



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, APRIL 20, 2021
6:00 PM

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.

COVID-19 PRECAUTIONS

Although the Statewide mask order will no longer be effective on March 10, 2021, The City of Watauga believes it is important that masks are worn in public spaces until more Texans have access to the COVID-19 vaccine. 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.

EXPANDED OPPORTUNITY FOR PUBLIC COMMENT OR PUBLIC TESTIMONY:

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 SEND THEIR COMMENT IN WRITING USING THE FORM AT

<https://www.cowtx.org/WEDCcomments> 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.

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

1. Residents Day for the Watauga Splash Pad is scheduled for May 22, 2021.
Andrea Gardner, City Manager

PRESENTATIONS

1. **Presentation of Proclamations of businesses celebrating 20 year milestone anniversaries: Cotton Patch Cafe, Dollar Tree, Petco, Sports Clips, Upscale Barbers and Walgreens.**
Raquel Guajardo, Deputy City Secretary
Andrea Gardner, City Manager

REPORTS FROM STAFF

1. **Report on New Business Attraction provided by Retail Coach.**
Andrea Gardner, City Manager
2. **Monthly Financial Report for the period ending February 28, 2021.**
Sandra Gibson, Director of Finance
Andrea Gardner, City Manager
3. **Report from the Economic Development Director on the Business Directory Launch, the WEDC Website project, National Small Business Week and Economic Development Week.**
Andrea Gardner, City Manager

group represented. If speaking during Public Comment (for matters not posted on that particular meeting's agenda), members of the City Council and Staff may only provide a statement of factual information in response to the inquiry or recite existing policy in response (e.g., to correct a factual misstatement made by the citizen or provide factual information requested by the citizen). Any deliberation of or decision about the subject of the inquiry shall be limited to a proposal to place the subject on the agenda for a future meeting. If necessary, the Chair will task the City Manager to respond to the citizen and report back to the City Council as soon as practicable. Such report to the City Council shall not constitute a meeting called by the City Council nor shall it constitute deliberation or formal action. Individual citizens addressing the City Council during Public Comment shall not exceed three (3) minutes in their comments; however, the Chair may extend or reduce the speaker's allotted time in order to conduct an efficient and effective public meeting. The time allotted shall not be donated to others desiring to speak. Public Comment is not established to engage in a conversation with the Council and no formal Council action will be taken.

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 City Council may ask questions or discuss the item directly with the citizen during the citizen's testimony if necessary. Any discussion between a Council member and the citizen will not count toward the time limit and Council Members are encouraged not to speak until the citizen has first utilized their allocated time.

ACTION ITEMS

1. Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held March 16, 2021.
Raquel Guajardo, Deputy City Secretary
Andrea Gardner, City Manager
2. Discuss and consider action on acceptance of the Annual Financial Audit for the period ending September 30, 2020 for the Watauga Economic Development Corporation as conducted with the annual audit of the City of Watauga.
Sandra Gibson, Director of Finance
Andrea Gardner, City Manager
3. Discuss and consider action on a resolution to approve an Advertising Policy for the purposes of establishing rules related to the Business Retention Program for digital media advertising on electronic signs owned and operated by the WEDC and its representatives.
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, April 16, 2021 before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

Andrea Gardner

Andrea Gardner, City Secretary





AGENDA MEMORANDUM

DATE: April 14, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Residents Day for the Watauga Splash Pad is scheduled for May 22, 2021.

BACKGROUND/INFORMATION:

Announcement of Residents Day for the Watauga Splash Pad.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Residents Day 2021

REVIEWED BY:

George Hyde, Legal
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 4/16/2021
Final Approval - 4/16/2021

Watauga Splash Pad Residents Day 2021





AGENDA MEMORANDUM

DATE: April 1, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Raquel Guajardo, Deputy City Secretary

SUBJECT: Presentation of Proclamations of businesses celebrating 20 year milestone anniversaries: Cotton Patch Cafe, Dollar Tree, Petco, Sports Clips, Upscale Barbers and Walgreens.

BACKGROUND/INFORMATION:

Recognition of businesses celebrating milestone anniversaries.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 4/16/2021

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: March 30, 2021
TO: Watauga Economic Development Corporation Directors
FROM: Andrea Gardner, City Manager
SUBJECT: Report on New Business Attraction provided by Retail Coach.

BACKGROUND/INFORMATION:

Retail Coach report.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action is needed.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Final Approval - 4/16/2021



AGENDA MEMORANDUM

DATE: March 24, 2021
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, Director of Finance
SUBJECT: Monthly Financial Report for the period ending February 28, 2021.

BACKGROUND/INFORMATION:

The monthly report for the period ending February 28, 2021 is attached for the board's review and approval.

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 -February 2021

REVIEWED BY:

Andrea Gardner, City Manager
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 4/14/2021
Final Approval - 4/16/2021



AGENDA MEMORANDUM

DATE: April 12, 2021

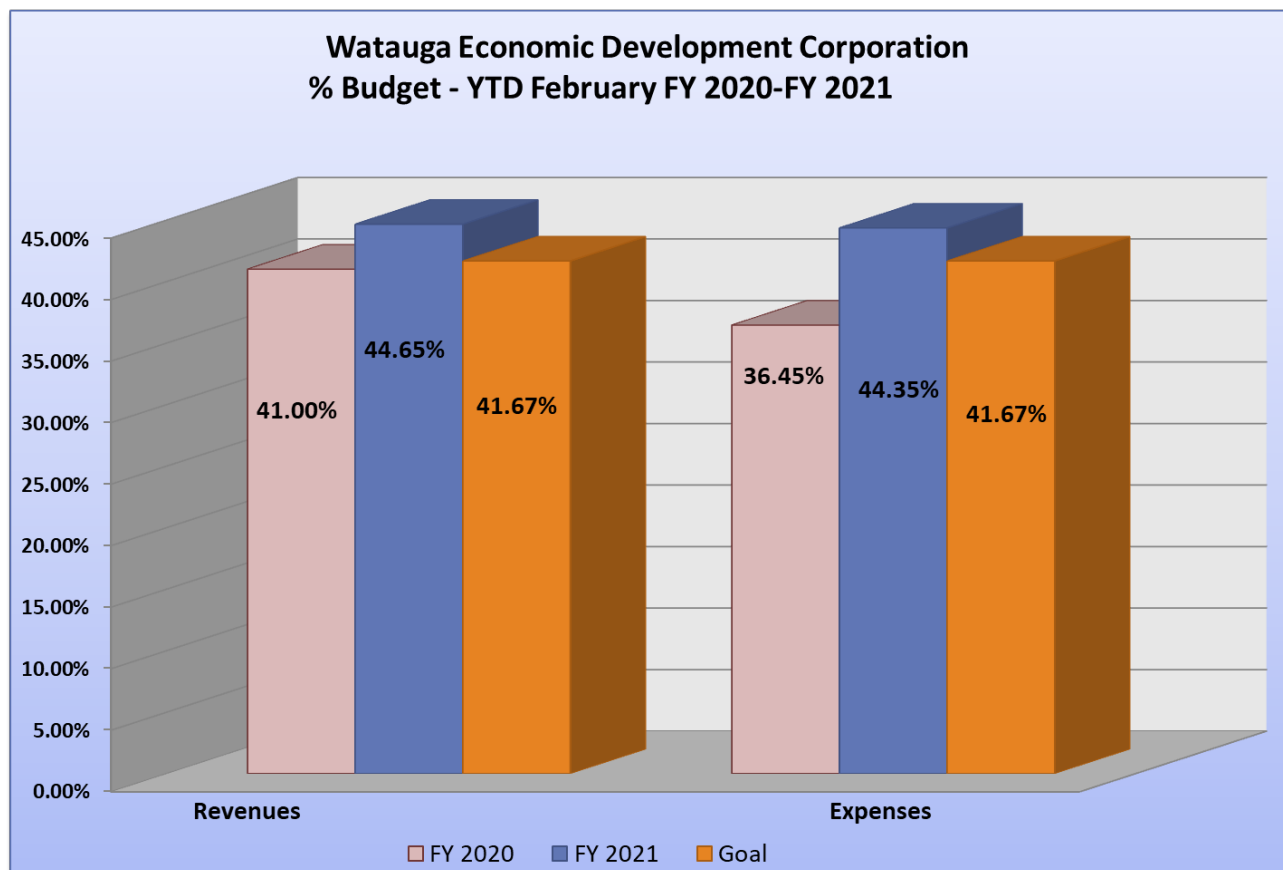
TO: Watauga Economic Development Board

FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of February, 2021

The attached report and below graph represent the results of transactions through February, 2021 which is the 5th month of the fiscal year and is 42% through the FY2020-FY2021 budget.

The EDC sales tax distribution for the month of February, 2021 was received on Friday, March 9th in the amount of \$52,920. This is \$1,455, or 3% higher than prior year at this time. Total year-to-date revenues are 45% of budget collected through February, 2021. Total year-to-date expenditures are \$219,409 which is 44% of the budget expended for the year.





CITY OF WATAUGA BUDGET TO ACTUAL COMPARISON FISCAL YEAR 2021 For the period ending February 28, 2021 (2nd FY Qtr.)							
WATAUGA ECONOMIC DEVELOPMENT CORP - 04							
REVENUE:	CURRENT BUDGET	2/28/2021 YTD ACTUAL	% USED	% REMAINING	2/28/2020 YTD ACTUAL	\$ CHG 21 vs 20	% CHG 21 vs 20
SALES TAX	705,000	332,602	47.18%	52.82%	314,925	17,677	5.61%
INTEREST EARNINGS	5,000	433	8.66%	91.34%	2,400	(1,967)	-81.96%
INTEREST/ESCROW	-	-	-	-	-	0	-
CONTRIBUTIONS/OTHER	35,800	-	-	-	-	0	-
TOTAL REVENUE	\$745,800	\$333,035	44.65%	55.35%	\$317,326	15,709	4.95%
PERSONNEL SERVICES	-	-	0.00%	0.00%	-	-	#DIV/0!
NON-DEPARTMENTAL	-	-	0.00%	0.00%	-	-	0.00%
SUPPLIES	1,085	608	56.05%	43.95%	291	317	109.18%
MAINTENANCE	-	-	0.00%	0.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	117,875	59,481	50.46%	49.54%	43,547	15,934	36.59%
TRANSFERS	379,784	162,202	42.71%	57.29%	122,596	39,606	32.31%
CAPITAL OUTLAY	2,500	-	0.00%	100.00%	-	-	0.00%
TOTAL EXPENDITURES	501,244	222,291	44.35%	55.65%	\$ 166,434	55,857	33.56%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$244,556	\$110,744			\$150,892	(\$40,148)	



AGENDA MEMORANDUM

DATE: April 14, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Report from the Economic Development Director on the Business Directory Launch, the WEDC Website project, National Small Business Week and Economic Development Week.

BACKGROUND/INFORMATION:

The WEDC launched the new Business Directory on March 30, 2021 hosted by BluDot Technologies. Lift Creations met with staff on March 31, 2021 to discuss the WEDC website design. After receiving design preferences and site layout, the draft design of the website was provided to staff on April 6, 2021.

A proclamation is being issued by the Mayor during the April 26, 2021 Council Meeting to recognize National Small Business Week as May 2 -8, 2021. All WEDC Board Members are encouraged to attend the meeting and show support for Small Business Week. Staff is also planning an event to promote the use of the Business Directory and support for Small Business during the nationally recognized week. The event will encourage citizens and visitors to use the new business directory to find a local business, utilizes the services offered or make a purchase from a local business and then provide a review of the experience and submit to a dedicated email address and be entered in a daily drawing(s) scheduled for May 9, 2021. The prize(s) will be presented to the winner(s) during the May 18, 2021 WEDC Board Meeting under presentations.

A proclamation is being issued by the Mayor during the April 26, 2021 Council Meeting to increase awareness of local programs that create jobs, advance career development opportunities, and improve Watauga's quality of life. The International Economic Development Council (IEDC) created Economic Development Week in 2016. Over the last five years, 450 plus campaigns have been made throughout the US and Canada. Campaigns occurred in all 50 American states in 2019, with more than 60 communities officially proclaiming Economic Development Week.

FINANCIAL IMPLICATIONS:

The SBA and IEDC provide toolkits for both of the nationally recognized weeks.

RECOMMENDATION/ACTION DESIRED:



AGENDA MEMORANDUM

City staff respectfully requests the WEDC Board accept the report and support Small Business and increase awareness of Economic Development week.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Small Business Week Website Posting
2. Email sent to Business for Launch of Directory March 30 2021
3. Analytics Showing Number of Business Read Email for March 30 2021 Launch
4. Economic Development Week Social Media Post
5. Business Directory Screenshot
6. Screenshot 2021-04 DRAFT WEDC Website Design
7. Screenshot 2021-04-2 Draft WEDC Website Design
8. Screenshot 2021-04-3 Draft WEDC Website Design
9. Screenshot 2021-04-4 Draft WEDC Website Design

REVIEWED BY:

George Hyde, Legal
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 4/16/2021
Final Approval - 4/16/2021

Salute to Small Business



Celebrating Small Business Week

MAY 2-8

Presented by





Andrea Gardner (City Manager/Economic Development Director)

03/30/2021 10:53 AM



Watauga Business Owners/Operators/Managers:

As promised, the Watauga EDC purchased an open portal (Bludot Open) for our local businesses to utilize for maximizing exposure and increasing your digital presence. The information you enter in the system will be reviewed by WEDC staff and once approved will upload to the site. The site will be accessible to the public for the purposes of selecting businesses by location, type of products offered and services provided through a link provided on the City's website. Instructions and examples of the platform offered at no charge to our businesses, is provided in the instructional information on creating, editing and uploading your business along with a copy of the public Press Release that was issued by the City launching the new portal. Please let me know if you have any questions or require assistance.

Show more

Total Recipients: 351 ⓘ

Total Recipients Notified: 297 ⓘ



● Read (49%)

● Unread (51%)



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The background is a warm orange-toned photograph of a group of people in a professional setting. Overlaid on this is a graphic of a city skyline in shades of blue and teal. A large, irregular shape in orange and yellow serves as a backdrop for the main text.

2021 Economic Development Week

May 9-15

CELEBRATE ECONOMIC DEVELOPMENT WEEK **MAY 9-15**

#EDW2021 iedconline.org/edw

Filter By

All Businesses (357)

+ List My Business

Open Now ☐Delivery ☐Gift Card ☐Take-Out/Curbside ☐Indoor Dining ☐Outdoor Dining ☐Shop Online ☐

By Area

- ☐ Brooks Crossing
- ☐ Dyer Property
- ☐ Gateway Center
- ☐ Greenfield Plaza
- ☐ Greenfield Square
- ☐ Hightower Plaza

By Category

- ☐ Automotive
- ☐ Banking/Financial Services
- ☐ Business & Professional Services
- ☐ Education
- ☐ Food & Beverages

Q Search

We beat any written offers

1 JB Power Washing

6416 High Lawn Terrace, Watauga

Open Now 08:00AM-07:00PM

Walk-Ins are Welcome!

5 Star Fadez Barber Shop

6500 Denton Hwy, Suite 4, Watauga

Open Now 09:00AM-07:00PM

7 7 Eleven Gas Station #26890

7001 Rufe Snow, Watauga

A A Fine Shine

5930 Plum Street, Suite 128, Watauga

A ABC Plumbing

5616 Main Street, Watauga

A Ace Cash Express

6245 Rufe Snow, Suite 110, Watauga

15 - 25% off of online orders and Same Day Pickup

A Advance Auto Parts

6300 Denton Hwy, Watauga



The Watauga EDC is excited to introduce its latest business retention program - the WEDC BUSINESS DIRECTORY. The Directory is a tool for Watauga businesses to market its products and services and also serves as a tool for residents to locate businesses by name, products and services offered and location.

We welcome you to the new directory. Should you have any questions or require assistance, please contact Andrea Gardner at agardner@wataugabx.org.



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PROPERTIES](#)

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Helping Your Business

The City of Watauga supports local businesses with resources that make all the difference.

I am a Site Selector
looking for:

I am a Job Seeker
looking for:

I am a Business
Owner looking for:

I am a Business
Professional



WHY WATAUGA? ↓

ABOUT COW ↓

STATISTICS

EVENTS

FAQ'S

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BUSINESS
DIRECTORY

WEDC
BOARD

BUSINESS
SPOTLIGHTS

AVAILABLE
PROPERTIES

WEDC
CELEBRATIONS



605-1600

Far away from the every day!

Beautiful neighborhoods, extraordinary schools,
and a rich cultural history make our city an ideal
place for your business.

ALL
STORAGE

I am a Site Selector
looking for:

I am a Job Seeker
looking for:

I am a Business
Owner looking for:

I am a Business
Professional



[WHY WATAUGA? ↓](#)

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THE WEDC

Watauga Economic Development Corporation
welcomes you and your business to grow right
along with us.

I am a Site Selector
looking for:

I am a Job Seeker
looking for:

I am a Business
Owner looking for:

I am a Business
Professional



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Watauga Economic Development Corporation

7105 Whitley Road Watauga, TX 76148

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I am looking for...

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Live here. Play here. Thrive here.



AGENDA MEMORANDUM

DATE: April 15, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Raquel Guajardo, Deputy City Secretary

SUBJECT: Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held March 16, 2021.

BACKGROUND/INFORMATION:

Meeting minutes are attached for consideration.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the WEDC Board approve the meeting minutes of the March 16, 2021 WEDC Regular Meeting.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 3.16.2021 WEDC Draft Minutes DRAFT

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 4/16/2021

Approved as to form for inclusion on Agenda

MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
ANNUAL MEETING
TUESDAY, MARCH 16, 2021
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:00 PM

CALL TO ORDER

President Miner called the meeting to order at 6:14 p.m.

ROLL CALL

Place 1, Arthur L. Miner, President
Place 2, Amirali Fazalbhaj, Secretary
Place 3, Jan Hill, Director
Place 4, Malissa Minucci, Director
Place 5, Mike Alexander, Director
Place 6, Cheneya Cruze, Vice-President (Absent with notice)
Place 7, Lissa Sieja, Director

City Staff Present:

Andrea Gardner, Executive Director
Sandra Gibson, Finance Director

And:

Lovie Downey, Council Liaison
Andrew Neal, Council Member Place 4

INVOCATION

Invocation was not provided.

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending January 31, 2021

Ms. Gibson presented the report to the board that included updates regarding the following:

- 1/3 through Fiscal year revenues 37.5%
- Expenditures 34%
- \$109,615 revenue over expenditures
- Jan 2021 sales tax 4% up over prior year

Ms. Gibson also stated that the audit report would be delayed a few weeks due to the emergency in February 2021.

2. Report on operational costs associated with the Branding Signs and Digital Poster Sign for the purposes in establishing advertising fees and discounts to local Watauga businesses

This item was moved to be discussed after the Action Item section of the agenda.

PUBLIC COMMENT

Requests for public comments were not received.

PUBLIC TESTIMONY FOR ACTION ITEMS

Requests for public testimony were not received.

ACTION ITEMS

1. Discuss and consider action to appoint officers to serve the Watauga Economic Development Corporation.

President

Director Hill nominated Arthur Miner to serve as President. The nomination was seconded by Director Alexander. No other nominations were made. President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

Vice President

Director Hill nominated Lissa Seija to serve as Vice President. The nomination was seconded by Director Fazalbhair. No other nominations were made. President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent : Cruze

Secretary

President Miner nominated Jan Hill to serve as Secretary. The nomination was seconded by Director Fazalbhair. No other nominations were made. President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

2. Discuss and consider action authorizing the City Manager/City Secretary to submit form 802 to the Secretary of the State's Office on behalf of the Watauga Economic Development Corporation

Ms. Gardner provided a brief overview of the item to the board.

Secretary Hill made a motion to approve the item as submitted. Director Alexander seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

3. Discuss and consider action to approve the meeting minutes for the WEDC

Regular Meeting held February 25, 2021

Secretary Hill made a motion to approve the minutes as presented. Director Minucci seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhai, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

4. Discuss and consider action to approve the hiring of a Media Specialist position

Ms. Gardner presented this item to the board stating that funding is available to support the position. President Miner commented that the position would also work on the digital sign project.

Director Fazalbhai made a motion to approve the hiring of a Media Specialist position as presented. Director Alexander seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhai, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

5. Discuss and provide direction to the Executive Director regarding the trademark application for the WEDC logo

Ms. Gardner presented the options available to the board involving the trademark application.

The consensus of the board was to move forward with the logo provided within the packet.

6. Discuss and consider action to amend the Administrative Services Agreement between the WEDC and the City of Watauga

Ms. Gardner presented the item to the board stating Chief Parker and Chief Fannan assist with business site visits in recognition of establishment anniversaries. Mr. Fraley, Chief Information Officer, also assists with creation of business spotlight and ribbon cutting videos and is working with Lift Creations to design the WEDC website. The amendment would capture all items not listed in the original agreement.

President Miner stated that he does not receive compensation for assistance he provides to conduct monthly business site visits; and further stated he will not participate in March and April visits as he is currently running for re-election as Mayor.

Director Fazalbhai made a motion to approve the item as presented. Secretary Hill

seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhai, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

REPORTS FROM STAFF (Continued from Page 1)

2. Report on operational costs associated with the Branding Signs and Digital Poster Sign for the purposes in establishing advertising fees and discounts to local Watauga businesses

Ms. Gardner provided the report to the board.

Director Fazalbhai inquired regarding the insurance coverage and warranty period. Ms. Gardner responded that coverage is provided by the city's insurance reimbursed by WEDC and has a one (1) year warranty.

President Miner suggested offering free advertising to new businesses (2) days prior and (5) days after their grand opening for a full free week of advertising, with the hope that they will continue.

All members of the board agreed with the proposal.

Ms. Gardner clarified that the free advertising only includes the space and not design work. Businesses that provide their own design in the correct format will not be charged a design fee.

Preliminary fees were reviewed with the board. Staff will evaluate charges and present final recommendations at April WEDC meeting.

ADJOURNMENT

President Miner adjourned the meeting at 6:57 p.m.

APPROVED: _____ this _____ day of _____, 2021

SIGNED: _____ this _____ day of _____, 2021

APPROVED:

Arthur L. Miner, President

ATTEST:

Jan Hill, Secretary

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



AGENDA MEMORANDUM

DATE: March 24, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Discuss and consider action on acceptance of the Annual Financial Audit for the period ending September 30, 2020 for the Watauga Economic Development Corporation as conducted with the annual audit of the City of Watauga.

BACKGROUND/INFORMATION:

The City of Watauga's combined annual financial audit, including the Watauga Economic Development Corporation, has been completed for the fiscal year ending September 30, 2020.

The Watauga Economic Development Corporation (WEDC) is a Special Revenue Fund within the City's combined financial statements. As of September 30, 2020, the fund balance in the WEDC Sales Tax fund (operating fund) is \$1,242,174 which is an increase of \$361,288 over the previous year. Expenditures for Fiscal Year 2020 include operating expenditures and transfers for administrative support and debt service payments for WEDC funded projects in the amount of \$388,477. Sales tax receipts were at \$744,464 and were 2.5% lower than budget due to pandemic related restrictions on City businesses. Actual expenditures were under budget for the year by \$68,143.

The WEDC Capital Projects Fund balance as of September 30, 2020 is \$38,835. Expenditures totaling \$206,332 included the completion of the Capp Smith retaining wall project and the digital poster sign project.

Attached are excerpts from the City of Watauga Comprehensive Annual Financial Report for Fiscal Year October 1, 2019 – September 30, 2020, which is available at the Watauga City Secretary's Office, the Public Library, and on the City's website. The City's Auditors, Weaver and Tidwell, LLC, has issued an unmodified, or "clean" opinion for this report.

Staff recommends the Board's acceptance of this audit.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:



AGENDA MEMORANDUM

Respectfully recommend the Board review and take action on the item presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC Audit Results 2020

REVIEWED BY:

Andrea Gardner, City Manager

Karrie Marling, Legal

George Hyde, Legal

Raquel Guajardo, Deputy City Secretary

Approved as to form for inclusion on Agenda

Approved - 4/14/2021

Approved - 4/16/2021

Approved - 4/16/2021

Final Approval - 4/16/2021

City of Watauga, Texas
Combining Balance Sheet
Non-Major Governmental Funds
September 30, 2020

	WEDC Sales Tax Fund	Watauga Crime Control and Prevention Fund	Library Donation Fund	Municipal Court Security Fund	Municipal Court Technology Fund
ASSETS					
Cash and cash equivalents	\$ 459,002	\$ 496,115	\$ 17,243	\$ 11,246	\$ 56,179
Investments	648,126	23,609	33,147	-	70,422
Account receivable	135,316	267,819	100	-	18
Prepaid items	2,115	-	-	-	-
TOTAL ASSETS	\$ 1,244,559	\$ 787,543	\$ 50,490	\$ 11,246	\$ 126,619
LIABILITIES AND FUND BALANCES					
LIABILITIES					
Accounts payable	\$ 2,385	\$ 17,540	\$ -	\$ -	\$ 248
Accrued liabilities	-	38,868	-	-	-
Due to other funds	-	-	-	-	-
Total liabilities	2,385	56,408	-	-	248
FUND BALANCES					
Nonspendable					
Prepays items	2,115	-	-	-	-
Restricted:					
Capital acquisitions and contractual obligations	-	-	-	-	-
Culture and recreation	1,240,059	-	50,490	-	-
Public works	-	-	-	-	-
Public safety	-	731,135	-	11,246	126,371
Total fund balances	1,242,174	731,135	50,490	11,246	126,371
TOTAL LIABILITIES AND FUND BALANCES	\$ 1,244,559	\$ 787,543	\$ 50,490	\$ 11,246	\$ 126,619

Municipal Court Juvenile Case Manager Fund	Traffic Safety Fund	Street Maintenance Sales Tax Fund	PEG Fund	WEDC Construction Fund	Jury Fees Fund	CARES Fund	Total Non major Governmental Funds
\$ 29,492	\$ 372,888	\$ 830,300	\$ 35,660	\$ 39,001	\$ 205	\$ 506,923	\$ 2,854,254
63,582	-	810,890	-	-	-	-	1,649,776
17	-	135,354	8,492	70	-	-	547,186
-	-	-	-	-	-	-	2,115
<u>\$ 93,091</u>	<u>\$ 372,888</u>	<u>\$ 1,776,544</u>	<u>\$ 44,152</u>	<u>\$ 39,071</u>	<u>\$ 205</u>	<u>\$ 506,923</u>	<u>\$ 5,053,331</u>
\$ 58	\$ 4,688	\$ 882	\$ -	\$ 236	\$ -	\$ 46,270	\$ 72,307
376	14,588	-	-	-	-	460,653	514,485
-	-	-	-	-	-	-	-
434	19,276	882	-	236	-	506,923	586,792
-	-	-	-	-	-	-	2,115
-	-	-	-	38,835	-	-	38,835
-	-	-	-	-	-	-	1,290,549
-	-	1,775,662	44,152	-	-	-	1,819,814
92,657	353,612	-	-	-	205	-	1,315,226
<u>92,657</u>	<u>353,612</u>	<u>1,775,662</u>	<u>44,152</u>	<u>38,835</u>	<u>205</u>	<u>-</u>	<u>4,466,539</u>
<u>\$ 93,091</u>	<u>\$ 372,888</u>	<u>\$ 1,776,544</u>	<u>\$ 44,152</u>	<u>\$ 39,071</u>	<u>\$ 205</u>	<u>\$ 506,923</u>	<u>\$ 5,053,331</u>

City of Watauga, Texas

Combining Statement of Revenues, Expenditures and Changes in Fund Balance Non-Major Governmental Funds For the Fiscal Year Ended September 30, 2020

	WEDC Sales Tax Fund	Watauga Crime Control and Prevention Fund	Library Donation Fund	Municipal Court Security Fund	Municipal Court Technology Fund
REVENUES					
Taxes	\$ 744,464	\$ 1,468,760	\$ -	\$ -	\$ -
Interest income	5,301	8,871	177	25	3,083
Miscellaneous	-	34,385	6,038	16,051	16,198
Total revenues	749,765	1,512,016	6,215	16,076	19,281
EXPENDITURES					
Current:					
Public safety	-	1,498,129	-	5,014	10,856
Culture and recreation	94,007	-	-	-	-
Public works	-	-	-	-	-
Capital outlay	-	-	-	-	-
Total expenditures	94,007	1,498,129	-	5,014	10,856
Excess (deficiency) of revenues over expenditures	655,758	13,887	6,215	11,062	8,425
OTHER FINANCING SOURCES (USES)					
Transfers in	-	70,000	-	-	-
Transfers out	(294,470)	(30,000)	-	-	-
Total other financing sources (uses)	(294,470)	40,000	-	-	-
Net change in fund balances	361,288	53,887	6,215	11,062	8,425
Fund Balance, beginning	880,886	677,248	44,275	184	117,946
FUND BALANCE, ending	\$ 1,242,174	\$ 731,135	\$ 50,490	\$ 11,246	\$ 126,371

Municipal Court Juvenile Case Manager Fund	Traffic Safety Fund	Street Maintenance Sales Tax Fund	PEG Fund	WEDC Construction Fund	Jury Fees Fund	CARES Fund	Total Non major Governmental Funds
\$ -	\$ -	\$ 744,463	\$ -	\$ -	\$ -	\$ -	\$ 2,957,687
2,998	2,626	12,379	503	988	-	-	36,951
9,975	-	-	38,403	-	205	846,697	967,952
12,973	2,626	756,842	38,906	988	205	846,697	3,962,590
27,610	291,689	-	-	-	-	846,697	2,679,995
-	-	-	-	-	-	-	94,007
-	-	74,606	-	-	-	-	74,606
-	-	344,866	40,000	206,332	-	-	591,198
27,610	291,689	419,472	40,000	206,332	-	846,697	3,439,806
(14,637)	(289,063)	337,370	(1,094)	(205,344)	205	-	522,784
-	-	-	-	-	-	-	70,000
-	-	-	-	-	-	-	(324,470)
-	-	-	-	-	-	-	(254,470)
(14,637)	(289,063)	337,370	(1,094)	(205,344)	205	-	268,314
107,294	642,675	1,438,292	45,246	244,179	-	-	4,198,225
\$ 92,657	\$ 353,612	\$ 1,775,662	\$ 44,152	\$ 38,835	\$ 205	\$ -	\$ 4,466,539

City of Watauga, Texas

Schedule of Revenues, Expenditures and Changes

In Fund Balances – Budget to Actual

WEDC Sales Tax Special Revenue Fund

Year Ended September 30, 2020

	Budget Amounts Final Budget	Actual Amounts	Variance Positive/ (Negative)
Revenues			
Taxes	\$ 764,000	\$ 744,464	\$ (19,536)
Interest income	10,000	5,301	(4,699)
Total revenues	774,000	749,765	(24,235)
Expenditures			
Current:			
Culture and recreation	154,650	94,007	60,643
Capital outlay	7,500	-	7,500
Total expenditures	162,150	94,007	68,143
Excess of revenues over expenditures	611,850	655,758	43,908
Other financing sources (uses)			
Transfers out	(294,470)	(294,470)	-
Total other financing sources (uses)	(294,470)	(294,470)	-
Net change in fund balances	317,380	361,288	43,908
Fund balances, beginning of year	880,886	880,886	-
Fund balances, end of year	\$ 1,198,266	\$ 1,242,174	\$ 43,908



AGENDA MEMORANDUM

DATE: April 7, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Discuss and consider action on a resolution to approve an Advertising Policy for the purposes of establishing rules related to the Business Retention Program for digital media advertising on electronic signs owned and operated by the WEDC and its representatives.

BACKGROUND/INFORMATION:

The City issued Certificates of Obligation that included funding for branding signs. On July 16, 2019, the Corporation held the required Public Hearing and took action to recommend approval for the business retention project and the grant agreement between the City and WEDC (WEDC agreed to cover the debt service portion from the 2018 issuance for the branding signs). A purchase order was issued to Entech Signs on October 1, 2020 for construction of two branding signs (one on the east end of Watauga Rd and the second on the west end of Watauga Rd). The construction has been completed on the signs and the City is in the process of hiring a Media Specialist for the purposes of performing duties related to the processing of advertising on the branding signs and the digital poster sign. All steps related to the construction of the signs and the posting of the position were approved by the WEDC Board and Watauga City Council.

On February 18, 2020, the WEDC held the required public hearing and recommended approval of the digital poster sign project paid for with WEDC capital project funds. A purchase order was issued to Entech Signs for the installation of the digital poster sign on June 23, 2020. The sign has been installed and is awaiting the completion of the Capp Smith Lighting project for electricity required to power the sign.

During the February and March 2021 WEDC Board Meetings, staff requested direction from the Board regarding the costs and discounts preferred by the Board so the attached policy could be drafted. The attached policy has been reviewed and approved by WEDC Legal Counsel.

FINANCIAL IMPLICATIONS:

The fee schedule associated with the policy is attached as an exhibit to the policy.

RECOMMENDATION/ACTION DESIRED:



AGENDA MEMORANDUM

City staff respectfully recommends the WEDC Board review and approve Resolution No. 2021-03, approving the attached Advertising Policy.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC Advertising Policy- FINAL DRAFT
2. Resolution Approving Advertising Policy

REVIEWED BY:

Karrie Marling, Legal

George Hyde, Legal

Sandra Gibson, Director of Finance

Andrea Gardner, City Manager

Raquel Guajardo, Deputy City Secretary

Approved as to form for inclusion on Agenda

Approved - 4/16/2021

Approved - 4/16/2021

Approved - 4/16/2021

Approved - 4/16/2021

Final Approval - 4/16/2021

EXHIBIT A

Watauga Economic Development Corporation Advertising Policy

I. Operation.

The Watauga Economic Development Corporation (WEDC) owns and operates several digital media advertising signs located throughout the City.

II. Purpose.

The purpose of this policy is to set forth requirements for the advertising space on each of the WEDC's digital media signs. The WEDC's digital signs are considered the real property of the Corporation. There are no legal requirements to allow any type of marketing and sales material/content that is not related to the business retention program as determined by the WEDC Board. The WEDC is dedicated to providing marketing and sales support that encourages business retention and expansion efforts.

III. Objectives.

- a. To showcase local business products, services, promotions, delivery, etc.
- b. To increase the visibility of our local brands in a more impactful way that helps reconnect businesses with the community.
- c. To assist local business advertisement connect with the target audience in a manner that drives the desired response.
- d. To provide information to the citizens and visitors of Watauga concerning the products, services, promotions, delivery, etc offered by local businesses.
- e. To assist and encourage citizens participation in City programs and services.
- f. To provide notice of local government meetings to the maximum extent possible.
- g. To foster communication between the local government, citizens and business community.
- h. To provide information on public health, safety, and welfare issues.

IV. Marketing Materials.

- a. Types of Marketing Materials

i. Brand Marketing - Announcements displayed in typewritten or graphic form with basic information for the business to include name, location, contact information and business hours.

ii. Promotional Advertising - The marketing of an event as it is happening, such as sales promotion or special marketing campaign directly related to the local business operaton.

ii. Government Advertising – Advertisement by the City of Watauga that directly relates to City Business matters to include meetings, events and health and safety announcements and notices.

1. Public Service Announcements (PSA's) - short marketing ads, announcing events or issues of importance to the citizens of Watauga.

2. Informational Programming – Marketing materials created for a variety of topics for informational purposes.

V. Community Announcements and Notices.

a. The publication of announcements or notices on the WEDC's digital media signs is available free of charge to the City of Watauga, Tarrant County, the Keller Independent School District, the Birdville Independent School District, the Northeast Tarrant County Chamber of Commerce and other non-profit public health, safety, welfare organizations (if approved by the WEDC Executive Director or WEDC Board. Events or activities that are sponsored by the City through direct or indirect contribution of public resources or by expressed support in the form of a resolution may be posted on the digital media signs. Additionally, non-profit organizations that are 501 (C) 3 organizations and provide public health, safety and welfare service to the general public may post event information on the digital media signs, if advertising space is available. Such events or programs must be supported by the City of Watauga and be located in the City Limits of Watauga.

b. Events publicized on the digital media signs must be local and benefit Watauga residents.

c. Community announcements and notices must be submitted four weeks prior to being displayed. Expiration of the ad will be the date of the event. Arrangements for publishing information on the digital media signs are at the discretion of the City of Watauga.

d. All announcements submitted are limited to 40 words to ensure readability and should contain the following types of information:

i. Educational

ii. Public Announcements

- iii. Business Promotion/Advertising
 - iv. Events
- e. Marketing materials may be edited for clarity and appropriateness. The content shall not violate nor infringe upon the rights of any kind or nature of any person, firm or corporation.
- f. The City of Watauga and Watauga Economic Development Corporation (WEDC) retains the right to determine whether marketing materials are appropriate for publication on the WEDC's digital media signs. The City and/or WEDC shall, at its sole discretion, have the right to refuse to air any marketing material.
- g. The posting of marketing material on the WEDC's digital media signs does not imply endorsement or sponsorship by the City of Watauga or the WEDC.

VI. Advertising Policy.

The WEDC controls the advertising space on the digital signs and has complete editorial authority. Nothing contained herein is intended, nor shall be construed, to create a public forum or limited public forum under the United States Constitution or the Texas Constitution. The WEDC Economic Development Director is responsible for coordinating the operation of the advertising space on the digital signs and enforcing the established policies.

VII. Marketing Material Content.

All advertisements and marketing information shall adhere to the following guidelines as set forth in this policy. The WEDC shall in its sole discretion determine whether advertising and marketing material meets the guidelines for posting on the WEDC's digital media. The WEDC shall, in its sole discretion, have the right to refuse to post any advertisement or marketing information.

- a. All programming broadcast on the WEDC's digital media signs must not contain:
 - 1. any material that is obscene, libelous, slanderous, or knowingly violates any federal, state, or local laws; lottery, gambling, or pari-mutual schemes;
 - 2. material designed to promote and/or endorse individuals seeking public office;
 - 3. material or performances that require copyright or trademark authorization unless written authorization for the use of such materials is secured;
 - 4. material promoting a specific religious or political viewpoint.
- b. All programming scheduled on the WEDC's digital media signs will comply with federal, state, and local laws, rules, and regulations, including decisions and orders of the FCC and the operating rules

of Charter Communications governing the operation of the leased access channel on the system.

- c. All programming will be of a commercially acceptable technical quality and shall be compatible with the equipment used by the City and WEDC.
- d. All programming to be broadcasted on the digital media signs must be submitted by 3:00 p.m. the 14 days prior to the requested broadcast.
- e. All programming broadcasted on the WEDC's digital media signs are subject to the availability of City Staff, equipment, and available space.

VIII. Advertising Pricing

Duration (Frequency)	¼ Slot Every ~4 min	½ Slot Every ~2 min	Full Slot Every ~1 min
1 Week	\$434	\$867	\$1,733
2 Weeks	\$743	\$,1485	\$2,970
4 Weeks	\$1,238	\$2,475	\$4,950

IX. Pricing Discounts

Discounts will be offered periodically to local Watauga businesses as approved by the WEDC Board.

X. Complaints concerning programming.

- a. Complaints may be submitted in writing to the WEDC through the WEDC Executive Director concerning programming, addressed as follows:

Executive Director
Watauga Economic Development Corporation
7105 Whitley Rd.
Watauga, TX 76148

The written complaint shall state the date and time the advertisement was shown, the name of the advertisement, if known, and the specific complaint. The Executive Director or his/her designated employee, shall, as soon as practicable, advise the viewer in writing of the disposition of the complaint. If the viewer is not satisfied with the disposition of the complaint, the viewer shall have the right to request a review of the matter by the

WEDC Board and may submit a written complaint to the Board at the following address:

WEDC Board
Watauga Economic Development Corporation
7105 Whitley Rd.
Watauga, TX 76148

The written request for review shall state why the viewer is dissatisfied with the disposition of the complaint and the action(s) the viewer wants the Board to take. The request for review can also be made in person at the Public Forum at any scheduled meeting of the Board. The Board shall review the complaint and consider if a future agenda item is warranted in order to provide a response.

The right to seek review as set forth in this policy shall be the viewer's exclusive remedy.

While the complaint and/or review process is pending, the WEDC shall have the right to continue or discontinue the publication of the advertisement(s) which is the subject of the viewer's complaint.

The WEDC shall have no obligation to publish any such advertisement or notice on the WEDC's digital media signs. The WEDC shall not provide any warranty or guarantee of workmanship on any product. The City or WEDC shall not be responsible or liable for the content of any programming of a third party.

When, in its sole discretion, the WEDC determines that an advertisement or notice requires a disclaimer, the disclaimer shall read as follows: *The views expressed in the following advertisement or notice are not necessarily those of the Watauga Economic Development Corporation, its Board, City Officials, or employees.*

WATAUGA ECONOMIC DEVELOPMENT CORPORATION
RESOLUTION NO. 2021-03

A RESOLUTION OF THE WATAUGA ECONOMIC
DEVELOPMENT CORPORATION BOARD OF DIRECTORS
APPROVING AN ADVERTISING POLICY; PROVIDING FOR
REPEAL; PROVIDING FOR SEVERABILITY; AND
PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Economic Development Corporation is a Type B sales tax corporation and is authorized to expend funds that are found by the WEDC Board of Directors to be required or suitable for business retention project to promote or develop new or expanded business enterprises; and

WHEREAS, the business retention project was discussed during the budget process for the Board's consideration; and

WHEREAS, on July 16, 2019, and February 18, 2020, the WEDC Board approved business retention projects to promote local businesses and authorize the construction of branding signs and implementation of a digital poster sign; and

WHEREAS, on July 16, 2019 and February 18, 2020, in accordance with Local Government Code 505.159, the WEDC Board conducted the required public hearing for citizen input on the business retention projects; and

WHEREAS, the WEDC Board voted to approve a resolution and agreement requiring the Corporation to reimburse the City for the associated debt service requirements; and

WHEREAS, the WEDC Board provided direction to the Executive Director to complete a draft policy for Board consideration; and

WHEREAS, the Advertising Policy was developed by the Executive Director; and

WHEREAS, in accordance with state law and the City Charter, the WEDC Board is of the opinion that the Advertising Policy should be approved.

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

I.

The Watauga Economic Development Corporation Board of Directors finds that the statements set forth in the recitals of this resolution are true and correct, and hereby incorporates such recitals as a part of this resolution.

II.

The Watauga Economic Development Corporation Advertising Policy is approved in the same, or substantially similar manner, as shown in **Exhibit “A”**, which is attached hereto and incorporated herein for all purposes.

III.

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.

IV.

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.

V.

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 20th day of April 2021.

APPROVED

ARTHUR L. MINER, PRESIDENT

ATTEST:

JAN HILL, SECRETARY

APPROVED AS TO FORM AND LEGALITY:

GEORGE HYDE, BOARD ATTORNEY
Russell Rodriguez Hyde Bullock, LLP

EXHIBIT “A”

ADVERTISING POLICY