



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, NOVEMBER 19, 2024
6:30 PM

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

1. Presentation of a proclamation to Davis Floral Designs in recognition of their 20 year milestone anniversary.
2. Presentation of a proclamation to Vision City in recognition of their 20 year milestone anniversary.
3. Presentation of a proclamation to Service Response Team in recognition of their 15 year milestone anniversary.
4. Update from Retail Coach.

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 Watauga Economic Development Corporation, 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 shall not constitute a meeting called by 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 WEDC and no formal action will be taken.

PUBLIC TESTIMONY FOR ACTION ITEMS This is an opportunity for citizens to address the Council on current agenda action items (excludes presentations and reports). Only those persons who have submitted a proper "Request to Speak Form" will be allowed to speak. Citizens will be required to state their name and address for the record. They have up to 3 minutes to speak, and their comments must be germane to the item. If speaking for an organization or group, the speaker should identify the group represented. Council members may ask questions or discuss the item with the citizens directly.

REPORTS FROM STAFF

1. Report on Food Business Park from Timothy Hamilton, Parks and Community Services Director

CONSENT AGENDA All the items on the consent agenda are considered to be self-explanatory by the Commission and will be enacted with one motion, one second, and one vote. There will be no separate discussion of these items. Any member wishing to pull an item may do so.

1. Consider approval of the Monthly Financial Report for the period ending September 30, 2024 (pre-audit).
2. Consider approval of the Minutes for the September 17, 2024, WEDC meeting.

PUBLIC HEARINGS

ACTION ITEMS

1. Consider adding a procedure for Ownership Change and Business Name Change to the Business Anniversary Recognition Policy.
2. 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 sixth term of the contractual engagement with The Retail Coach, LLC.

Sandra Gibson, Interim City Manager and Director of Finance

EXECUTIVE SESSION The WEDC 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 WEDC will return to open session in the City Council Chamber for possible discussion and action as a result of the Executive Session.

ITEMS OF EXECUTIVE SESSION DELIBERATION:

ITEMS FOR FUTURE AGENDAS

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 [City Council/Board/Commission/Committee] 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 November 15, 2024, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey
City Secretary



Retail Recruitment and Development Strategy Update

November 2024



2023/2024 Partnership Recap

- 700+ touch points made to retail prospects on Watauga's behalf
- Attendance and representation at 5 retail industry trade shows on Watauga's behalf
- Worked with Staff to update the WEDC/City Economic Development website
- and much more...



HIBBETT
SPORTS
Initial Contact Made At Retail Live
Event By The Mayor and The
Retail Coach



2024/2025 Strategy



Going Forward/Next Steps

- **Focus on building a stronger and more aggressive retail recruitment strategy**
- **Identification of redevelopment/ assemblage opportunities in Watauga**
- **Continue Regular Update Calls with City Staff - Mayor, Sandra Gibson, Lorenza Zavala**
- **Identification of new retail, restaurant, and entertainment prospects for recruitment**
- **Continued Trade Show Representation**



Upcoming Conferences

NATIONAL INDUSTRY TRADE SHOW REPRESENTATION IS KEY.

- ICSC @ Red River – Jan/Feb 2025
- Entertainment Evolution - Feb 2025 - NEW
- ICSC Vegas - May 2025
- Retail Live –Austin - August 2025
- Retail Live - Salt Lake - Nov 2025- NEW



RETAIL RECRUITMENT EXPERTS



www.theretailcoach.net



AGENDA MEMORANDUM

DATE: November 11, 2024

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Interim City Manager and Director of Finance

SUBJECT: Consider approval of the Monthly Financial Report for the period ending September 30, 2024 (pre-audit).

BACKGROUND/INFORMATION:

The Monthly Financial Report is attached for the Board's review and approval.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

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

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. EDC Monthly Financial Report -September 2024 (pre-audit)

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 11/13/2024

Final Approval - 11/13/2024



AGENDA MEMORANDUM

DATE: November 12, 2024

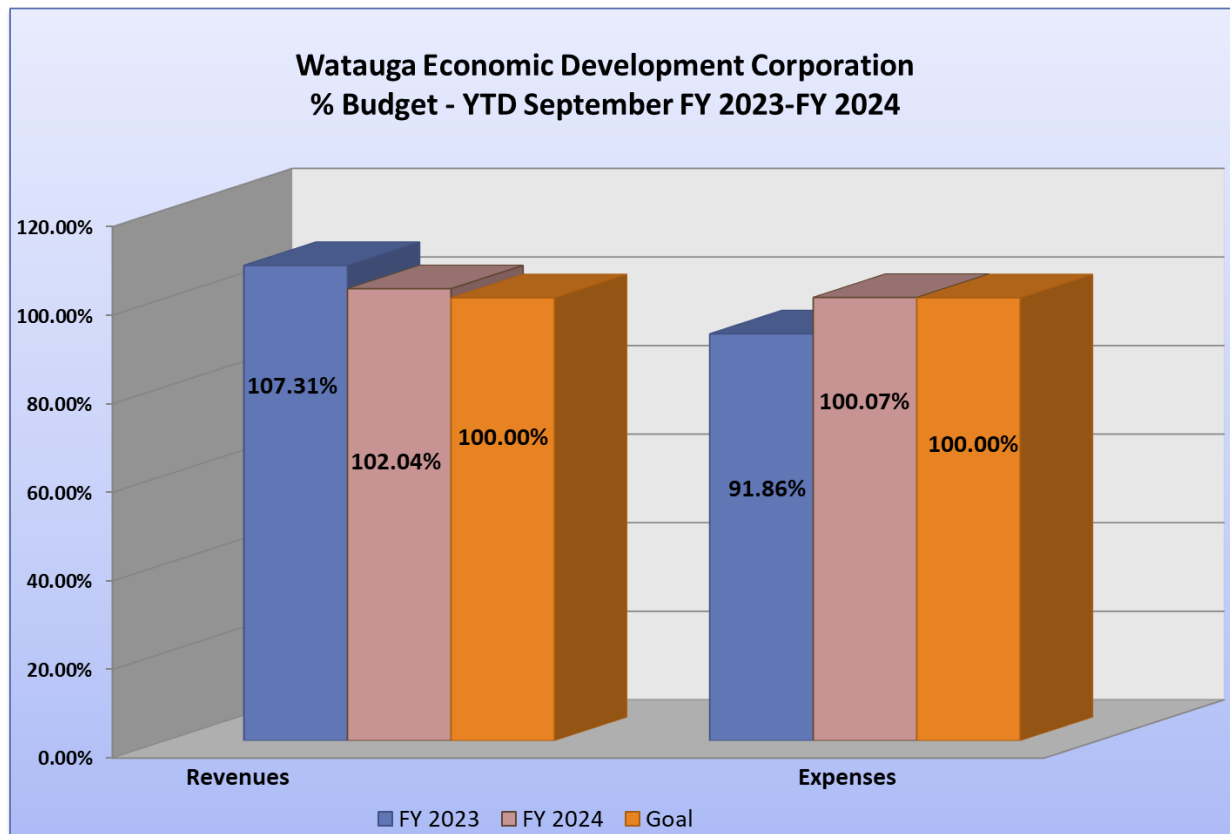
TO: Watauga Economic Development Board

FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of September , 2024 (pre-audit)

The attached report and below graph represent the results of transactions through September 30, 2024, which is 100% through the FY2023-FY2024 budget. This report is pre-audit and does not include year-end closing entries. The final report for FY2023-2024 will be presented after audit is completed.

Year-to-date revenues are 102% of the total budget. Year-to-date sales tax is trending flat in comparison to the prior year and interest income is up by \$46,001 from the same time last year. Total year-to-date expenditures are \$560,366 which is 93.7% of the budget expended for the year.





CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2024
For the period ending: September 30, 2024 (4th FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	AMENDED BUDGET	9/30/2024 YTD ACTUAL	% USED	% AMD USED	% REMAINING	% AMD REMAINING	9/30/2023 YTD ACTUAL	\$ CHG 24 vs 23	% CHG 24 vs 23
REVENUE:										
SALES TAX	996,000	996,000	951,649	95.55%	95.55%	4.45%	4.45%	952,990	(1,341)	-0.14%
INTEREST EARNINGS	55,000	55,000	119,827	217.87%	217.87%	-117.87%	-117.87%	73,826	46,001	62.31%
INTEREST/ESCROW	-	-	-	-	-	-	-	-	-	0.00%
CONTRIBUTIONS/OTHER	3,500	3,500	4,500	128.57%	128.57%	-28.57%	-28.57%	2,813	1,688	60.00%
TOTAL REVENUE	\$1,054,500	\$1,054,500	\$1,075,976	102.04%	102.04%	-2.04%	-2.04%	\$1,029,628	\$46,348	4.50%
PERSONNEL SERVICES	-	-	-	-	-	-	-	-	-	0.00%
NON-DEPARTMENTAL	-	-	-	-	-	-	-	-	-	0.00%
SUPPLIES	1,000	1,000	421	42.13%	42.13%	57.87%	57.87%	308	113	0.00%
MAINTENANCE	1,000	1,000	-	0.00%	0.00%	100.00%	100.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	85,250	120,250	87,189	102.27%	72.51%	-2.27%	27.49%	46,124	41,065	89.03%
TRANSFERS	428,000	428,000	428,000	100.00%	100.00%	0.00%	0.00%	419,700	8,300	1.98%
CAPITAL OUTLAY	-	-	-	-	-	-	-	1,200	(1,200)	0.00%
TOTAL EXPENDITURES	\$515,250	\$550,250	\$515,610	100.07%	93.70%	-0.07%	6.30%	\$467,332	\$48,278	10.33%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$539,250	\$504,250	\$560,366					\$562,296	(\$1,930)	



MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, SEPTEMBER 17 , 2024
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:30 PM

CALL TO ORDER

President, Miner called the meeting to order at 6:32 p.m.

ROLL CALL

Arthur L. Miner	Place 1, President
Calvin Lewis	Place 2, Director
Jan Hill	Place 3, Secretary
Malissa Minucci	Place 4, Vice President-absent with notice
Stephen Welch	Place 5, Director
Brian Downey	Place 6, Director
Macy Forrester	Place 7, Director

Others present include:

Timothy Hamilton	Parks and Recreation Director
Lorenza Zavala	Economic Development Specialist

ANNOUNCEMENTS

President Miner announced the Splashpad will run until the end of September and will be closed until next year.

PRESENTATIONS

1. **Presentation of a proclamation to Jersey Mike's Subs in recognition of their 15 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 at this time.

CONSENT AGENDA

1. **Consider approval of the minutes from the July 16, 2024, Watauga Economic Development Corporation Meeting.**

2. Consider the approval of the Monthly Financial Report for the period ending July 31, 2024.

Secretary Jan Hill made a motion to accept the consent agenda as presented.
Second the motion: Director Calvin Lewis

Motion Passed 5-0-0

Ayes: Calvin Lewis, Jan Hill, Stephen Welch, Brian Downey, Macy Forrester
Nays: None
Absent: Malissa Minucci
Abstain: None

PUBLIC HEARINGS / ACTION

1. Public hearing to receive comments for or against the Corporation's funding of the Splashpad Filtration Upgrade Project in the amount of \$100,000. The project involves upgrading the water filtration system at the Splashpad at Capp Smith Park and includes City matching funding.

Director Hamilton went over the previously presented filtration system for the new board members who have not heard about this upgrade.

Splashpad sanitation upgrade project timeline shows it has gone through the correct channels of approval but is still required to have an opportunity for the public to weigh in on this project.

Estimated total cost would be \$200,000 with the WEDC paying half. This upgrade will give the Splashpad a single pass 99.9% reduction of the Cryptosporidium using the UV system. This will also be needed to eliminate the deadly Naegleria fowleri ameba that has caused deaths in other cities.

President Miner opened the Public Hearings at 6:45 pm.
No one wished to speak, Public Hearing is closed at 6:46pm.

ACTION ITEMS

1. Discuss and consider action to approve the Splashpad Filtration Upgrade Project funding in the amount of \$100,000.

Secretary Jan Hill makes a motion to approve the item as presented.
Second the Motion: Director Downey

Motion Passed: 5-0-0

Ayes: Calvin Lewis, Jan Hill, Stephen Welch, Brian Downey, Macy Forrester
Nays: None
Absent: Malissa Minucci
Abstain: None

2. Discuss and consider action to recommend to the City Council that permit fees for temporary signage be waived for new businesses for a specified timeframe.

President Miner wanted to present this item to the board to help new businesses and show our support by waiving the permit fees for temporary signage. The timeframe is up for discussion. Six months to a year?
Temporary sign fee is \$130.

Secretary Hill makes a motion to recommend to council that we waive the fees for temporary signs for new businesses from the opening date of their business, for six months.

Second the Motion: Director Downey

Motion Passed: 5-0-0

Ayes: Calvin Lewis, Jan Hill, Stephen Welch, Brian Downey, Macy Forrester

Nays: None

Absent: Malissa Minucci

Abstain: None

EXECUTIVE SESSION

There was no executive session.

RECONVENE

ITEMS OF EXECUTIVE SESSION DELIBERATION

ITEMS FOR FUTURE AGENDAS

President Miner welcomed new board members and Ms. Zavala for her promotion to Economic Development Specialist.

President Miner would like an update/presentation on where we are at for the proposed Food Truck Park.

ADJOURNMENT

President Miner adjourned the meeting at 7:02 p.m.

APPROVED: this _____ day of _____, 2024.

SIGNED: this _____ day of _____, 2024.

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



Business Anniversary Recognition Policy

Policy Purpose

The Watauga Economic Development Corporation (WEDC) and the City of Watauga appreciates the value local businesses provide to our community. To extend appreciation for the many contributions our local businesses provide, the WEDC Board desires to recognize local businesses on a monthly basis during the month the business opened in Watauga.

This policy sets forth the parameters for the recognition of local businesses in the City of Watauga for reaching milestone anniversaries in increments of 5 years.

Procedures

All businesses celebrating an anniversary will receive a congratulatory letter or personal note from the WEDC President or Executive Director.

The Watauga businesses have been identified by tiers based on tenure as a Watauga business.

Each business will be presented with the recognition based on the tier reached, a congratulatory letter, from the WEDC President and Executive Director, a recognition post on the Shop Watauga Facebook page, mentioned in the City's Monthly Newsletter and on the City's digital media located in the City Hall Lobby.

The tiers are as follows:

Tier 1 - Five (5) Year Anniversary

Tier 2 - Ten (10) Year Anniversary

Tier 3 – Fifteen (15) Year Anniversary

Tier 4 - Twenty (20) Plus Year Anniversary

Recognition Tiers:

Tier 1 – Businesses in this tier are to be presented with a Congratulations Certificate from the President or Executive Director of the WEDC and delivered by a staff member assigned to perform economic development duties or as designated by the City Manager.

Tier 2- All of the recognition listed for Tier 1 plus these businesses will be presented with an award to be delivered by a staff member assigned to perform economic development duties or as designated by the City Manager.

Tier 3- All of the recognition listed for Tiers 1 and 2 plus these businesses will be presented with a Proclamation from the City of Watauga to be presented at a City Council Meeting, a WEDC Board Meeting or at the business location.

Tier 4- All of the recognition listed for Tiers 1-3 plus these businesses are to be presented with a wall plaque from the WEDC during a business anniversary celebration visit.

Ownership or Business Name Change

In the event of a change in business ownership, the existing anniversary date will remain in effect, provided that the business name is retained. Recognition of the business anniversary will continue uninterrupted, acknowledging the business's established tenure within the Watauga community.

If, however, a business undergoes a complete name change, the anniversary date will reset. This policy ensures that businesses retaining their original name, despite changes in ownership, are honored for their continuous presence and contributions.

Celebration Visits

Tier 1-4 businesses will be offered the opportunity to participate in the production of a Business Spotlight video. The videos are designed to introduce the business, business owners or managers to the community and promote your operation(s). The videos are required to be scheduled through the WEDC Executive Director to ensure proper equipment and staff have been reserved. The videos will be placed on the WEDC's website, Shop Watauga Facebook page and the City's YouTube Channel.

