

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 Fazalbhair, 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 18th day of May, 2021

SIGNED: this day of , 2021

APPROVED:

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

ATTEST:

J. Hill /s/
Jan Hill, Secretary

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