



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, FEBRUARY 15, 2022
7:00 PM

CALL TO ORDER

ROLL CALL

PRESENTATIONS

1. Presentation of December Business Anniversary Proclamations:
Kim's Cali Nails for 25 Years
Just Nails for 25 Years
Shipley Do-Nuts for 20 Years
Ameriprise Financial for 15 Years
Creative School of Music for 15 Years
Lorenza Zavala, Administrative Assistant

2. Presentation of January Business Anniversaries:
Hunter Automotive 15 Years
Pizza Hut 35 Years

Lorenza Zavala, Administrative Assistant

ANNOUNCEMENTS

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending November 30, 2021
Sandra Gibson, Director of Finance

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.

PUBLIC HEARINGS / ACTION

ACTION ITEMS

1. Discuss and Consider the uses and fees for the cities' electronic signs
Arthur Miner, Mayor
2. Discuss and consider action to approve the minutes of the WEDC Regular Meeting held November 16, 2021.
Lorenza Zavala, Administrative Assistant
3. Discuss and consider appointing City Manager Joshua Jones as the registered agent for the Watauga Economic Development Commission.
Arthur Miner, Mayor

EXECUTIVE SESSION The City Council will recess its open meeting and reconvene in executive session to discuss the following items pursuant to the below referenced section(s) of the Texas Government Code:

1. The Watauga Economic Development Corporation is to convene into a closed meeting pursuant to Texas Government Code Chapter 551, section 551.072 to discuss matters

relating to real property as follows:

Deliberate the purchase, exchange, lease, or value of real property.

RECONVENE

The City Council will return to open session in the City Council Chamber for possible discussion and action as a result of the Executive Session as follows:

ITEMS OF EXECUTIVE SESSION DELIBERATION:

1. The Watauga Economic Development Corporation to reconvene into an open meeting and consider action, if any, on items discussed in closed session.

Arthur Miner, Mayor

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, Linda Proskey, 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 February 11, 2022, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Linda Proskey, City Secretary





AGENDA MEMORANDUM

DATE: January 17, 2022

TO: Honorable City Council Members

FROM: Lorenza Zavala, Administrative Assistant

THROUGH:

SUBJECT: Presentation of December Business Anniversary Proclamations:
Kim's Cali Nails for 25 Years
Just Nails for 25 Years
Shipley Do-Nuts for 20 Years
Ameriprise Financial for 15 Years
Creative School of Music for 15 Years

BACKGROUND/INFORMATION:

Presentation for December Business Anniversaries
Kim's Cali Nails for 25 Years
Just Nails for 25 Years
Shipley Do-Nuts for 20 Years
Ameriprise Financial for 15 Years
Creative School of Music for 15 Years

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

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

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Lorenza Zavala, Administrative Assistant
Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 12/15/2021
Final Approval - 12/15/2021



AGENDA MEMORANDUM

DATE: January 17, 2022

TO: Watauga Economic Development Corporation Directors

FROM: Lorenza Zavala, Administrative Assistant

SUBJECT: Presentation of January Business Anniversaries:
Hunter Automotive 15 Years
Pizza Hut 35 Years

BACKGROUND/INFORMATION:

Recognition of January business anniversaries.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action required.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Caroline Kelley, City Attorney

Joshua Jones, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 1/7/2022

Approved - 1/7/2022

Approved - 1/12/2022

Final Approval - 1/12/2022



AGENDA MEMORANDUM

DATE: January 17, 2022
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, Director of Finance
SUBJECT: Monthly Financial Report for the period ending November 30, 2021

BACKGROUND/INFORMATION:

The monthly financial report for the period ending November 30, 2021 is attached for the board's review.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Staff recommends the Board review the Monthly Financial Report for the period ending November 30, 2021.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. EDC Monthly Financial Report - November 2021

REVIEWED BY:

Lorenza Zavala, Administrative Assistant
Caroline Kelley, City Attorney
Linda Proskey, City Secretary

Approved - 12/15/2021
Approved - 12/15/2021
Final Approval - 12/15/2021

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: January 10, 2022

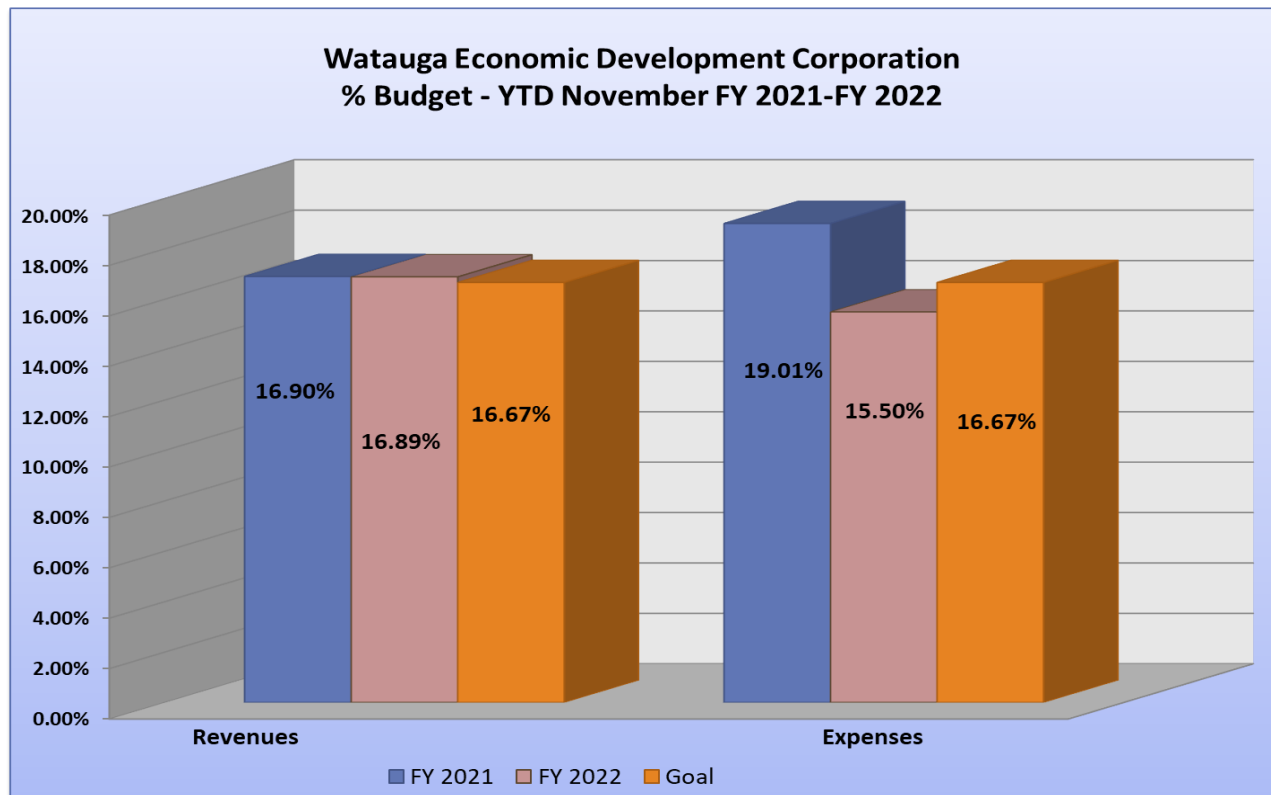
TO: Watauga Economic Development Board

FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of November, 2021

The attached report and below graph represent the results of transactions through November, 2021 which is the 2nd month of the fiscal year and is 17% through the FY2021-FY2022 budget.

The EDC sales tax distribution for the month of October, 2021 was received on December 10, 2022 in the amount of \$71,574 which is an increase of 14.1% over prior year. Sales tax for November, 2021 will be received on January 14, 2022 and has been estimated for this report. Total year-to-date expenditures are \$85,119 which is 15.5% of the budget expended for the year.





CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2022
For the period ending November 30, 2021 (1st FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	11/30/2021 YTD ACTUAL	% USED	% REMAINING	11/30/2020 YTD ACTUAL	\$ CHG 22 vs 21	% CHG 22 vs 21
REVENUE:							
SALES TAX	814,000	138,391	17.00%	83.00%	125,709	12,682	10.09%
INTEREST EARNINGS	2,000	273	13.67%	86.33%	361	(88)	-24.25%
INTEREST/ESCROW	-	-	-	-	-	0	-
CONTRIBUTIONS/OTHER	5,000	-	-	-	-	0	-
TOTAL REVENUE	\$821,000	\$138,664	16.89%	83.11%	\$126,070	12,594	9.99%
PERSONNEL SERVICES	-	-	0.00%	0.00%	-	-	0.00%
NON-DEPARTMENTAL	-	-	0.00%	0.00%	-	-	0.00%
SUPPLIES	1,100	(13)	-1.14%	101.14%	-	(13)	#DIV/0!
MAINTENANCE	900	-	0.00%	0.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	141,690	18,152	12.81%	87.19%	30,392	(12,239)	-40.27%
TRANSFERS	401,878	66,980	16.67%	83.33%	64,881	2,099	3.24%
CAPITAL OUTLAY	3,700	-	0.00%	100.00%	-	-	0.00%
TOTAL EXPENDITURES	549,268	85,119	15.50%	84.50%	\$ 95,272	(10,153)	-10.66%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$271,733	\$53,545			\$30,798	\$22,747	



AGENDA MEMORANDUM

DATE: January 17, 2022

TO: Honorable City Council Members

FROM: Lorenza Zavala, Administrative Assistant

THROUGH:

SUBJECT: Discuss and consider action to approve the minutes of the WEDC Regular Meeting held November 16, 2021.

BACKGROUND/INFORMATION:

This item contains the Meeting Draft Minutes for WEDC's review and approval.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

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

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 11.16.21 WEDC Draft Minutes

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Caroline Kelley, City Attorney

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 12/15/2021

Approved - 12/16/2021

Final Approval - 12/17/2021

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

CALL TO ORDER

President Minor called the meeting to order 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 (Absent with notice)

Others present include:

Linda Proskey, City Secretary

Samantha Ortega, Records Clerk

Lorenza Zavala, Administrative Assistant

Chad Stephens, Interim Parks & Community Services Director

Sandra Gibson, Director of Finance

Caroline Kelley, City Attorney

ANNOUNCEMENTS

There were no announcements at this time.

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending September 30, 2021 (Pre-audit)

Sandra Gibson, Finance Director, presented this item to the board.

Financial report for year-end pre-audit. 17% over prior year revenues, 117% of budget collected, revenues driven by sales tax. YTD revenues are \$869,761 and YTD expenditures are \$474,861. We've expended about 95% of our YTD budget. September Sales Tax revenue is up 12% in comparison to the prior year. Audit results will be completed and presented to the council around March - April 2022.

Recognition of city staff Dianely Luis and Lorenza Zavala that are assigned to

the EDC. They have continued to work on business retention, website updates, WEDC wrap up, business anniversaries, and business spotlights.

No questions were asked by the board.

PUBLIC COMMENT

Requests for public comment were not received.

PUBLIC TESTIMONY FOR ACTION ITEMS

Requests for public testimony were not received.

PUBLIC HEARINGS / ACTION

ACTION ITEMS

1. Discussion and provide direction regarding the options for the Food Business Park project

Interim Parks & Community Services Director Chad Stephens presented this item to the board and provided some concepts.

Concept A would be located behind City Hall. It would have four spaces for food trucks and would include a stage, an entertainment area, and provide a comfort station.

Concept B would have four spaces for food trucks, a comfort station, two picnic pavilions, seven tables with decomposed granite, and would be close to utilities and would not be as expensive due to location but would not be as visible.

Concept C is over by the baseball field, the section of the park that Lifestyles Christianity owns. The parking lot would mirror the splash pad parking lot. It would also have four spaces for food trucks, and a comfort station. An electronic message board is already planned in this area. In this concept, the area would be more visible from Hightower. However, available water and utilities are further away.

Director Hill asked about the parking for concept A and B. Interim Parks & Community Services Director Stephens said both would utilize the existing parking.

President Miner asked if any of the concepts would encroach on the Lifestyle property. Interim Parks & Community Services Director Stephens informed him that it would be close but would not. President Miner asked about the effects of this on Watauga Fest. Interim Parks & Community Services Director Stephens said there would be minimal effect if it was located where concept C is.

President Miner asked if it would be easier if the city owned the Lifestyle property. Interim Parks & Community Services Director Stephens commented that it would be easier because of limitations on what we can do with the property.

Director Hill commented about the first concept presented at an earlier meeting when they first started talking about the project. Interim Parks & Community Services Director Stephens pointed out that it is a park in Dallas and that it was to show what could be done.

Director Hill expressed concerns about the splash pad and the diners using the same restrooms and that having three driveways off Hightower could be dangerous. She also wondered if the stage was necessary and how much it would be utilized. Interim Parks & Community Services Director Stephens explained that these are only concepts, and the next step would be to hire an engineer or a landscape architect to design what could be done at the park. Concerning the stage and the cost-effectiveness, we would have to promote it regularly.

Director Minucci asked if the baseball field would still be able to be utilized and which concepts were best for the utilities. Interim Parks & Community Services Director Stephens said the ball field would not and that concepts A and B were the best for utilities because of existing water, sewage, and electricity.

Director Minucci wanted to know if the engineer could give us directions on the food truck platforms. Interim Parks & Community Services Director Stephens said they could and that there are all different types of options.

President Miner said that he liked concept B

Director Hill also liked B

Director Minucci likes A only because of the capacity, but liked the esthetics of B.

2. Discuss and consider approval of a professional services agreement between the Watauga Economic Development Corporation and The Retail Coach LLC for the completion of a Comprehensive Retail Recruitment and Development Plan. This will be the third term of tech contractual engagement with The Retail Coach, LLC.

President Miner Presented this item to the board and recommended approval due to the amount of interest in businesses considering coming to the City of Watauga.

Director Minucci asked how many businesses were brought in by The Retail Coach LLC in year one. President Miner stated that they did not bring in any within year one, but in year two there were two, but they backed out because of

Covid. One of which is now looking to come back. There is also a sandwich shop aggressively looking for a place.

President Miner asked for a motion.

Director Hill made a motion to approve as presented.

Director Minucci seconded the motion.

The motion passed 3-0-1-0 (due to a technical error, Director Minucci casted her vote manually.)

Ayes: Jan Hill, Mike Alexander, Malissa Minucci

Nays: None

Absent: Lissa Sieja

Abstain: None

3. Discuss and consider action to approve the minutes of the WEDC Regular Meeting held August 17, 2021, and WEDC Special Meeting held October 12, 2021

Director Hill made a motion to approve both as presented.

Director Alexander wanted to clarify that it was in the minutes that he recused himself from the executive session. Director Alexander seconded the motion.

The motion passed 3-0-1-0 (due to a technical error, Director Minucci casted her vote manually.)

Ayes: Jan Hill, Mike Alexander, Malissa Minucci

Nays: None

Absent: Lissa Sieja

Abstain: None

EXECUTIVE SESSION

1. Pursuant to Texas Local Government Code 551.072, deliberate the purchase, exchange, lease, or value of real property: Block 36, Lot 3 of the Browning Heights Addition.

President Minor called for Executive Session at 6:43 p.m.

Director Alexander had recused himself from the executive session.

RECONVENE

President Minor reconvened the meeting at 7:30 p.m.

ITEMS OF EXECUTIVE SESSION DELIBERATION:

1. Consider action on item discussed in Executive Session regarding the possible purchase, exchange, lease, or value of real property, Block 36, Lot 3 of the Browning Heights Addition

No action at this time: 7:30 p.m.

ADJOURN MENT

President Miner adjourned the meeting at 7:30 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