MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
JANUARY 21, 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
Jan Hill, Place 3
Becky Hartless, Secretary, Place 4
Cheneya Cruze, Place 6 (arrived at 6:04 PM)
Robert Gaffney, Place 7

DIRECTORS ABSENT:

Amirali (A.J.) Fazalbhai, Place 2 with notice
Mike Alexander, Place 5 with notice

CITY STAFF PRESENT:

Andrea Gardner, City Manager
Sandra Gibson, Finance Director
Denise Wilkinson, Economic Development Specialist
Chad Stephens, Parks Superintendent

Also present was Council Member Andrew Neal, Liaison

PRESENTATIONS

1. Recognition of 15 Year Business Anniversary – Tex's Star Grill
   George Kallinikos, owner

   President Minor presented a Certificate of Congratulations to George and Sonya Kallinikos, owners of Tex's Star Grill

2. Presentation and update to the WEDC Board from The 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

Ms. Gardner introduced Mr. Aaron Farmer, The Retail Coach. Mr. Farmer gave a presentation of the activities performed by The Retail Coach.

REPORTS FROM STAFF

1. Receive 2019 Year End Economic Development Report

   Ms. Wilkinson provided an update of new businesses, closed businesses and status of current commercial projects.

2. Monthly Financial Report for the period ending September 30, 2019

   Ms. Gibson provided the Monthly Financial Report for the period ending September 30, 2019.

3. Monthly Financial Report for the period ending October 31, 2019

   Ms. Gibson provided the Monthly Financial Report for the period ending October 31, 2019.

APPROVAL OF MINUTES

1. Consider and take action to approve the minutes of the Regular Meeting of October 15, 2019

   Ms. Hartless made a motion to approve the minutes of the Regular Meeting of October 15, 2019 as presented. Ms. Hill seconded and the motion carried unanimously as follows:

   Ayes: Hill, Hartless, Cruze, Gaffney
   Noes: None

2. Consider and take action to approve the minutes of the Workshop Meeting of November 19, 2019

   Ms. Hartless made a motion to approve the minutes of the Workshop Meeting of November 19, 2019 as presented. Mr. Gaffney seconded and the motion carried unanimously as follows:

   Ayes: Hill, Hartless, Cruze, Gaffney
   Noes: None

3. Consider and take action to approve the minutes of the Special Meeting of January

7, 2020

Ms. Hill made a motion to approve the minutes of the Special Meeting of January 7, 2020 as presented. Ms. Cruze seconded and the motion carried unanimously as follows:

Ayes: Hill, Hartless, Cruze, Gaffney
Noes: None

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

Discussion was held regarding the style of the bench, the logo, the location of the logo and the messaging. Mr. Chad Stephens provided information regarding the materials of the benches. The Board asked that additional depictions of the benches be provided that show the logo in the center of the bench back and the top left corner of the bench back. Mr. Stephens said he would provide the options at their next meeting to review.

ADJOURNMENT

With no further business to discuss, President Miner adjourned the meeting at 7:05 PM.

APPROVED: this the 18TH day of FEBRUARY 2020.

SIGNED: this the 18TH day of FEBRUARY 2020.

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

ATTEST: Andrea Gardner /s/, City Secretary for Becky Hartless
Becky Hartless, Secretary