

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

CALL TO ORDER

President, Miner called the meeting to order at 6:31 p.m.

ROLL CALL

Arthur L. Miner
Calvin Lewis
Jan Hill
Malissa Minucci
Vacant
Toni Leber
Vacant

Place 1, President
Place 2, Director
Place 3, Secretary
Place 4, Vice President
Place 5, Vacant
Place 6, Director
Place 7, Vacant

Others present include:

Andrew Neal
Joshua Jones
Lorenza Zavala
Sandra Gibson

Council Member Place 4, Liaison
City Manager
Administrative Assistant
Director of Finance

ANNOUNCEMENTS

None at this time.

PRESENTATIONS

1. Retail Coach to provide a presentation/update to the WEDC board on new business attraction in the City of Watauga.

Cary Everett spoke in place of Aaron Farmer from Retail Coach. Updated data for 2022, 70-80% coming to Watauga. Pulled Demographics, good thing is growth and avg household income increasing. Projection out to 2027, expected to grow in all sectors. Pop Shelf was brought out and sales far exceeded their sales. Liquor land, Vision Commercial, retail conferences, retail live in September.

VP, Minucci -How many developers are you working with
Cary Everett- Many, 10-12

VP, Minucci- The Barrett England deal and the Liquor Land deal are both in Watauga. Correct?

Cary Everett- Yes

Secretary, Hill- Could we get copies of the presentation?

Cary Everett- Yes

Director, Lewis- How many people are you speaking to when determining who is interested?

Cary Everett- We have about 35-40 different prospects and always adding or removing. We do a lot of internal data work to run a void analysis of what is in the area.

PUBLIC COMMENT

No requests to speak were received.

PUBLIC TESTIMONY FOR ACTION ITEMS

No requests to speak were received.

REPORTS FROM STAFF

None

CONSENT AGENDA

1. Consider approval of the Monthly Financial Report for the period ending May 31, 2022
2. Review and consider approval of the WEDC minutes for the June 21, 2022 meeting.

Motion: Secretary, Hill makes a motion to approve the Monthly Financial Report for the period ending May 31, 2022

Second the motion: VP, Minucci,.

3-0-0

Ayes: Toni Leber, Malissa Minucci, Calvin Lewis

Nays: None

Absent: None

Abstain: None

Error with software on the vote, reset and voted again.

Motion: Secretary, Hill makes a motion to approve the Monthly Financial Report for the period ending May 31, 2022

Second the motion: VP, Minucci.

4-0-0

Ayes: Jan Hill, Toni Leber, Malissa Minucci, Calvin Lewis

Nays: None

Absent: None

Abstain: None

PUBLIC HEARINGS / ACTION

ACTION ITEMS

1. Discuss and consider adopting a resolution of the Watauga Economic Development Corporation establishing and approving the Corporation's Fiscal Year Budget for FY2022-2023; providing for all anticipated expenditures; directing the Executive Director to submit it to the City Secretary's Office for City Council consideration to approve the budget and related operational expenditures; and providing an effective date

Director Gibson- Staff recommendations for changes.5% increase sales tax now decreased to 3% expectations due to economy. Slight increase from the comp and class implementation adopted by council. Projected column transfer out for capital projects fund is for land purchase. It will be a budget amendment next month.

No questions by the board.

Motion: Secretary, Hill makes a motion to approve the items as presented.

Second the motion: Director, Lewis

4-0-0

Ayes: Jan Hill, Toni Leber, Malissa Minucci, Calvin Lewis

Nays: None

Absent: None

Abstain: None

2. Consider action on a Staffing and Reimbursement Agreement between the Watauga Economic Development Corporation and the City of Watauga for personnel and services. (Was action item #3)

Director Gibson- Staffing Reimbursement Agreement was up about \$3600. This is a formal resolution for within the budget for WEDC. The amount of allocation is \$266,500 for personnel departments.

No questions by the board.

Motion: Director, Lewis makes a motion to approve the items as presented.

Second the motion: Secretary, Hill

4-0-0

Ayes: Jan Hill, Toni Leber, Malissa Minucci, Calvin Lewis

Nays: None

Absent: None

Abstain: None

3. Discuss and consider action to revise the fee schedule for advertising on the WEDC digital signs. (Was action item #2)

City Manager, Jones- Back in May, the Board revised the fees for the signs for a significant reduction. 60-day update there are no requests to move forward on purchasing the advertising.

Director, Lewis- Why the reduction?

City Manager, Jones- We were not having any paid interest.

Director, Lewis- Did it have any impact on business decisions, for the advertising?

City Manager, Jones- We did not have anyone asking at all.

Secretary, Hill- Prices are still too high, I recommend \$25 a week/12.50 a week to determine a rate to start with. Then when we have a sign that is full of advertising we can adjust the rates.

City Manager, Jones- Small business' rate is half price. Are we wanting to slash the zero's off?

Secretary, Hill- Yes

President, Miner- I like to see the advertising, hiring, business anniversaries. So, let's keep lowering the prices.

Motion: Secretary, Hill makes a motion to remove the zero's off the end of the pricing for the digital signs.

Second the motion: Director, Leber

3-1-0

Ayes: Jan Hill, Toni Leber, Malissa Minucci

Nays: Calvin Lewis

Absent: None

Abstain: None

ITEMS FOR FUTURE AGENDAS

Secretary, Hill – I would like to re-visit the electronic signs pricing and interest in 60 days.

EXECUTIVE SESSION

There was no executive session

RECONVENE

ITEMS OF EXECUTIVE SESSION DELIBERATION:

ADJOURNMENT

President, Miner adjourned the meeting at 6:37 PM.

APPROVED: this 9th day of September, 2022.

SIGNED: this 9th day of September, 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.