

MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, NOVEMBER 15, 2022
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:30 PM

CALL TO ORDER

President, Miner called the meeting to order at 6:30 p.m.

ROLL CALL

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

Place 1, President

Place 2, Director- Absent without notice
Place 3, Secretary
Place 4, Vice President
Place 5, Vacant
Place 6, Director
Place 7, Director- Absent without notice

Others present include:

Mark Taylor
Lorenza Zavala

Council Member Place 6, Liaison
Administrative Assistant

ANNOUNCEMENTS

No comments at this time.

PRESENTATIONS

Marble Slab 20 year milestone

1. Presentation of a proclamation to Marble Slab Creamery in recognition of their 20 year milestone anniversary.

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. Consideration and action on approval of the Monthly Financial Report for the period ending August 31, 2022

2. Consider the approval of the September 20, 2022 WEDC meeting minutes
3. Consider approval and authorize the Executive Director to execute the 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 fourth term of the contractual engagement with The Retail Coach, LLC.

President Miner to move this item to action items.

Director Jan Hill to make a motion to approve the remainder of the consent agenda as presented.

Second the motion: VP, Minucci.

3-0-0

Ayes: Toni Leber, Malissa Minucci, Jan Hill

Nays: None

Absent: None

Abstain: None

PUBLIC HEARINGS / ACTION

ACTION ITEMS

Consider approval and authorize the Executive Director to execute the 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 fourth term of the contractual engagement with The Retail Coach, LLC.

Mr. Farmer from Retail Coach speaks a brief discussion on year four of the contract. Some of the wins with having Retail Coach are Pop Shelf that took over the Pier 1 location, Salad n Go, Liquor Land pouring concrete, Scooters Coffee, possible Class A hotel and other retailers interested. More interest in restaurants as well. This fourth year agreement is \$20,000 for the contract renewal including travel for meetings. ICSC Dallas is coming sooner this time in January 18-20. We'll need to start marketing this beginning of December.

Director Minucci asked if December he will have a more detailed report on the buildings, existing buildings, and land?

Mr. Farmer answered absolutely. In December I will have a more detailed report on sites and all that information. Discretion is advised on naming specific names of businesses. Director Minucci asked how many cities are represented at the ICSC?

Mr. Farmer replied ten cities at the Texas event.

President Miner informed him that two businesses contacted him and forwarded the names over to his team. People are looking for Watauga.

Mr. Farmer said that 2023 data should be ready in the next month or so. Get the word out more on when retailers will open.

Motion: Secretary, Hill makes a motion to approve the professional services agreement between Watauga Economic Development Corporation and Retail Coach LLC for completion of a comprehensive retail recruitment and development plan for the 4th year. Second the motion: Director, Leber

3-0-0

Ayes: Toni Leber, Malissa Minucci, Jan Hill

Nays: None

Absent: None

Abstain: None

EXECUTIVE SESSION

RECONVENE

ITEMS OF EXECUTIVE SESSION DELIBERATION:

ITEMS FOR FUTURE AGENDAS

Mayor said in either December or January, he'd like to see a formal power point presentation with Retail Coach.

ADJOURNMENT

President Miner adjourned the meeting at 6:40 p.m.

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

APPROVED: this 21st day of February, 2022³

SIGNED: this 21st day of February, 2022³

APPROVED:

Arthur L. Miner, President

ATTEST:

Jan Hill, Secretary