



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
CITY HALL COUNCIL CHAMBER
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, MAY 18, 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> 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.

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

1. **Presentation of a proclamation to Marshalls in recognition of their 20 year milestone anniversary**
Raquel Guajardo, Deputy City Secretary
Andrea Gardner, City Manager
2. **Presentation of a proclamation to Sally Beauty Supply in recognition of their 20 year milestone anniversary**
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

PUBLIC COMMENT If speaking for an organization or group, the speaker should identify the 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 take action to approve an advertising discount for new business attraction and small business**
Andrea Gardner, City Manager
2. **Presentation and discussion on the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2021-2022**
Sandra Gibson, Director of Finance
3. **Consider action on setting a Public Hearing date to discuss the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2021-2022 during the regular meeting scheduled for June 15, 2021 at 6:00 p.m.**
Sandra Gibson, Director of Finance
Andrea Gardner, City Manager
4. **Consider action on setting the date of July 20, 2021 for the Board to adopt the Watauga Economic Development Corporation Proposed Budget and submit to City Secretary's Office for inclusion on the Council agenda**
Sandra Gibson, Director of Finance
Andrea Gardner, City Manager
5. **Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held April 20, 2021 and Joint WEDC & Council Meeting held April 24, 2021**
Raquel Guajardo, Deputy City Secretary
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, May 14, 2021, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





AGENDA MEMORANDUM

DATE: May 13, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Raquel Guajardo, Deputy City Secretary

SUBJECT: Presentation of a proclamation to Marshalls in recognition of their 20 year milestone anniversary

BACKGROUND/INFORMATION:

Recognition of 20 year milestone anniversary.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action required as it is a presentation.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 5/13/2021

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: May 13, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Raquel Guajardo, Deputy City Secretary

SUBJECT: Presentation of a proclamation to Sally Beauty Supply in recognition of their 20 year milestone anniversary

BACKGROUND/INFORMATION:

Recognition of 20 year milestone anniversary.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action required as it is a presentation.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 5/13/2021

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: May 3, 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 - 5/14/2021



AGENDA MEMORANDUM

DATE: May 5, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Discuss and take action to approve an advertising discount for new business attraction and small business

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 a policy could be drafted. The policy was approved during the April 20, 2021 Board Meeting and discounts were discussed. Staff agreed to present all discount programs to the Board for approval prior to applying towards an advertising contract. As such, two sample discount forms are attached.

FINANCIAL IMPLICATIONS:

Recommend 50% discount for each.

RECOMMENDATION/ACTION DESIRED:



AGENDA MEMORANDUM

City staff respectfully recommends the WEDC Board review and approve the attached discount programs for new business and small business.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. New Business Attraction
2. Small Business

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 - 5/10/2021
New - 1/1/1900



Advertising Discount Form

Fill out the form completely. All discount programs must be preapproved by the WEDC Board in an open meeting. Discount Authorizations expire at WEDC fiscal year end if no date specified. Discounts may not be effective for a period greater than one fiscal year. Please email the completed form to krupkalvis@wataugatx.org.

Date	May 5, 2021
Discount Name	New Business Attraction
Approval Date	
Agenda Item No.	
Submitted By	President Art Miner
Start Date	May 24, 2021
End Date	September 30, 2021
Location(s)	East Watauga Rd and West Watauga Rd
Business Type(s)	New Business

Description of Discount to be applied	Amount or %
The discount to be provided to new businesses only the	50%
Week prior to a grand opening or ribbon cutting and	
The week following the event. Not applicable for	
Grand re-openings or ownership changes	

Finance Department Use Only		
Discounts Applied	Amount	Date
Account Number		



Advertising Discount Form

Fill out the form completely. All discount programs must be preapproved by the WEDC Board in an open meeting. Discount Authorizations expire at WEDC fiscal year end if no date specified. Discounts may not be effective for a period greater than one fiscal year. Please email the completed form to krupkalvis@wataugatx.org.

Date	<u>May 5, 2021</u>
Discount Name	<u>Small Business (25 or fewer employees)</u>
Approval Date	<u>May 18, 2021</u>
Agenda Item No.	<u></u>
Submitted By	<u>Andrea Gardner</u>
Start Date	<u>May 24, 2021</u>
End Date	<u>September 30, 2021</u>
Location(s)	<u>West Watauga Rd and East Watauga Rd</u>
Business Type(s)	<u>Small Business (25 or fewer employees)</u>

Description of Discount to be applied	Amount or %
<u>Non-Franchised Small Business. Must be locally owned</u>	<u>50%</u>
<u>And operated</u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>

Finance Department Use Only		
Discounts Applied	Amount	Date
Account Number		



AGENDA MEMORANDUM

DATE: May 5, 2021
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, Director of Finance
SUBJECT: Presentation and discussion on the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2021-2022

BACKGROUND/INFORMATION:

This item is to discuss and allow for board recommendations and changes to the proposed Watauga Economic Development Budget for FY2021-2022. The proposed budget is attached for the Board's review. Staff will provide an overview of the proposed WEDC Budget.

FINANCIAL IMPLICATIONS:

The estimated proposed revenues and expenditures are included in the attached document.

RECOMMENDATION/ACTION DESIRED:

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

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC PROPOSED BUDGET FY2021-2022

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 - 5/13/2021

Approved - 5/14/2021

New - 1/1/1900

PROPOSED BUDGET



FISCAL YEAR 2021-2022

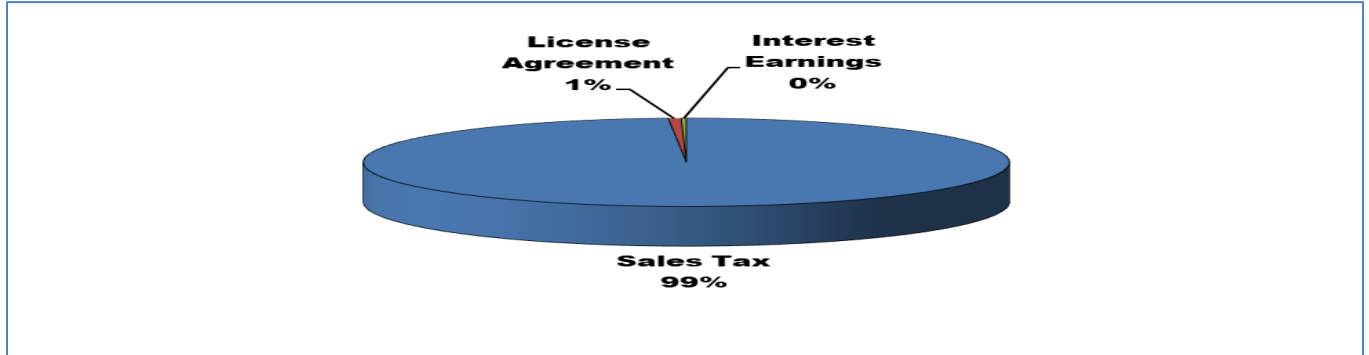
SPECIAL REVENUE FUNDS

ECONOMIC DEVELOPMENT CORPORATION (FORMERLY PARKS DEVELOPMENT CORPORATION)

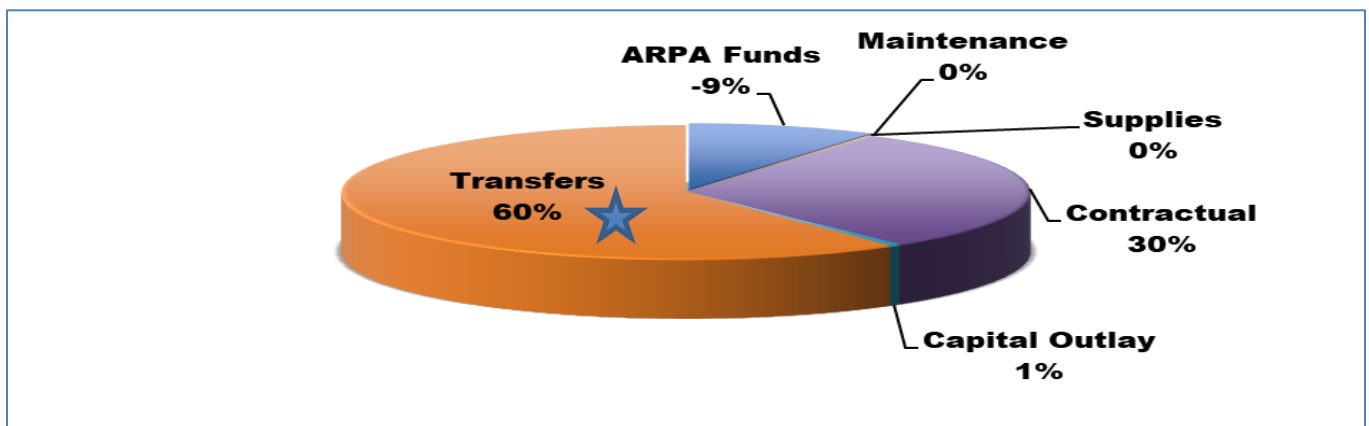
Voters established the Watauga Parks Development Corporation Sales Tax Fund to account for a ½ cent sales tax increase in May 1994 under the 4b Economic Development Legislation. The purpose of the increase in sales tax is to build city parks and improve existing parks under the supervision of the Watauga Parks Development Corporation. In May 2012, voters approved a reduction of the sales and use tax for the Watauga Parks Development Corporation to ¼ of one percent and reallocate ¼ of one percent for maintenance and repairs of municipal streets. This reduction took place on October 1, 2012. In FY2018-19 the corporation's name was changed to Economic Development Corporation and the focus was redirected to economic development within the City. Sales tax revenues for FY2022 are expected to be \$775,000.

This Special Revenue Fund is used to account for specific revenues that are legally restricted to expenditures for particular purposes. The fund is accounted for on the modified accrual basis of accounting. Revenues are recorded when available and measurable, and expenditures are recorded when liability is incurred.

Where Does the Money Come From?



Where Does the Money Go?



Note: Transfers to general fund cover personnel expenses and debt

SPECIAL REVENUE FUNDS

ECONOMIC DEVELOPMENT CORPORATION BUDGET SUMMARY - FUND 04

	HISTORY	PROJECTED YEAR		BUDGET	%CHANGE	BUDGET
	2019-2020 Actual	2020-2021 Current Budget	2020-2021 Projected	2021-2022 Budget	FY2021-2022 vs 2020-2021	2022-2023 Forecast
Fund Balance, October 1*	\$880,886	\$1,174,604	\$1,242,173	\$1,504,356		\$1,737,089
<u>Revenues:</u>						
Sales Taxes	744,464	705,000	760,000	775,000	9.9%	790,000
License Agreement - Property	0	28,800	0	0	-100.0%	0
Interest Earnings	5,301	5,000	1,500	2,000	-60.0%	2,500
License Agreement - Services	0	7,000	2,000	5,000	-28.6%	8,000
Operating Revenues	\$ 749,765	\$ 745,800	\$ 763,500	\$ 782,000	4.9%	\$ 800,500
Total Available Resources	\$ 1,630,651	\$ 1,920,404	\$ 2,005,673	\$ 2,286,356		\$ 2,537,589
<u>Expenditures:</u>						
Business Retention	7,684	8,700	10,177	6,610	-24.0%	37,700
Business Retention - ARPA	0	0	(25,000)	(60,000)	0.0%	0
Give and Get Phase I (100% Grant)	0	0	25,000	0	0.0%	0
Give and Get Phase II (100% Grant)	0	0	0	25,000	100.0%	0
Small Business Dev. (50% Grant)	0	0	0	30,000	100.0%	0
Support Local (100% Grant)	0	0	0	20,000	100.0%	0
Business Attraction	49,775	28,250	28,510	36,750	30.1%	36,600
General Administration	36,549	84,510	84,496	89,030	5.3%	87,600
Parks Department	0	0	0	0	0.0%	0
Operating Expenditures	94,008	121,460	123,183	147,390	21.3%	161,900
<u>Operating Transfers-Out</u>						
To General Fund	194,292	222,281	222,281	254,800	14.6%	319,598
To Internal Service Fund	0	0	0	0	0.0%	0
To Debt Service	100,178	157,503	155,853	147,078	-6.6%	153,178
Total Operating Transfers-Out	294,470	379,784	378,134	401,878	5.8%	472,776
TOTAL OPERATING & TRANSFERS	\$ 388,478	\$ 501,244	\$ 501,317	\$ 549,268	9.6%	\$ 634,676
Fund Balance, September 30	\$1,242,173	\$1,419,160	\$1,504,356	\$1,737,089		\$1,902,913
CHANGE IN FUND BALANCE	\$361,287	\$244,556	\$262,183	\$232,733		\$165,825

*Includes debt service fund balance

SPECIAL REVENUE FUNDS

DEPARTMENT: ECONOMIC DEVELOPMENT

DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION – FUND 04

LOCATION:

7105 Whitley Road
Watauga, Texas 76148
Phone Number: 817-514-5800

HOURS OF OPERATION:

Monday – Friday 8:00 A.M. – 5:00 P.M.

MISSION / PROGRAMS / SERVICES:

To advance the economic strength of Watauga through business and community support programs, public education and strategic partnerships.

FY2020-2021 HIGHLIGHTS / ACHIEVEMENTS:

- Implemented monthly business retention site visits
- Launched an online open portal business directory hosted by Bludot Technologies
- Hired a Media Specialist to assist businesses with promotion and advertising
- Conducted “Explore Watauga” for the 2020 Holiday Season as a Shop Local Campaign
- Conducted “Takeout Tuesday” in the Spring of 2020 to encourage support of local restaurants during the pandemic
- Implemented Business Spotlight video series
- Implemented a business registration program
- Held strategic planning session to update the existing WEDC Strategic Plan and prepare for the future
- Submitted a grant application for a restaurant incubator to the EDA in January 2021
- Implemented Shop Small initiatives (installed shop local park amenities and CEVMS signs)

FY2021-2022 GOALS/ OBJECTIVES:

- Incorporate performance metrics in the monthly financial report provided to the WEDC Board
- Develop an Incentive Policy for Board consideration
- Develop and implement a Small Business Development Program
- Develop a Business Retention Program
- Develop a Business Mentor Program
- Complete a Food Business Park area included in Capp Smith Park
- Implement the Advertising Program for local businesses
- Continue support of Shop Small Business programs
- Continue Business Spotlight video series
- Seek tourism development opportunities
- Continue New Business Attraction through Retail Coach contract
- Complete the development and launch of the WEDC website

MAJOR BUDGETARY ISSUES AND OPERATIONAL TRENDS:

In November 2020, the City placed a measure on the ballot requesting voters consider reallocating funds dedicated to Street Maintenance to Economic Development (4B). The measures failed, thus some of the programs, in support of local business, were required to be scaled back due to the WEDC’s inability to fund without the additional revenue.

SPECIAL REVENUE FUNDS

DEPARTMENT: ECONOMIC DEVELOPMENT					
DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION - FUND 04					
EXPENDITURES	2019-2020 ACTUAL	2020-2021 ORIGINAL BUDGET	2020-2021 REVISED BUDGET	2020-2021 PROJECTED	2021-2022 BUDGET
Non-Departmental	\$0	\$0	\$0	\$0	\$0
Personnel	\$0	\$0	\$0	\$0	\$0
Supplies	\$606	\$700	\$1,085	\$770	\$1,100
Maintenance	\$0	\$0	\$0	\$0	\$900
Contractual/Sundry	\$93,402	\$108,760	\$117,875	\$144,913	\$201,690
Capital Outlay	\$0	\$2,500	\$2,500	\$2,500	\$3,700
Transfers	\$294,470	\$389,284	\$379,784	\$378,134	\$401,878
ARPA Funds Credit				(\$25,000)	(\$60,000)
TOTAL	\$388,478	\$501,244	\$501,244	\$501,317	\$549,268
PERFORMANCE MEASURES / SERVICE LEVELS					
Input / Demand		Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
Staff Dedicated		N/A	N/A	N/A	N/A
Volunteers			5		
Inquiries Received			25		
Output/ Workload		Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
Project Files Opened			15		
Cilents Served			15		
Jobs Created			35		
Potential New Business Calls/Contacts			170		
Responses Submitted			155		
Board Meetings Held			12		
Efficiency Measures / Impact		Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
M & O percentage of City budget		0.70%	1.06%	1.06%	
M & O budget per capita		16	\$21.09	\$21.09	\$23.11
Effectiveness Measures / Outcomes	Strategic Goals	Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
Business Closures			15		
Business Retention Visits			200		
Small Business Development			10		
New Businesses Opened			25		
Redevelopment Projects			10		
New Development Projects			5		



SPECIAL REVENUE FUNDS

BUDGET CHANGES

Fiscal Year 2021-22 Compared to Fiscal Year 2020-21 Original Budget

DEPARTMENT: ECONOMIC DEVELOPMENT				
DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION - FUND 04				
DESCRIPTION	CATEGORY	ONE-TIME	ON-GOING	CHANGE EXPLANATION
CHANGES:				
Business Retention - Special Services	Contractual/Sundry		(\$140)	Adjustment in Business Milestones
Business Retention - Contractual Svs	Contractual/Sundry		\$1,950	Bludot Subscription Addition
Business Retention - Contractual Svs	Contractual/Sundry		\$30,000	Small Business Dev. Program Addition
Business Retention - Contractual Svs	Contractual/Sundry		(\$3,000)	Retail Development In-House Deletion
Business Retention - Contractual Svs	Contractual/Sundry		\$20,000	Support Local Programs Addition
Business Retention - Contractual Svs	Contractual/Sundry	\$25,000		Give & Get Program Phase 2
Business Retention - Events	Contractual/Sundry		\$500	Business Expo/Small Bus. Week Increase
Business Attraction - Advertising	Contractual/Sundry		\$4,100	WEDC Logo Items Increase
Business Attraction - Advertising	Contractual/Sundry		\$2,400	Shop Small Saturday Addition
Business Attraction - Advertising	Contractual/Sundry		\$500	Small Business Week Campaign Addition
Business Attraction - Advertising	Contractual/Sundry		\$1,000	Luv Local Stickers Addition
Business Attraction - Advertising	Contractual/Sundry		\$500	Explore Watauga Campaign Addition
General Admin. - Wearing Apparel	Supplies		\$400	Apparel for Staff & Board Members
General Admin. - Software Maintenance	Maintenance		\$900	Adobe Suite for Media Specialist
General Admin. - Travel Expense	Contractual/Sundry		(\$600)	Economic Dev. Strategic Plan Deletion
General Admin. - Travel Expense	Contractual/Sundry		\$750	Retail Live Addition
General Admin. - Travel Expense	Contractual/Sundry		\$250	Sales Tax Workshop Addition
General Admin. - Travel Expense	Contractual/Sundry		\$3,900	TEDC Basic Training for Board Addition
General Admin. - Travel Expense	Contractual/Sundry		\$2,000	TML ED Conference Addition
General Admin. - Travel Expense	Contractual/Sundry		\$500	IEDC Conference Cost Adjustment
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$50	TEDC Membership Dues Cost Adjustment
General Admin. - Dues/Subscriptions	Contractual/Sundry		(\$505)	ED Marketing Deletion
General Admin. - Dues/Subscriptions	Contractual/Sundry		(\$505)	IEDC ED Strategies Deletion
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$300	Retail Live Addition
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$500	Sales Tax Workshop Addition
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$500	TML ED Conference Addition
General Admin. - Training	Contractual/Sundry		\$700	ED Training for Board Members Adjustment
General Admin. - Printing & Binding	Contractual/Sundry		\$1,000	Strategic Plan Document Addition
General Admin. - Printing & Binding	Contractual/Sundry		\$30	General Costs Increase Adjustment
General Admin. - Contractual Services	Contractual/Sundry		(\$8,750)	GIC Consulting Services Deletion
General Admin. - Contractual Services	Contractual/Sundry		\$10,000	Gov Pilot Subscription Addition
General Admin. - Other Equipment	Capital Outlay	\$1,200		Camera for Media Specialist
Transfer to General Fund	Transfers	\$12,594		Allocation Adjustment
ARP Funds Credit		(\$60,000)		ARP Funding Adjustment
CHANGES TOTAL:		(\$21,206)	\$69,230	
TOTALS:		(\$21,206)	\$69,230	

\$48,024 **NET INCREASE/DECREASE**

Allocations Information



SCHEDULE A - Estimated Cost for Economic Development Corporation 2021-2022			
Prepared by: Finance Director Sandra Gibson		Phone #: 817-514-5822	
Salary/ Benefits Personnel			
Staff	Description	Annual hours	Salary + Benefits Calculation
City Secretary - TOTAL			\$17,306
City Secretary 25% Oct-Feb 15% March-September	Agenda Prep/Posting/Meetings		\$5,798
Records Secretary 10%	Records Retention/PIA	208	\$4,919
Deputy City Secretary 10%	Agenda Prep/Minutes/Resolutions	208	\$6,589
Finance - TOTAL			\$2,571
Finance Director & Asst. FD- Total 35 hours	Monthly Report	3	\$2,164
	EDC Attendance	12	
	Annual Budget	20	
Financial Analyst	Monthly Report	5	\$140
Purchasing personnel	Purchasing/Accounts Payable	10	\$267
Information Technology - TOTAL			\$54,130
Media Specialist 85% of total compensation	Marketing	1768	\$54,130
	Website/Updates/Projects		
Public Works - TOTAL	Projects - Food Truck, Branding Signs	95	\$4,356
	Project Coordination/Oversight		
	Food Truck, Branding Sign		
Admin Asst. - EDC 50% of total compensation			\$23,601
	Business Retention/Scheduling		
Business Retention Total	36 hours each for Police Department & Fire Department Staff	72	\$6,136
City Manager - TOTAL	50% of Salary & Benefits		\$141,923
EDC Director Role and 50% City Manager Role			
Sub-total			\$250,024
Other Items			
Annual Audit Allocation	4% of Total		\$2,000
Codification Fees	15% of Total		\$900
Civil Space	25% of Total		\$1,875
Sub-total			\$4,775
TOTAL			\$254,799

SPECIAL REVENUE FUNDS
ECONOMIC DEVELOPMENT CORPORATION
BUDGET SUMMARY
FUND 05 - CAPITAL PROJECTS

	HISTORY	PROJECTED YEAR		BUDGET	<i>BUDGET</i>
	2019-2020 Actual	2020-2021 Budget	2020-2021 Projected	2021-2022 Proposed	<i>2022-2023 Forecast</i>
Fund Balance, October 1	\$244,179	\$43,347	\$38,835	\$29,835	\$20,335
<u>Revenues:</u>					
Interest Earnings	989	1,000	1,000	500	500
Proceeds from Sale of Assets	0	0	0	0	0
Transfer from PDC Sales Tax Fund	0	0	0	0	0
Other Financing Sources	0	0	0	0	0
Matching Grants	0	0	0	0	0
Total Revenues	\$ 989	\$ 1,000	\$ 1,000	500	500
Total Available Resources	\$ 245,167	\$ 44,347	\$ 39,835	30,335	20,835
<u>Expenditures:*</u>					
Shade Structure - BISD Park	0	0	0	0	0
Foster Village Improvements	0	0	0	0	0
Shade Structure - Indian Springs	0	0	0	0	0
Park Equipment (Picnic Pads, etc.)	0	0	0	0	0
Capp Smith Park Improvements	206,332	0	0	0	0
Capp Smith Improvements EDC	0	0	0	0	0
Contingency	0	40,000	10,000	10,000	15,000
Total Expenditures	206,332	40,000	10,000	10,000	15,000
<u>Other Expenditures</u>					
Transfer to PDC Debt Service	0	0	0	0	0
Total Other Soures (Uses)	0	0	0	0	0
REVENUES OVER (UNDER) EXPENSES	(\$205,343)	(\$39,000)	(\$9,000)	\$ (9,500)	\$ (14,500)
Fund Balance, September 30	\$38,835	\$4,347	\$29,835	\$20,335	\$5,835
CHANGE IN FUND BALANCE	(\$205,343)	(\$39,000)	(\$9,000)	(\$9,500)	(\$14,500)



AGENDA MEMORANDUM

DATE: May 5, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Consider action on setting a Public Hearing date to discuss the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2021-2022 during the regular meeting scheduled for June 15, 2021 at 6:00 p.m.

BACKGROUND/INFORMATION:

As part of the budget process, the Board should hold a public hearing for citizens to express their views on the proposed budget. It is recommended this date be set for June 15, 2021 at 6:00 p.m.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Staff recommends the public hearing date be set for June 15, 2021 at 6:00 p.m.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

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

Approved - 5/5/2021
Pending - 1/1/1900



AGENDA MEMORANDUM

DATE: May 5, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Consider action on setting the date of July 20, 2021 for the Board to adopt the Watauga Economic Development Corporation Proposed Budget and submit to City Secretary's Office for inclusion on the Council agenda

BACKGROUND/INFORMATION:

The EDC Board must adopt the budget before it is presented to City Council for acceptance and adoption. It is recommended that the EDC Board adopt the Economic Development Corporation Budget on July 20, 2021. The Board may make changes to the budget up until the time of adoption.

The EDC bylaws require that the Board submit the proposed budget to the City Secretary, for record and placement on the Council agenda, before the 30th day the City of Watauga City Council is scheduled to approve the Corporation's Budget. It is recommended that the EDC submit the proposed budget after adoption on July 20, 2021.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

Staff recommends that the budget adoption date be set for July 20, 2021 and that the EDC submit the proposed budget to the City Secretary's office after adoption.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

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

Approved - 5/5/2021
New - 1/1/1900



AGENDA MEMORANDUM

DATE: May 10, 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 April 20, 2021 and Joint WEDC & Council Meeting held April 24, 2021

BACKGROUND/INFORMATION:

Meeting minutes are attached for consideration.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends approval of the meeting minutes as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 042021 WEDC Regular Meeting Minutes
2. 042421 Joint WEDC and Special City Council Meeting Minutes

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 5/13/2021

Approved as to form for inclusion on Agenda

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

CALL TO ORDER

President Miner called the meeting to order at 6:00 p.m. Mayor Miner corrected the time to 6:06 p.m.

ROLL CALL

Place 1, Arthur L. Miner, President
Place 2, Amirali Fazalbhai (Absent without notice)
Place 3, Jan Hill, Secretary
Place 4, Malissa Minucci, Director
Place 5, Mike Alexander, Director (Absent without notice)
Place 6, Vacant
Place 7, Lissa Sieja, Vice-President

City Staff Present:

Andrea Gardner, Executive Director
Sandra Gibson, Finance Director
Brad Fraley, Chief Information Officer

And:

Lovie Downey, Council Liaison (Absent with notice)
Andrew Neal, Council Member Place 4 (Arrived at 6:09 p.m.)

ANNOUNCEMENTS

- 1. Residents Day for the Watauga Splash Pad is scheduled for May 22, 2021**

Ms. Gardner announced the grand opening of the Splash Pad and encouraged all board members to attend.

PRESENTATIONS

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

Mayor Miner and Ms. Gardner presented the proclamations to the various businesses in recognition of their 20 year milestone anniversary.

REPORTS FROM STAFF

1. Report on New Business Attraction provided by Retail Coach

Ms. Gardner provided a brief report and stated sight selectors have been hard at work and several businesses have expressed interest.

Mayor Miner stated that in a recent TEEKS training, the instructor had spoken highly of Retail Coach and Mr. Aaron Farmer.

2. Monthly Financial Report for the period ending February 28, 2021

Ms. Gibson provide a report stating sales tax is up from the prior year 5.6%, businesses are rebounding, and it looks like it will continue in the next months. Ms. Gibson also stated that the budget and expenditures are on target.

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

Ms. Gardner reported that the business directory launched but hit a plateau. She started an email campaign to schedule emails to encourage businesses to register.

Ms. Gardner's report also included a WEDC website update and plans to recognize Small Business Week May 2nd- 8th and Economic Development Week May 9th -15th.

PUBLIC COMMENT

Requests for public comment were not received.

PUBLIC TESTIMONY FOR ACTION ITEMS

Requests for public testimony were not received.

ACTION ITEMS

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

Secretary Hill made a motion to accept the minutes as presented. Motion seconded by Vice-President Sieja. President Miner called for discussion and hearing none, called for the Board to vote by a show of right hand. Motion carried 3-0-2.

Ayes: Hill, Minucci, Sieja
Nays: None
Absent: Fazalbhair, Alexander

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

Ms. Gibson provided an overview of the report to the board which included the following:

- Clean opinion on the audit which is the highest level of assurance of the financial statements of the City and WEDC
- Increase in the fund balance \$361,288, expenditures came in under budget to \$68,000 due to budget restraints
- WEDC capitals fund balance \$38,835, expenditures were just over \$206,000 including the retaining wall of Capp Smith park and digital poster sign completion.

Secretary Hill made a motion to accept the external audit as presented. Motion seconded by Director Minucci. President Miner called for discussion and hearing none, called for the Board to vote by a show of right hand. Motion carried 3-0-2.

Ayes: Hill, Minucci, Sieja
Nays: None
Absent: Fazalbhair, Alexander

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.

Ms. Gardner introduced the item to the Board thanking Ms. Gibson for her time and effort working on the policy. Ms. Gardner reported that legal had reviewed the policy and that a pricing discount form will be presented to the Board for authorization. As discussed in a previous meeting, the first year of advertising will include a half-off discount for local businesses.

Secretary Hill inquired regarding the seconds spent on each sign in which Mr. Fraley addressed. Ms. Gardner commented on the compliance of the sign in relation to the city ordinance.

Secretary Hill made a motion to accept item as presented. Motion seconded by Vice-President Sieja. President Miner called for discussion and hearing none, called for the Board to vote by a show of right hand. Motion carried 3-0-2.

Ayes: Hill, Minucci, Sieja
Nays: None
Absent: Fazalbhai, Alexander

ADJOURNMENT

For the record, President Miner stated that Council Liaison Downey was absent with notice.

President Miner adjourned the meeting at 6:49 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

**MINUTES
JOINT SPECIAL MEETING OF THE CITY COUNCIL
AND WATAUGA ECONOMIC DEVELOPMENT CORPORATION
HECTOR F. GARCIA COMMUNITY CENTER
7901 INDIAN SPRINGS, WATAUGA, TX 76148
APRIL 24, 2021
12:00 PM**

CALL TO ORDER

The Watauga EDC Board and City Council of the City of Watauga, Texas convened at 12:13 p.m.

ROLL CALL

The following members of the WEDC and City Council were present:

WEDC Board Members:

Place 1, Arthur Miner, President
Place 2, AJ Fazalbhai, Absent
Place 3, Jan Hill, Secretary
Place 4, Malissa Minucci
Place 5, Mike Alexander
Place 6, Vacant
Place 7, Lissa Sieja, Vice-President

Watauga City Council:

Mayor, Arthur Miner
Mayor Pro Tem/Council Member, Place 2, Tom Snyder
Council Member, Place 1, Vacant
Council Member, Place 3, Lovie Downey
Council Member, Place 4, Andrew Neal
Council Member, Place 5, Juanita King
Council Member, Place 6, Mark Taylor
Council Member, Place 7, Jan Hill

and

Andrea Gardner, City Manager / City Secretary

ANNOUNCEMENTS

None provided.

REPORTS FROM STAFF

1. Presentation and update on the WEDC's Five Year Strategic Plan

Andrea Gardner provided the update to the WEDC Strategic Plan

2. Presentation and update on the City's Ten Year Strategic Plan

Andrea Gardner reviewed the presentation with the Council.

PUBLIC COMMENT

No Public Comment.

PUBLIC TESTIMONY

Ms. Jillian Giles, 6605 Sunny Hill Drive, Watauga, TX 76148.

Ms. Giles provided testimony on the Business Retention Plan, performance metrics, and certificate of obligations. She also commented "if you fail to plan, you plan to fail." She further stated she would like to see a plan in place before deciding the use of the funds.

ACTION ITEMS

1. Discuss and provide direction on the WEDC's Five Year Strategic Plan to include developing a Mission and Vision Statement and Goals for the Corporation

Andrea Gardner led the discussion with the Board and City Council that resulted in the following direction:

- Add a Mission Statement "To advance the economic strength of the Watauga community through business support programs, public education and strategic partnerships."
- Add a Vision Statement "The Watauga Economic Development Corporation is committed to building an economically vibrant and diverse community by supporting our local businesses through the development of business retention programs, completion of quality-of-life projects and new business attraction programs."
- Add the following Goals:
 - Create a public branding campaign that supports local business
 - Identify and implement programs that create economic opportunities
 - Heighten awareness and emphasize the importance of economic development to Watauga
 - Celebrate the successes of the WEDC annually
 - Partner with the City to ensure the Mission of the WEDC is supported
 - Partner with the City to improve the quality-of-life for Watauga businesses and residents
 - Attract businesses that provide career development opportunities for Watauga residents
 - Board directed the ED Director to draft metric options for the Board to consider and include in the FY 2022 proposed budget.

The meeting recessed at 1:45 p.m., and reconvened at 1:51 p.m.

2. Discuss and provide direction to the Executive Director for the FY 2022 Proposed Budget of the Watauga Economic Development Corporation

Andrea Gardner requested direction on funds to be included in the budget for Retail Coach, Business Retention Programs, marketing, training, and the SBA's Community Navigator program.

The Board and Council directed funds for the above items to be included in the FY 2022 Proposed Budget. Additionally, both agreed to share the Media Specialist position if sufficient funds are available.

The meeting recessed at 2:56 p.m., and reconvened at 3:08 p.m.

Mayor Miner introduced a discussion on legal services as it impacts the budget and requested to discuss options for legal services during the budget process.

No direction was provided after the discussion.

3. Discuss and provide direction on the use of the 2020 Certificates of Obligation related to the WEDC's dedicated project for economic development purposes

Andrea Gardner reviewed the history of the bond issuance and incubator project. The WEDC Board and Council directed staff to move forward with the use of the funds for a food business area to be constructed in Capp Smith Park. Staff is to provide location options to the Board and Council for consideration at a future joint meeting.

ADJOURNMENT

The meeting adjourned at 4:00 p.m.

APPROVED: _____ this _____ day of _____, 2021

SIGNED: _____ this _____ day of _____, 2021

APPROVED:

Arthur L. Miner, Mayor

ATTEST:

Andrea Gardner, City Secretary

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