

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, OCTOBER 20, 2020
6:00 PM**

CALL TO ORDER:

President Miner called the meeting to order at 6:07 p.m.

DIRECTORS PRESENT:

Art Miner, President, Place 1
Amirali Fazalbhai, Place 2
Jan Hill, Place 3
Mike Alexander, Place 5
Cheneya Cruze, Place 6
Vacant, Place 7

DIRECTORS ABSENT:

Damon Solko, Place 4 (Absent Without Notice)

CITY STAFF PRESENT:

Andrea Gardner, City Manager

PUBLIC TESTIMONY

A packet of two comments from residents was submitted to council but not read into record due to the comments not relating to items presented for action included on the agenda. These comments will be filed with the minutes.

REPORTS FROM STAFF

1. Report on the Watauga Restaurant Incubator Project Feasibility Study

Ms. Gardner reported on the Watauga restaurant incubator project feasibility study and addressed key findings and trends.

Vice-President Cruze asked about the trash service. Ms. Gardner responded that assumptions were made regarding certain aspects of the study but the board has final say and action on all items and policies.

2. Monthly Financial Report for the period ending August 31, 2020.

Ms. Gardner provided background on the financial report and stated that the sales tax is much better than anticipated and the revenue and expenditures are heading in a positive direction.

APPROVAL OF MINUTES

1. Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held on September 15, 2020.

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

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

NEW BUSINESS

1. Discuss and provide direction on the WEDC trademark application

Ms. Gardner explained that Council had directed legal to trademark the WEDC logo and asked the for direction from the board.

Vice-President Cruze motioned to provide direction on trademark. Motion seconded by Director Hill.

Director Hill stated that she does not want the logo to be edited and used on social media. Secretary Fazalbhai asked for clarification regarding the color of the logo "color/black and white". After some discussion, the consensus of the board was for the color version of the logo be trademarked.

President Miner stated that no action is required for this item as it was to provide direction to staff.

2. Discuss and consider action to recommend a business registration ordinance to the Watauga City Council.

Ms. Gardner presented item to the board.

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

Secretary Fazalbhai expressed support for an opportunity to simplify the onboarding process to ensure businesses do not fall off and fail to register with the City.

President Miner explained that businesses receive many services from the WEDC in exchange for the fee that is charged.

Director Hill amended her motion to provide Ms. Gardner with latitude to research the fee amount. Motion seconded by Director Alexander.

President Miner called for the Board to vote. Motion carried 4-0-1.

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

President Miner called for a vote on the original motion as amended. Motion carried 4-0-1.

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

- 1. Discuss and consider action to recommend approval of an extension to the Professional Services Agreement with Retail Coach, LLC for completion of a Comprehensive Retail Recruitment and Development Plan and authorize the Executive Director to execute the extension upon action by the Watauga City Council**

Mr. Farmer spoke about progress and direction for the future and requested the agreement renewed/extended for year two.

PUBLIC TESTIMONY

President Miner read comments submitted by Mr. Chuck Hubbard, 5948 Hillglen Dr. Watauga. *(Comments will be archived with approved minutes)*

Mr. Farmer addressed the comments and provided insight into the process.

Director Hill made a motion to bring the item to the table. Motion seconded by Vice-President Cruze.

Director Hill made a motion to extend the contract with Retail Coach. Motion seconded by Director Fazalbhai.

Director Hill stated that the statistics, information and work done Mr. Farmer has been really helpful.

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

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

ADJOURNMENT TO EXECUTIVE SESSION

President Miner recessed the meeting for executive session at 7:11 p.m.

Section 551.087 to deliberate regarding economic development negotiations and deliberate regarding an offer of an incentive to a business prospect the WEDC seeks to have locate, stay or expand in or near Watauga

Section 551.074 to deliberate upon and provide direction on the duties of the Executive Director

The regular meeting reconvened at 8:06 p.m. President Miner announced that no action was taken on any items.

ADJOURNMENT

With no additional business to discuss, President Miner adjourned the meeting at 8:06 p.m.

APPROVED: this the 17th day of November 2020.

SIGNED: this the 17th day of November 2020.

Arthur L. Miner /s/

Arthur L. Miner, President



Amirali (A.J) Fazalbhai /s/

Amirali (A.J.) Fazalbhai, Secretary

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

Raquel Guajardo

Subject: FW: Online Form Submittal: WEDC October 20, 2020 Comment Registration

From: noreply@civicplus.com <noreply@civicplus.com>

Sent: Tuesday, October 20, 2020 3:09 PM

To: Comments <Comments@wataugatx.org>

Subject: Online Form Submittal: WEDC October 20, 2020 Comment Registration

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

WEDC October 20, 2020 Comment Registration

The operation of a municipality is an Essential Service. The Texas Governor's Order, with the guidance of DSHS Commissioner Dr. Hellerstedt, allows all persons in Texas to obtain essential services, but directs the public to do so by minimizing in-person contact with people who are not in the same household and direct the implementation of social distancing, good hygiene, environmental cleanliness and sanitation. Therefore, the following social distancing rules apply to the public attending this meeting:

1) Any member of the public attending the meeting shall maintain a six-foot distance from others (except for those you live in the same household). City Staff and City Officials shall practice social distancing to the extent able without interfering in the ability to carry out the essential governmental functions to be conducted at this meeting.

2) To enter City Hall to attend this meeting all persons must wear a face covering (i.e. a cloth mask that effectively covers the mouth and nose with more than one layer of fabric) or equivalent device.

3) Attendance in the Council Chamber will be limited to allow for the public in attendance to practice social distancing. Seating may be assigned.

4) Coughs and sneezes must be covered with a cloth or tissue, which should then be properly disposed of or washed, and shall not be exposed to others.

5) Public courtesies such as handshakes or other greetings shall be respectfully avoided.

6) Any member of the public approaching city representatives, whether they be city staff or elected or appointed officials must maintain six-foot social distancing.

Any person who fails to comply with the COVID-19 Precautions may be removed from the meeting.

The City shall continue to allow expanded opportunities for members of the public who do not attend to participate in Public Comment and Public Testimony. Such participation will be allowed when recognized upon the Mayor's announcement. ANYONE WHO DOES NOT ATTEND BUT DESIRES TO COMMENT ON A MATTER NOT ON THE AGENDA OR TESTIFY ON A MATTER ON THE AGENDA AT THIS MEETING MUST COMPLETE THIS FORM NO LATER THAN ONE (1) HOUR PRIOR TO THE MEETING.

All written comments must comply with applicable decorum rules for comments made during a public meeting of the Watauga City Council to be read into the record. Up to three minutes shall be allotted for each written or oral comment to be read/spoken into the record of the meeting. All timely written 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	Chuck
Last Name	Hubbard
Address1	5948 HILLGLEN DRIVE
Address2	<i>Field not completed.</i>
City	WATAUGA
State	TX
Zip	76148
Email	[REDACTED]
Phone	<i>Field not completed.</i>
I wish to comment during (check all that apply):	Public Testimony, New Business 3
Comments - Indicate which section of the meeting your comments refer to:	Public Testimony: WEDC Directors, staff, I would like to again make comments regarding the Food Truck Park Business Incubator Project. The Feasibility study included in this agenda packet clearly shows that with a projected annual cost to the WEDC and City of \$81,986.96, the COST of running this project will work out to \$1,138.71 per each of the six places available, per month. Targeted Monthly Lease amount is \$1200.00. That results in a profit of \$61.29 per spot, per month, or an overall revenue stream of a \$4,412.88 ANNUALLY. The projected mowing expense for the project is \$4,375.00 annually. The likelihood that this project will succeed are extremely questionable based on similar projects in our region. Not to just be a complete naysayer, I just believe this is not the time to proceed with this project. The financial implications, costs, estimated lease

amounts, and operating procedures should have been discussed in open meetings for the people to see and judge before moving to issue the debt issuance and approval by WEDC and Council. Being vigilant that our tax dollars are being spent in a manner that is thoughtful and fiscally responsible, is not something that any of your citizens should be shamed for, it should be celebrated. This project does not appear to be a solid investment and as I requested at the September WEDC meeting, I will once again ask this project put on hold, and no money be spent to further this endeavor down this rabbit hole until ALL information is gathered, determination on the EDC grant is finalized, and the people of your city know exactly what they are getting into before we lock in to a 10-year debt. To not be a financial burden on our limited cuty resources, this project would have to have all (6) spots leased from day one to pay for itself and that is not a very realistic outlook, especially when faced with the continued pandemic that is affecting all of our lives at this time. Thank you.

Action item #3:

I know there are a lot of questions about the Retail Coach and this expense of their contract, just wanted a list of new businesses that the Retail Coach has specifically brought to Watauga. Ones in which they made the first contact, and we now have those businesses in our city. I think this would be a good measure as to the effectiveness of this contract with the WEDC and the Retail Coach. Thank you.

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