br>(shown in budget and PIP as Public<br>Information Officer) | Unfunded               | X                      |                   |                  |                            |                  |                   | X        | 2 Years      | Associates's Degree,<br>Experience with<br>Economic Development<br>with emphasis on<br>Marketing          |        |



## AGENDA MEMORANDUM

**DATE:** December 8, 2020

**TO:** Watauga Economic Development Corporation Directors

**FROM:** Andrea Gardner, City Manager

**SUBJECT:** Discuss and provide direction to the Executive Director regarding the marketing campaign for the WEDC to include the development/use of a website and social media

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### **BACKGROUND/INFORMATION:**

The City Manager/Executive Director recently completed the International Economic Development Council's Development Marketing and Attraction training. The training highlighted the importance of marketing the community and the role of EDC in preparing the marketing plan that will assist with new business attraction efforts. A major focus of the course included website design and the use of social media.

The Executive Director and Information Technology Director discussed the options for website marketing and began making improvements to the City's website related to the WEDC and attempted to better highlight the WEDC's webpage. The question that came up was is there a need for a separate website for the WEDC. Thus, staff obtained insight and pricing from a few sources and now seeks direction from the Board on the preferred approach to marketing, specific to website development and design.

### **FINANCIAL IMPLICATIONS:**

Estimates will be provided to the Board at a future meeting once direction is provided. The preliminary information received to date is attached.

### **RECOMMENDATION/ACTION DESIRED:**

City staff respectfully recommends the WEDC Board provide direction to the WEDC Economic Development Director regarding development of a marketing plan to include website and social media.

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. TX - Watauga EDC Subsite SOW

### **REVIEWED BY:**

Bradley Fraley, Chief Information Officer  
George Hyde, Legal

Approved - 12/8/2020  
Final Approval - 12/9/2020



## **AGENDA MEMORANDUM**

*Approved as to form for inclusion on Agenda*

**CivicPlus**

302 South 4th St. Suite 500  
Manhattan, KS 66502  
US

**Quote #:**

Q-12636-1

**Date:**

10/23/2020 1:01 PM

**Expires On:**

12/31/2020

**Product:****Client:**

Watauga TX - CivicEngage

**Bill To:**

Watauga TX - CivicEngage

| SALESPERSON     | Phone       | EMAIL                  | DELIVERY METHOD | PAYMENT METHOD |
|-----------------|-------------|------------------------|-----------------|----------------|
| Curtis Wendling | x7853231507 | wendling@civicplus.com |                 | Net 30         |

**- Statement of Work**

| QTY                                | Product Name                     | DESCRIPTION                   | PRODUCT TYPE |
|------------------------------------|----------------------------------|-------------------------------|--------------|
| 1.00                               | Sub-Site GCMS                    | Engage 5 Annual Fee           | Renewable    |
| 1.00                               | Hosting & Security Annual Fee    | Hosting & Security Annual Fee | Renewable    |
| 1.00                               | Sub-Site Ultimate Implementation | Ultimate Implementation       | One-time     |
| Total Investment - Year 1          |                                  | USD 9,424.24                  |              |
| Annual Recurring Services – Year 2 |                                  | USD 2,416.00                  |              |

Total Days of Quote:160

1. This Statement of Work ("SOW") shall be subject to the terms and conditions of the Watauga TX - CivicEngage Statement of Work signed by and between the Parties ("the Agreement"). By signing this SOW, Client expressly agrees to the terms and conditions of the Agreement, as though set forth herein.
2. Client will be invoiced for the Total Investment - Year 1 (the sum of one-time costs and a prorated portion of the Annual Recurring Services) upon signing and submission of this SOW. The Annual Recurring Services subscription fee for the Products (as described above) included in this SOW are prorated and co-termed to align with the Client's current billing schedule and the Annual Recurring Services amount will subsequently be added to Client's Term and regularly scheduled annual invoices under the terms of the Agreement.
3. Each year this SOW is in effect, a technology investment and benefit fee, as agreed to in the Agreement, will be applied to the Annual Recurring Services subscription fee.

Signature Page to follow.

## Acceptance

By signing below, the parties are agreeing to be bound by the covenants and obligations specified in this SOW and the Agreement terms and conditions

IN WITNESS WHEREOF, the parties have caused this SOW to be executed by their duly authorized representatives as of the dates below.

Client

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

## Contact Information

\*all documents must be returned: Master Service Agreement, Statement of Work, and Contact Information Sheet.

|                                                                                                                                                                                                                                                                                                 |                    |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------|
| <b>Organization</b>                                                                                                                                                                                                                                                                             | URL                |             |
| Street Address                                                                                                                                                                                                                                                                                  |                    |             |
| Address 2                                                                                                                                                                                                                                                                                       |                    |             |
| City                                                                                                                                                                                                                                                                                            | State              | Postal Code |
| CivicPlus provides telephone support for all trained clients from 7am –7pm Central Time, Monday-Friday (excluding holidays).<br>Emergency Support is provided on a 24/7/365 basis for representatives named by the Client. Client is responsible for<br>ensuring CivicPlus has current updates. |                    |             |
| <b>Emergency Contact &amp; Mobile Phone</b>                                                                                                                                                                                                                                                     |                    |             |
| <b>Emergency Contact &amp; Mobile Phone</b>                                                                                                                                                                                                                                                     |                    |             |
| <b>Emergency Contact &amp; Mobile Phone</b>                                                                                                                                                                                                                                                     |                    |             |
| <b>Billing Contact</b>                                                                                                                                                                                                                                                                          | E-Mail             |             |
| Phone                                                                                                                                                                                                                                                                                           | Ext.               | Fax         |
| Billing Address                                                                                                                                                                                                                                                                                 |                    |             |
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| Tax ID #                                                                                                                                                                                                                                                                                        | Sales Tax Exempt # |             |
| Billing Terms                                                                                                                                                                                                                                                                                   | Account Rep        |             |
| Info Required on Invoice (PO or Job #)                                                                                                                                                                                                                                                          |                    |             |
| Are you utilizing any external funding for your project (ex. FEMA, CARES):                                                                                                                                                                                                                      |                    |             |
| Y [ ] or N [ ]                                                                                                                                                                                                                                                                                  |                    |             |
| Please list all external sources:                                                                                                                                                                                                                                                               |                    |             |
| <b>Contract Contact</b>                                                                                                                                                                                                                                                                         | Email              |             |
| Phone                                                                                                                                                                                                                                                                                           | Ext.               | Fax         |
| <b>Project Contact</b>                                                                                                                                                                                                                                                                          | Email              |             |
| Phone                                                                                                                                                                                                                                                                                           | Ext.               | Fax         |



## AGENDA MEMORANDUM

**DATE:** December 9, 2020

**TO:** Watauga Economic Development Corporation Directors

**FROM:** Deby Woodard, Assistant Director of Finance

**SUBJECT:** Discuss and consider action on a resolution approving a line item transfer in accordance with Section 4.04 of the July 2020 approved WEDC Bylaws

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### **BACKGROUND/INFORMATION:**

The WEDC and City have focused tremendous efforts and funds on business retention efforts as anticipated to due COVID-19 and the importance of supporting local small business beyond any community impact (construction projects or pandemics).

### **FINANCIAL IMPLICATIONS:**

See attached Budget Transfer form (line item transfer) for details.

### **RECOMMENDATION/ACTION DESIRED:**

City staff respectfully recommends the WEDC Board approve Resolution No. 2020-11 approving a line item budget transfer for the purposes of increasing funding for business retention and decreasing funds from other line items in the FY 2021 approved WEDC Budget.

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. WEDC Bylaws Approved 07212020
2. Copy of Copy of Budget Adjust JE Forms Explore Watauga Event
3. Res 2020-11 approving WEDC Budget reallocation

### **REVIEWED BY:**

George Hyde, Legal  
Deby Woodard, Assistant Director of Finance  
Sandra Gibson, Director of Finance  
Andrea Gardner, City Manager  
*Approved as to form for inclusion on Agenda*

Approved - 12/10/2020  
Approved - 12/11/2020  
Approved - 12/11/2020  
Final Approval - 12/11/2020

WATAUGA ECONOMIC DEVELOPMENT CORPORATION  
BYLAWS

ARTICLE ONE: POWERS & PURPOSES

- 1.01 In order to implement the purposes for which the Corporation was formed as set forth in the Articles of Incorporation, the Corporation is organized exclusively for the purposes of benefitting and accomplishing public purposes of, and to act on behalf of the City of Watauga, Texas and the specific purposes for which the Corporation is organized and may issue bonds on behalf of the City of Watauga, Texas for the promotion and development of commercial, industrial and manufacturing enterprises to promote and encourage employment and public welfare, pursuant to the Development Corporation Act of 1979, Article 5190.6, Section 4B, Vernon's Annotated Civil Statutes, as now or hereafter amended.
- 1.02 The Corporation is not a political subdivision or political corporation of the State of Texas within the meaning of its constitution, and no agreements, bonds, debts, or obligations or the lending of credit, or grant of public money or anything of value, of or by the City of Watauga, Texas or any other political corporation, subdivision, or agency of the State of Texas, or a pledge of faith and credit of any of them.
- 1.03 The registered office of the corporation is located at 7105 Whitley Road, Watauga, Texas 76148, and the name of the registered agent of the corporation at such address is Andrea Gardner, City Manager. The principal office for the transaction of the business of the corporation is located at 7105 Whitley Road, Watauga, Texas 76148.

ARTICLE TWO: DIRECTORS  
Powers

- 2.01 The Directors shall act only as a board, and an individual Director shall have no power to act for the corporation. All corporate powers of the corporation shall be exercised by the Board of Directors or under its authority. The business and affairs of the corporation shall be controlled by the Board of Directors, subject, however, to such limitations as are imposed by law, the Articles of Incorporation or these Bylaws. The Board of Directors may, by contract or otherwise, give general or limited or special power and authority to the officers and employees of the corporation to transact the general business or any special business of the corporation and may give powers of attorney to agents of the corporation to transact any special business requiring such authorization.

### Number and Qualification of Directors

- 2.02 The authorized number of Directors of this corporation shall be seven (7). Each Director must be a resident of the City of Watauga at the time of appointment and maintain that residency during entire tenure on the Board.

### Election and Term of Office

- 2.03 The Directors shall be appointed by the Watauga City Council and serve at the pleasure of the Watauga City Council. **Positions 1, 3, 5 and 7 shall be appointed in odd years and Positions 2, 4 and 6 shall be appointed in even years. All appointments shall be for 2 year terms.**
- 2.04 Board Membership shall comply with Texas Local Government Code Subchapter B Sections 501.051, 505.052 and 505.053, with the exception that the number of members from the City's governing body serving as a Director/Board of the WEDC shall be limited to three.

### Vacancies

- 2.05 Vacancies on the Board of Directors may be filled by a majority vote of the Watauga City Council at a regular meeting or special meeting called for that purpose.

### Removal of Directors

- 2.06 The entire Board of Directors or any individual Director may be removed from office with or without cause by majority vote of the Watauga City Council.

### Place of Meetings

- 2.07 All meetings of the Board of Directors shall be held within the City limits of Watauga.

### Annual Meetings

- 2.08 The annual meeting of the corporation shall be held in the month of March each year. At such meetings, officers shall be appointed, reports of the corporation's affairs shall be considered and any other business may be transacted which falls within the power of the Directors. All provisions herein pertaining to the Board of Directors meetings shall also apply to the annual meeting.

### Regular Meetings

- 2.09 Regular meetings of the Board of Directors shall be held on the third Tuesday of each month between annual meetings of the corporation, and at such dates and

times as the Directors may determine. Meetings shall be held no less than quarterly. Roberts Rules of Order shall be used to conduct and govern meetings. The City of Watauga Council Rules of Procedure apply to the Board. Regular meetings shall be conducted in accordance with the Texas Open Meetings Act, Government Code Chapter 551, as now or hereafter amended.

#### Special Meetings - Call and Notices

- 2.10 Special meetings of the Board of Directors for any purpose shall be called at any time by the President or, if the President is absent or unable or refuses to act, by any two Directors. Written notices of the special meetings, stating the time and place and in general terms the purpose or purposes thereof, shall be mailed or telegraphed or personally delivered to each Director not later than the day before the day appointed for the meeting. Special meetings shall be conducted in accordance with the Texas Open Meetings Act, Government Code Chapter 551, as now or hereafter amended.

#### Quorum

- 2.11 A majority of the authorized number of Directors shall be necessary to constitute a quorum for the transaction of business, except to adjourn or recess a meeting. Every act or decision done or made by a majority of the Directors present shall be regarded as the act of the Board of Directors, unless a greater number is required by law or by the Articles of Incorporation. Each Director who is present at a meeting will be deemed to have assented to any action taken at the meeting unless the Director's dissent to the action is entered in the minutes of the meeting.

#### Board Action

- 2.12 Any action required or permitted to be taken by the Board of Directors must be taken pursuant to a lawfully convened meeting.

#### Adjournment - Notice

- 2.13 A quorum of the Directors may adjourn or recess any Directors' meeting to meet again at a stated hour on a stated day. In the absence of a quorum, a majority of the Directors present at any Directors' meeting, either regular or special, may adjourn or recess from time to time until the time fixed for the next regular meeting of the Board. All meetings of the Board of Directors shall be conducted in accordance with the Texas Open Meetings Act, Government Code Chapter 551, as now or hereafter amended.

#### Conduct of Meetings

- 2.1 The President or, in the President's absence, the Vice President, or in the absence of both, any Director selected by the Directors present, shall preside at the meeting

of the Board of Directors. The President, or presiding officer in the absence of the President, shall not make motions and shall vote only in case of a tie. The Secretary of the corporation or, in the Secretary's absence, any person appointed by the presiding officer, shall act as Secretary of the Board of Directors' meetings.

#### Power of Eminent Domain

- 2.1 The corporation may exercise the power of eminent domain only on approval of the action by the Watauga City Council. The power must be exercised with and subject to the laws applicable to the City of Watauga.

#### Liability

- 2.1 The corporation, individual Directors, the City of Watauga, the individual Watauga City Council Members, employees of the City of Watauga or of the Corporation are not liable for damages arising from governmental function of the corporation or the City of Watauga.

#### Indemnification of Directors and Officers

- 2.1 The Board of Directors may authorize the corporation to indemnify and/or pay expenses incurred by, or to satisfy a judgment or settle a claim or pay a fine rendered or levied against present or former Directors, officers, employees or agents of this corporation based upon his or her action as a director, officer, employee or agent of the corporation as authorized by State law.

### ARTICLE THREE: OFFICERS

#### Title and Appointment

- 3.01 The officers of the corporation shall be a President, one or more Vice Presidents, Secretary, and such assistants and other officers as the Watauga City Council deems necessary to carry out the business and purposes of the corporation. All officers shall be appointed by and hold office at the pleasure of the Board of Directors.

#### Powers and Duties of Officers

- 3.02 The officers of the corporation shall have the powers and duties generally ascribed to the respective offices and such additional authority or duty as may from time to time be established by the Board of Directors. The Secretary is encouraged to furnish to new members the telephone numbers of other WEDC board members and staff, the governing regulations, and any other pertinent information concerning the WEDC to the new board member within seven (7) days of the new director's appointment.

## ARTICLE FOUR: FISCAL PROVISIONS

- 4.01 The Corporation shall review and upon approval by the Board submit monthly financial reporting in a format utilized by the City of Watauga. All books and records of the Corporation shall be maintained by the City's Finance Department in accordance with Section 501.073 of the Texas Local Government Code. The Watauga City Council and the Corporation acknowledge and agree that the management of the Corporation's financial records shall be administered by the City pursuant to the terms of the Financial Services Agreement.
- 4.02 All expenditures of the Corporation shall be completed in accordance with Texas Local Government Code Chapter 501, Subchapter A, Section 501.073 and Chapter 505. The Corporation shall have its records and accounts audited annually and shall have an annual financial statement prepared based on the audit. The audit shall be completed by an independent auditor selected by the City of Watauga.
- 4.03 The Executive Director shall prepare each year a Corporation itemized budget to cover the proposed expenditures of the Corporation for the succeeding year. The proposed budget shall be submitted to the Board the 60<sup>th</sup> day prior to the Board adoption of the budget. The Board shall submit the proposed itemized budget to the City Secretary, for record and placement on the Council agenda, before the 30<sup>th</sup> day the City of Watauga City Council is scheduled to approve the Corporation's budget. The itemized budget shall provide as clear a comparison as practicable between expenditures included in the proposed budget and actual expenditures for the same or similar purposes made for the preceding year. The budget must show as definitively as possible each of the projects for which expenditures are set up in the budget and the estimated amount of money carried in the budget for each project. The budget must contain a complete financial statement of the Corporation that shows (1) the outstanding obligations of the Corporation; (2) the cash on hand to the credit of each fund; (3) the funds received from all sources during the preceding year; and (5) the estimated revenue available to cover the proposed budget. A public hearing shall be held by the governing body. The governing body shall set the public hearing date after the 15<sup>th</sup> day after the date the Board files the proposed budget with the City Secretary. The Corporation shall provide notice of the date, time and location of the hearing and the approval date by the City of Watauga's City Council on the Corporation's website.
- 4.04 The Executive Director with the approval of the City Manager shall be authorized to complete line item transfers within the Budget, without increasing the total budget. These line item transfers will be completed by budget reallocation, as needed, and will be presented to the Board of Directors for approval. Estimated expenditures shall not exceed estimated resources. If at any time the budget needs to be amended through an increase, a majority vote of the Board of Directors and approval of the City of Watauga City Council.

4.05 Temporary or idle funds of the Watauga Economic Development Corporation which are undesignated, may be invested in any legal manner authorized by the Public Funds Investment Act and authorized by the Corporation's approved Investment Policy. The Corporation's Investment Policy must be reviewed and approved annually by the Board of Directors.

#### ARTICLE FIVE: EXECUTION OF INSTRUMENTS

5.01 The Board of Directors may, in its discretion, authorize an officer or officers, or other person or persons, to execute any corporate instrument or document, or to sign the corporate name without limitation, except where otherwise provided by law and such execution or signature shall be binding on the corporation.

#### ARTICLE SIX: RECORDS AND REPORTS

##### Inspection of Books and Records

6.01 The corporation shall keep at the principal place of business a book of minutes of all meetings, adequate business records and notices of all its transactions.

6.02 All books and records of the corporation shall be open to inspection to the extent expressly provided by the Texas Open Records Act, Chapter 551 of the Government Code, as now or hereafter amended, and not otherwise. All books and records may be examined by Directors and Watauga City Council members at reasonable times.

#### ARTICLE SEVEN: AMENDMENT OF BYLAWS

##### Amendment of Bylaws

7.01 The power to alter, amend, or repeal these bylaws is vested in the Directors, subject to the approval of the City Council or changes in State law.

Recommended for Approval by the Board of Directors on the 31st day of March, 2020.

Approved by City Council on 13<sup>th</sup> day of April, 2020.

## Budget Adjustment Form

Batch No: \_\_\_\_\_

Page \_1\_ of \_1\_

## Reason for Budget Adjustment:

Funding needed for Business Retention programs to assist small businesses due to COVID-19 impacts

| <b>Account Name:</b> | <b>Account Number:</b> | <b>Current Budget:</b> | <b>Requested Budget:</b> | <b>Adjustment:</b> |
|----------------------|------------------------|------------------------|--------------------------|--------------------|
| Travel               | 04-018-74060           | \$ 2,600               | \$ 2,000                 | -\$600             |
| Printing & Binding   | 04-018-74190           | \$ 300                 | \$ -                     | -\$300             |
| Training             | 04-018-74100           | \$ 7,010               | \$ 6,510                 | -\$500             |
| Advertising          | 04-016-74050           | \$ 1,000               | \$ 500                   | -\$500             |
| Events               | 04-016-75140           | \$ 2,000               | \$ 3,900                 | \$1,900            |
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|                      |                        |                        |                          |                    |
| <b>TOTAL</b>         |                        |                        |                          | <b>0</b>           |

Director Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Finance Director Approval: \_\_\_\_\_ Date: \_\_\_\_\_

City Manager Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Entered: \_\_\_\_\_ Date: \_\_\_\_\_

## Journal Entry Form

Batch No: \_\_\_\_\_

Page \_1\_ of \_1\_

Reason for Journal Entry:

[illegible]

Director Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Entered: \_\_\_\_\_ Date: \_\_\_\_\_

WATAUGA ECONOMIC DEVELOPMENT CORPORATION  
RESOLUTION NO. 2020-11

**A RESOLUTION OF THE WATAUGA ECONOMIC  
DEVELOPMENT CORPORATION BOARD OF DIRECTORS  
APPROVING LINE-ITEM TRANSFERS WITHIN THE  
CORPORATION'S FISCAL YEAR BUDGET FOR FY2020-2021 IN  
ACCORDANCE WITH SECTION 4.04 OF THE CORPORATE  
BYLAWS; AND PROVIDING AN EFFECTIVE**

WHEREAS, on July 23, 2020, the Watauga Economic Development Corporation Board approved its proposed budget for FY2020-2021; and

WHEREAS, the City Council subsequently approved the Board's budget for FY2020-2021 which provides for the projected revenue and expenses of the Corporation for the fiscal year; and

WHEREAS, the Board finds it necessary and appropriate to reallocate funds within the budget in accordance with Section 4.04 of the bylaws, and which does not result in an increase of expenditures by the Corporation; and

WHEREAS, the Board finds it necessary for its Executive Director to submit the approved Budget reallocations to the Board for consideration and approval; and

WHEREAS, in accordance with state law the WEDC Board is of the opinion that the budget should be approved.

NOW, THEREFORE, BE IT RESOLVED by the Watauga Economic Development Corporation Board of Directors that:

- Section 1. The statements set forth in the recitals of this resolution are true and correct, and the WEDC hereby incorporates such recitals as a part of this resolution.
- Section 2. The reallocation of the Watauga Economic Development Corporation Budget for Fiscal Year 2020-2021 is approved as shown in Exhibit A, which is attached hereto and incorporated herein for all purposes.
- Section 3. This resolution shall be and is hereby cumulative of all other resolutions of the WEDC and this resolution shall not operate to repeal or affect any such other resolutions except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this resolution, in which event such conflicting provisions, if any, in such other resolution or resolutions are hereby repealed.
- Section 4. If any section, subsection, sentence, clause, or phrase of this resolution shall for any reason be held to be invalid, such decision shall not affect the validity of the remaining portions of this resolution.

Section 5. This resolution shall become effective and be in full force and effect from and after the date of passage and adoption by the Board of Directors of the WEDC, and upon all subsequent approvals thereof as prescribed by law.

PASSED AND ADOPTED by the Watauga Economic Development Corporation on this \_\_\_\_\_ day of \_\_\_\_\_ 2020.

APPROVED

\_\_\_\_\_  
Arthur L. Miner, President

ATTEST:

\_\_\_\_\_  
Amirali Fazalbhai, Secretary

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
George Hyde, Corporation General Counsel