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.

ADJOURNMENT
President Miner adjourned the meeting at 7:30 p.m.

APPROVED: this 15th day of February 2022

SIGNED: this 15th day of February 2022

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