



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, APRIL 19, 2022
6:30 PM

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

1. Presentation of a proclamation to Southside Bank in recognition of their 20 year milestone anniversary
Lorenza Zavala, Administrative Assistant
Joshua Jones, City Manager
2. Presentation of a proclamation to JJ Fast Stop in recognition of their 15 year milestone anniversary
Lorenza Zavala, Administrative Assistant
Joshua Jones, City Manager
3. Presentation of a proclamation to Texas Snow Store in recognition of their 25 year milestone anniversary
Lorenza Zavala, Administrative Assistant
Joshua Jones, City Manager

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending February 28, 2022
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 WEDC, 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 WEDC as soon as practicable. Such report to the WEDC, or City Council shall not constitute a meeting called by the WEDC nor shall it constitute deliberation or formal action. Individual citizens addressing the WEDC 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 board and no formal 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 WEDC may ask questions or discuss the item directly with the citizen during the citizen's testimony if necessary. Any discussion between a commission member and the citizen will not count toward the time limit and Commission Members are encouraged not to speak until the citizen has first utilized their allocated time.

CONSENT AGENDA

1. Discuss and consider action on the WEDC bylaws, Section 1.03, changing the Registered Agent from Andrea Gardner to Josh Jones.

PUBLIC HEARINGS / ACTION

ACTION ITEMS

1. Discuss and consider action to change the Watauga Economic Development Corporation bylaws Section 2.05 - Change to allow up to 4 council members to be placed on the commission as allowed by state law.
Arthur Miner, Mayor
2. Discuss and consider action to remove the requirement from the Watauga Economic Development bylaws Section 2.06 to remove board members if they no longer serve on City Council.
Arthur Miner, Mayor

3. Discuss and consider action to revise the fee schedule for advertising on the WEDC digital signs.

Joshua Jones, City Manager

ITEMS FOR FUTURE AGENDAS

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:

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:

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.

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 April 14, 2022, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.


Linda Proskey, City Secretary



AGENDA MEMORANDUM

DATE: March 15, 2022

TO: Watauga Economic Development Corporation Directors

FROM: Lorenza Zavala, Administrative Assistant

SUBJECT: Presentation of a proclamation to Southside Bank 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.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

David Berman, City Attorney

Joshua Jones, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 3/16/2022

Approved - 3/18/2022

Approved - 3/18/2022

Final Approval - 3/18/2022



AGENDA MEMORANDUM

DATE: March 15, 2022

TO: Watauga Economic Development Corporation Directors

FROM: Lorenza Zavala, Administrative Assistant

SUBJECT: Presentation of a proclamation to JJ Fast Stop in recognition of their 15 year milestone anniversary

BACKGROUND/INFORMATION:

Recognition of their 15 year milestone anniversary.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action required.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

David Berman, City Attorney

Joshua Jones, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 3/16/2022

Approved - 3/18/2022

Approved - 3/18/2022

Final Approval - 3/18/2022



AGENDA MEMORANDUM

DATE: March 15, 2022

TO: Watauga Economic Development Corporation Directors

FROM: Lorenza Zavala, Administrative Assistant

SUBJECT: Presentation of a proclamation to Texas Snow Store in recognition of their 25 year milestone anniversary

BACKGROUND/INFORMATION:

Recognition of 25 year milestone anniversary.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action required.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Joshua Jones, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 3/18/2022

Approved - 3/18/2022

Final Approval - 3/18/2022



AGENDA MEMORANDUM

DATE: March 25, 2022
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, Director of Finance
SUBJECT: Monthly Financial Report for the period ending February 28, 2022

BACKGROUND/INFORMATION:

The Monthly Financial Report for the period ending February 28, 2022 is attached for the Board's review.

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 2022

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

David Berman, City Attorney

Joshua Jones, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 3/29/2022

Approved - 4/14/2022

Approved - 4/14/2022

Final Approval - 4/14/2022



AGENDA MEMORANDUM

DATE: March 28, 2022

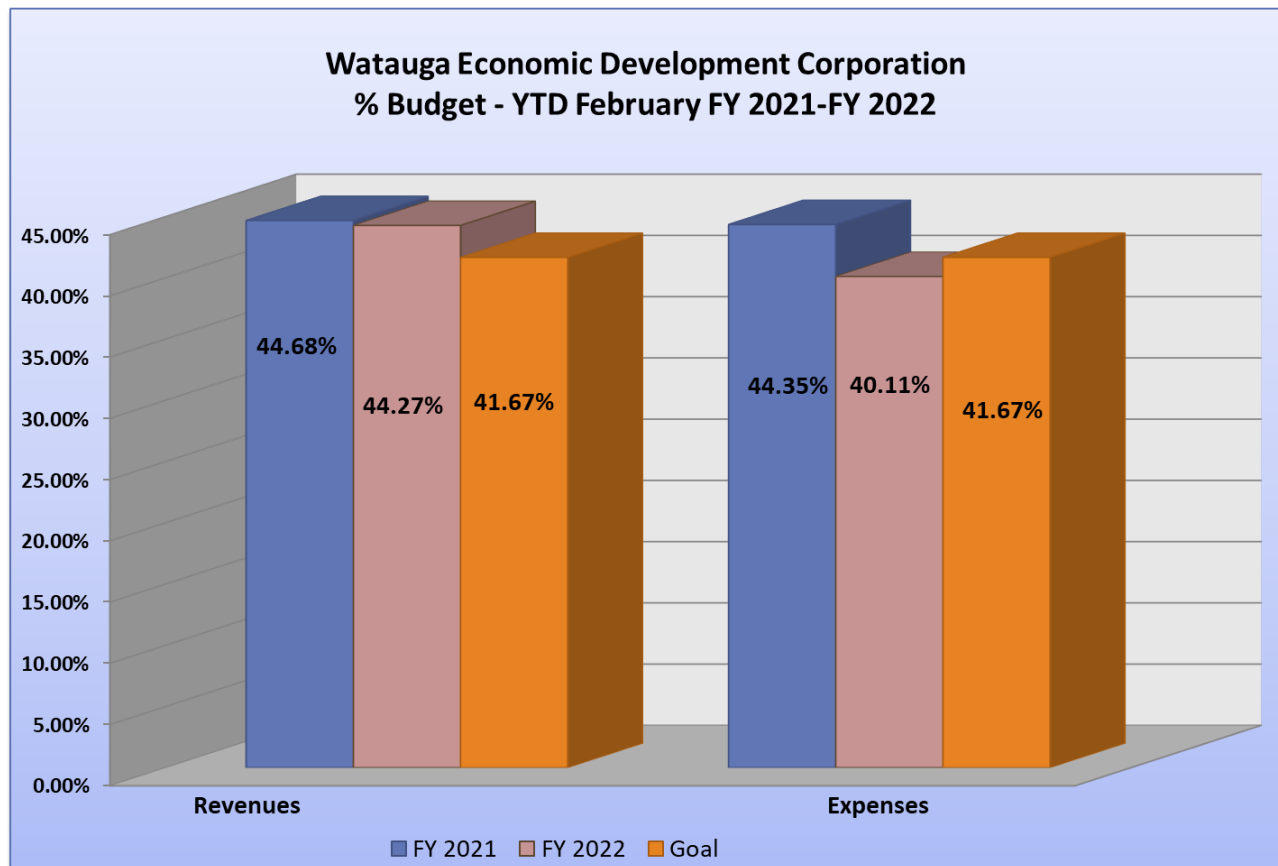
TO: Watauga Economic Development Board

FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of February, 2022

The attached report and below graph represent the results of transactions through February, 2022 which is the 5th month of the fiscal year and is 42% through the FY2021-FY2022 budget.

The EDC sales tax distribution for the month of January, was received on Friday, March 11th and receipts were \$5,007, or 9% higher than prior year. Year-to-date sales tax revenues are estimated to be at 46% of budget collected through February, 2022. Total year-to-date expenditures are \$220,299 which is 40% of the budget expended for the year.





CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2022
For the period ending February 28, 2022 (2nd FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	2/28/2022 YTD ACTUAL	% USED	% REMAINING	2/28/2021 YTD ACTUAL	\$ CHG 22 vs 21	% CHG 22 vs 21
REVENUE:							
SALES TAX	814,000	362,727	44.56%	55.44%	332,602	30,124	9.06%
INTEREST EARNINGS	2,000	745	37.23%	62.78%	602	143	23.74%
INTEREST/ESCROW	-	-	-	-	-	-	-
CONTRIBUTIONS/OTHER	5,000	-	-	-	-	-	-
TOTAL REVENUE	\$821,000	\$363,471	44.27%	55.73%	\$333,204	\$30,267	9.08%
PERSONNEL SERVICES	-	-	0.00%	0.00%	-	-	0.00%
NON-DEPARTMENTAL	-	-	0.00%	0.00%	-	-	0.00%
SUPPLIES	1,100	(13)	-1.14%	101.14%	608	(621)	-102.06%
MAINTENANCE	900	-	0.00%	0.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	141,690	52,862	37.31%	62.69%	59,481	(6,619)	-11.13%
TRANSFERS	401,878	167,449	41.67%	58.33%	162,202	5,247	3.24%
CAPITAL OUTLAY	3,700	-	0.00%	100.00%	-	-	0.00%
TOTAL EXPENDITURES	\$549,268	\$220,299	40.11%	59.89%	\$222,291	(\$1,992)	-0.90%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$271,733	\$143,173			\$110,913	\$32,259	

CHANGEABLE ELECTRONIC VARIABLE MESSAGING SIGN PRICING							
CURRENT				PROPOSED/"PROMOTIONAL RATES"			
VIEWS PER HOUR	1 WEEK	2 WEEKS	3 WEEKS	VIEWS PER HOUR	1 WEEK	2 WEEKS	3 WEEKS
10	\$434	\$782	\$1,042	10	\$250	\$500	\$750
20	\$743	\$1,338	\$1,665	20	\$500	\$750	\$1,000
30	\$1,238	\$2,228	\$2,773	30	\$750	\$1,000	\$1,250

50% ADVERTISING DISCOUNTS

NEW BUSINESS
AVAILABLE THE WEEK
PRIOR TO A GRAND
OPENING OR RIBBON-
CUTTING; ALSO
AVAILABLE THE WEEK
FOLLOWING THE
EVENT

SMALL BUSINESS
AVAILABLE TO NON-
FRANCHISED SMALL
BUSINESSES. MUST
BE LOCALLY OWNED
AND OPERATED WITH
25 OR FEWER
EMPLOYEES.

ADVERTISING DISCOUNTS

NEW BUSINESS
FREE FOR THE WEEK
PRIOR TO A GRAND
OPENING OR RIBBON-
CUTTING AND THE
THE WEEK
FOLLOWING THE
EVENT

SMALL BUSINESS
50% OFF FOR NON-
FRANCHISED SMALL
BUSINESSES. MUST
BE LOCALLY OWNED
AND OPERATED WITH
25 OR FEWER
EMPLOYEES.