

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, AUGUST 17, 2021
6:00 PM**

CALL TO ORDER

President Miner called the meeting to order at 6:00 p.m.

ROLL CALL

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

Others present include:

Andrea Gardner, City Manager/City Secretary
Caroline Kelley, City Attorney
Deby Woodard, Assistant Director of Finance

ANNOUNCEMENTS

There were no announcements at this time.

PRESENTATIONS

1. Presentation of a proclamation to Dollar General in recognition of their 30-year milestone anniversary

President Miner read the proclamation and congratulated Dollar General for their 30 years in Watauga.

REPORTS FROM STAFF

1. Report on New Business Attraction provided by Retail Coach

Charles Parker, Project Director with The Retail Coach, was present and addressed the Board with an update on their recruitment of businesses to come to Watauga. He reported on prospects looking at potential Watauga locations.

Mr. Parker announced that they would be attending several upcoming trade shows as well as the Retail Live Conference in Austin.

He also answered questions from the Directors.

2. Presentation of the WEDC Monthly Finance Report for period ending June 30, 2021

Assistant Finance Director Deby Woodard presented the WEDC Monthly Financial Report for the period ending June 30, 2021.

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 on a resolution amending the Business Advertising Policy

City Manager Gardner explained that since presenting the existing policy and testing the CEVMS signs, staff was recommending the Board consider revisions to the policy that will change the method for calculating advertising charges.

City Attorney Caroline Kelley briefed the Board on the legal update and review of this policy.

Following questions and discussion from the Directors, the motion was made by Director Minucci to adopt a resolution amending the Business Advertising Policy. The motion was seconded by Director Hill and passed unanimously with a vote of 4-0-0-0.

Ayes: Hill, Minucci, Alexander, Sieja

Nays: None

Abstain: None

Absent: None

RESOLUTION NO. 2021-06

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

2. Discuss and consider action to approve the meeting minutes of the WEDC Regular Meeting held July 20, 2021

Director Hill made the motion to approve the meeting minutes of the WEDC Regular Meeting held July 20, 2021, as presented. The motion was seconded by Director Minucci and passed unanimously with a vote of 4-0-0-0.

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

3. Discuss and consider action on a resolution revising the Business Anniversary Policy

City Manager Gardner explained that since the current policy was approved in January 2021, a few situations have occurred that presented the need to revise the policy to include language that addresses how to calculate the tenure of a business and when the tenure of a business should reset.

Upon motion by Director Hill, seconded by Director Minucci, the WEDC Board of Directors voted unanimously to adopt a resolution revising the Business Anniversary Policy with a vote of 4-0-0-0.

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

RESOLUTION NO. 2021-07

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

4. Discuss and consider action to approve a Resolution of the Watauga Economic Development Corporation amending the Business Retention Project to add funding for the installation and display of one changeable electronic message sign in the City of Watauga and authorizing the Watauga Economic Development Corporation to increase the grant to the City to expand the project

Assistant Director of Finance Woodard reported that the purchase and installation of electronic LED monument signs was authorized by the City Council with the issuance of the 2018 bonds. The desire is to expand the funding for the project to add one changeable electronic variable message sign. If approved, the Council will consider action to extend the agreement during the August 23, 2021 Council meeting.

City Manager Gardner explained that the additional sign would be double-sided and where it would be located.

Director Minucci made the motion to adopt a Resolution of the WEDC amending the Business Retention Project to add funding for the installation and display of one additional CEVMS. The motion was seconded by Director Hill and passed unanimously with a vote of 4-0-0-0.

Ayes: Hill, Minucci, Alexander, Sieja

Nays: None

Abstain: None

Absent: None

RESOLUTION NO 2021-08

A RESOLUTION OF THE WATAUGA ECONOMIC DEVELOPMENT CORPORATION AMENDING THE BUSINESS RETENTION PROJECT TO ADD FUNDING FOR THE INSTALLATION AND DISPLAY OF ONE CHANGEABLE ELECTRONIC VARIABLE MESSAGE SIGN IN THE CITY OF WATAUGA AS ADDITIONAL SIGNAGE AND AUTHORIZING THE PRESIDENT OF THE WATAUGA ECONOMIC DEVELOPMENT CORPORATION TO INCREASE THE GRANT TO THE CITY TO COMPLETE THE EXPANSION OF THE PROJECT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE

EXECUTIVE SESSION

President Miner recessed the regular meeting of the Watauga Economic Development Corporation Board of Directors at 6:33 p.m. to go into executive session.

- 1. Pursuant to Texas Government Code Section 551.072, to deliberate the purchase, exchange, lease, or value of real property – Corner of Lalagray Lane and Watauga Road (Block 36, Lot 3 of the Browning Heights Addition)**
- 2. Pursuant to Texas Government Code Sections 551 and 55.074, to seek legal advice from the General Counsel and to deliberate upon the duties of the WEDC Executive Director**
- 3. Pursuant to Texas Government Code Sections 551.071, 551.072 and 551.087, to seek legal advice from the General Counsel, to deliberate the purchase, exchange, lease, or value of real property, and discuss economic incentives for the property located at 6200 Watauga Road**

RECONVENE

President Miner reconvened the regular WEDC meeting at 7:27 p.m. and made the announcement that no action will be taken on Executive Session Items #1 and #3.

City Manager Gardner also wanted the record to show that WEDC Director Mike Alexander had recused himself from all of the discussion on Executive Session Item #1 regarding property located at the corner of Lalagray Lane and Watauga Road.

ITEMS OF EXECUTIVE SESSION DELIBERATION

2. Pursuant to Texas Government Code Sections 551 and 55.074, to seek legal advice from the General Counsel and to deliberate upon the duties of the WEDC Executive Director

Upon motion by Director Hill, seconded by Director Minucci, the WEDC Board of Directors voted unanimously to complete Form 401 naming the President of the Board as the Registered Agent for the corporation, with a vote of 4-0-1-0.

Ayes: Hill, Minucci, Sieja

Nays: None

Abstain: Alexander

Absent: None

ADJOURNMENT

President Miner adjourned the meeting at 7:29 p.m.

APPROVED:

this 16 day of November 2021

SIGNED:

this 16 day of November 2021

APPROVED:

Arthur L. Miner /s/

Arthur L. Miner, President

ATTEST:

(J. Hill /s/)

Jan Hill, Secretary

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