



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, FEBRUARY 18, 2025
6:30 PM

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

1. Presentation of a proclamation to Ace Cash Express in recognition of their 35 year milestone anniversary.
2. Presentation of a proclamation to Pet Haven in recognition of their 30 year milestone anniversary.
3. Presentation of a proclamation to H&R Block in recognition of their 25 year milestone anniversary.
4. Presentation of a proclamation to Lonestar Concrete Systems in recognition of their 25 year milestone anniversary.
5. Presentation of a proclamation to Hightower Salons in recognition of their 25 year milestone anniversary.
6. Presentation of a proclamation to Tex's Star Grill in recognition of their 20 year milestone anniversary.
7. 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. Presentation and update for the WEDC Board.

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 Minutes for the November 19, 2024, WEDC meeting.
2. Consider action on approval of the Monthly Financial Report for the period ending December 31, 2024

PUBLIC HEARINGS

ACTION ITEMS

1. Discussion and selection of Corporate Officers
 - a. President
 - b. Vice-President
 - c. Secretary

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:

1. The WEDC Board of Directors shall convene in executive session pursuant to Section 551.087, Texas Government Code (Economic Development), to discuss and deliberate commercial or financial information and the offer of financial and other incentives for a

business known as Herron Homes with whom the Board is conducting economic development negotiations.

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:

1. **RECONVENE IN OPEN SESSION:** Consideration and action on approving an economic incentive grant and other incentives for a business known as Herron Homes.

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 February 14, 2025, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey
City Secretary





AGENDA MEMORANDUM

DATE: February 10, 2025
TO: Watauga Economic Development Corporation Directors
FROM:
SUBJECT: Presentation and update for the WEDC Board.

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC 2025

REVIEWED BY:

Lorenza Zavala, Administrative Assistant
David Berman, City Attorney
Sandra Gibson, City Manager
Paul Hackleman, Director of Public Works
Linda Proskey, City Secretary

Approved - 2/10/2025
Approved - 2/11/2025
Approved - 2/14/2025
Approved - 2/14/2025
Final Approval - 2/14/2025

Approved as to form for inclusion on Agenda

ECONOMIC DEVELOPMENT UPDATE



2025

NEW BUSINESSES

2024 - 26 new CO's

2025 - 7 new CO's

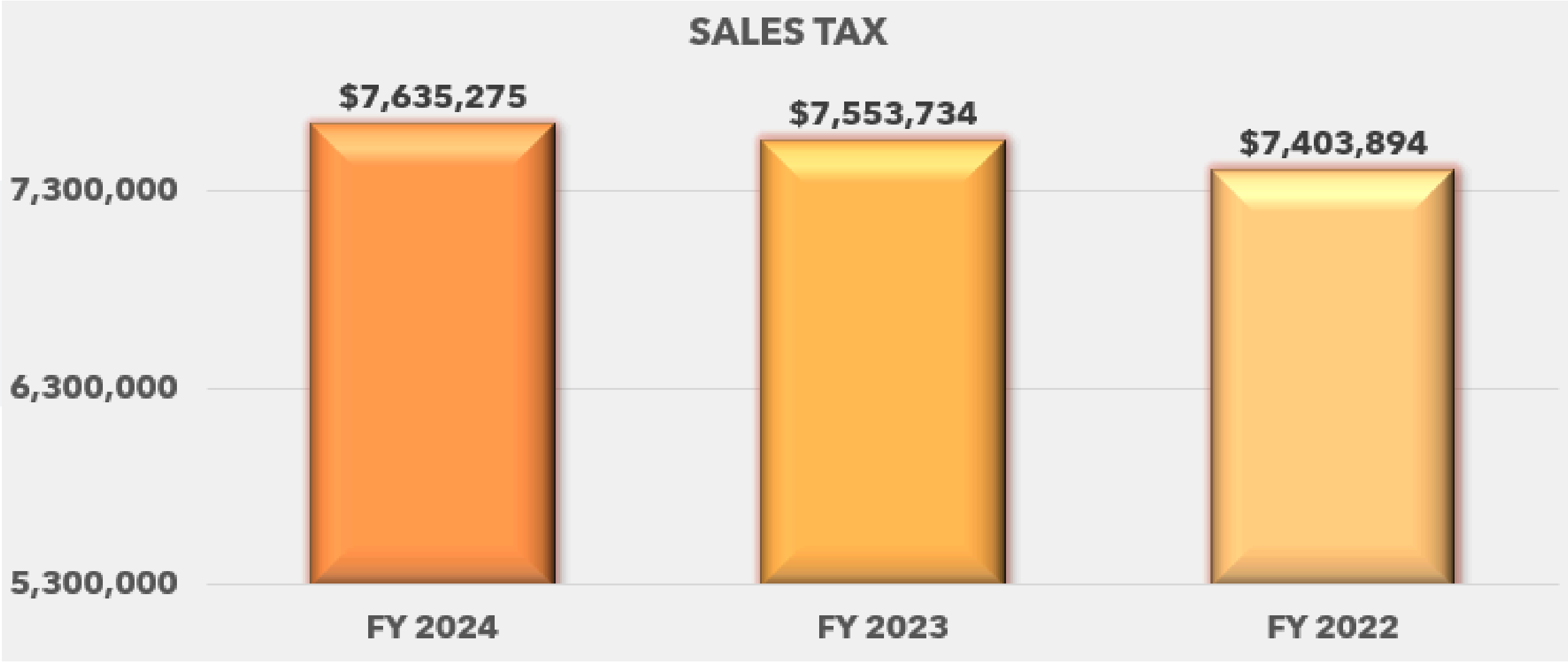


WHAT'S HAPPENING

- New Taco Casa - 6420 Watauga Rd
- Caribou Coffee - In the old Scooter's Coffee
- Hokkaido Ramen & Sushi - Next to Five Below
- WEDC sponsoring Watauga Fest 2025
- Food Truck Park in Capp Smith Park, design in progress



SALES TAX REVENUE



RESIDENTIAL DEVELOPMENT



Bursey Townhomes

61 Single-family Townhomes.
Minimum Budgetary Impact:
\$250-300k+/year
Completed



The Pointe @ Capp Smith Lake

132 Single-family
Townhomes
\$60+ Million Investment
Minimum Budgetary Impact:
\$300k+/year
Broke Ground



Hightower Estates

67 Single-family Homes
Minimum Budgetary Impact:
\$125-300k+/year
Last Phase Started



THE POINTE AT CAPP SMITH



WRAP INCENTIVE



WATAUGA REVITALIZATION ACTION PROGRAM INCENTIVE

WRAP was approved to assist small business proprietors with the expenses of updating and beautifying their space in the City of Watauga.

This is a matching grant that provides up to \$10,000 for five qualifying businesses a year for the next five years.

SHOP SMALL CAMPAIGN



> International Businesses

Wanted to highlight our international businesses in the area.

> Individual Highlight

We featured concentrated commercial air time to the 5 businesses that wanted to participate.

> Carmen San Diego Theme

The international spy from the 90's was a perfect theme for our idea.

> Contest

We offered a \$50 gift card giveaway for those mentioning the commercial to the participating business.



SUPPORTING BUSINESSES



Awards and Recognition

We honor the businesses that are celebrating milestones each month and also those that go above in the community with the Momentum Award.



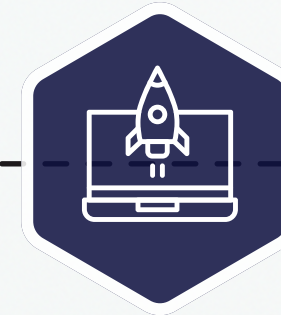
Business Spotlights

We offer free advertising to businesses that allow them to highlight the uniqueness of their business.



Ribbon Cuttings

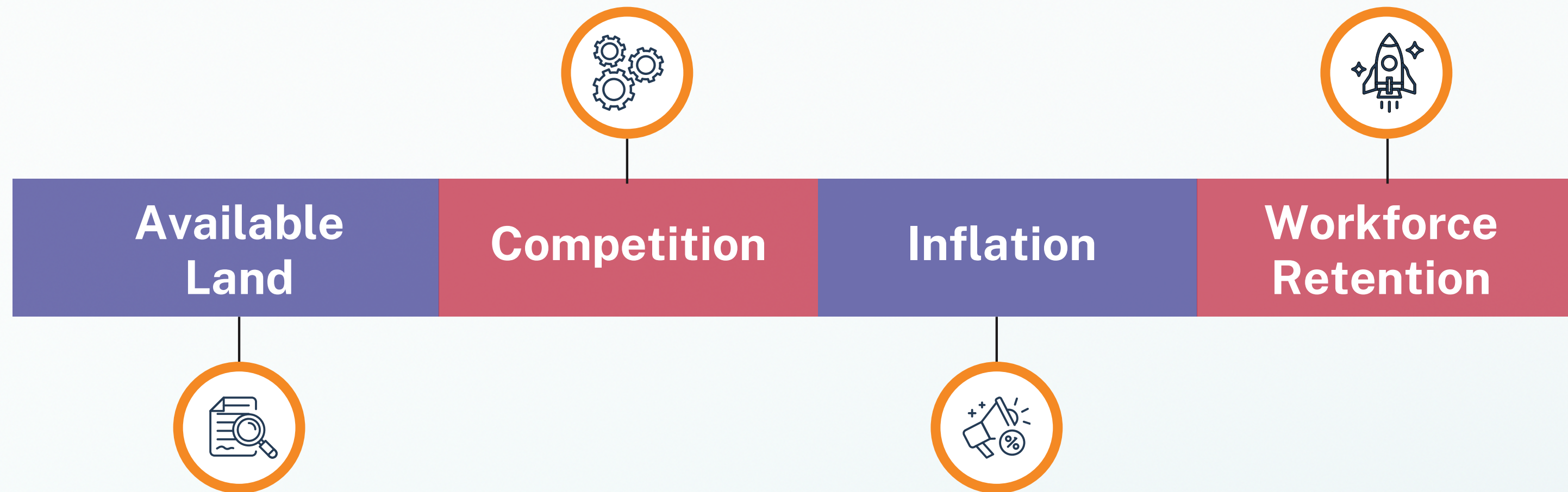
This is another form of free advertising for new businesses that is featured on our Facebook pages.



Shop Small Campaigns

This is a fun campaign we offer for small businesses reminding the public to shop small.

CHALLENGES



THANK YOU





MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, NOVEMBER 19, 2024
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	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-absent with notice

Others present include:

Sandra Gibson	Interim City Manager/Finance Director
Timothy Hamilton	Parks and Recreation Director
Lorenza Zavala	Economic Development Specialist

ANNOUNCEMENTS

None at this time.

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. Retail Coach was unable to present at this time.

PUBLIC COMMENT

No requests to speak were received.

PUBLIC TESTIMONY FOR ACTION ITEMS

No requests to speak were received.

REPORT

Director Hamilton presented possible rough draft layouts for a Food Truck Park at Capp Smith Park. President Miner emphasized the importance of sharing these plans with the new board members and keeping the project moving forward. Discussions included expanding the parking lot, potential food storage for the food trucks, and the possibility of adding a stage. Additionally, Hightower is scheduled for repaving soon. The urgency of this project was strongly encouraged.

CONSENT AGENDA

1. Consider the approval of the Monthly Financial Report for the period ending September 30, 2024.
2. Consider approval of the minutes from the September 17, 2024, Watauga Economic Development Corporation Meeting.

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

Motion Passed 4-0-0

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

Nays: None

Absent: Malissa Minucci, Macy Forrester

Abstain: None

PUBLIC HEARINGS

None at this time.

ACTION ITEMS

1. **Consider adding a procedure for Ownership Change and Business Name Change to**

the Business Anniversary Recognition Policy.

President Miner discussed not resetting the anniversary year to year one in cases of business ownership changes. As long as the business retains the same name and remains in Watauga, the anniversary year should continue uninterrupted.

Director Lewis inquired about the origin of this policy. President Miner explained that it was established by a former City Manager.

Secretary Jan Hill made a motion to formalize the policy that if a business name remains unchanged despite an ownership change, the anniversary year should continue without restarting. The motion was seconded by Director Welch.

Motion Passed: 4-0-0

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

Nays: None

Absent: Malissa Minucci, Macy Forrester

Abstain: None

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.**

President Miner discussed the Zoom meeting we had with them and explained that, although they were scheduled to present today, they were unable to attend. Interim City Manager Gibson spoke on their behalf, outlining plans for 2024 and the 2025 forecast. They highlighted redevelopment opportunities in Watauga, a more proactive approach with brokers, and efforts to position Watauga as an attractive option for businesses and new opportunities. The discussion also included ideas for introducing entertainment options and participating in retail trade shows to further promote the area.

Secretary Hill makes a motion to approve the item and recommend to council for approval of the item. Second the Motion: Director Downey

Motion Passed: 4-0-0

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

Nays: None

Absent: Malissa Minucci, Macy Forrester

Abstain: None

EXECUTIVE SESSION

There was no executive session.

ITEMS FOR FUTURE AGENDAS

None at this time.

ADJOURNMENT

President Miner adjourned the meeting at 7:03 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



AGENDA MEMORANDUM

DATE: January 28, 2025

TO: Watauga Economic Development Corporation Directors

FROM: Deby Woodard, Interim Director of Finance

SUBJECT: Consider action on approval of the Monthly Financial Report for the period ending December 31, 2024

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 -December 2024

REVIEWED BY:

Sandra Gibson, City Manager
Lorenza Zavala, Administrative Assistant
Linda Proskey, City Secretary
Approved as to form for inclusion on Agenda

Approved - 2/5/2025
Approved - 2/10/2025
Final Approval - 2/10/2025



AGENDA MEMORANDUM

DATE: February 4, 2025

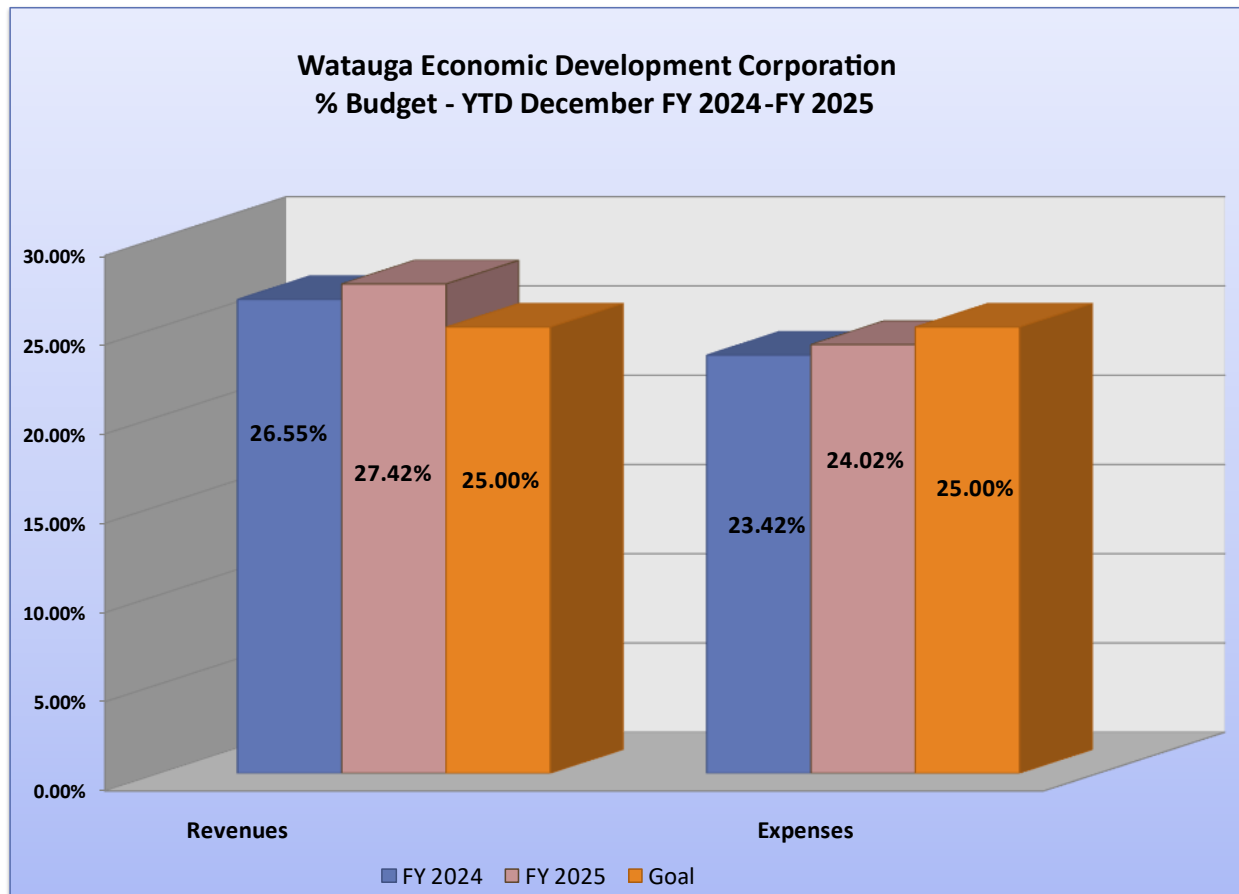
TO: Watauga Economic Development Board

FROM: Deby Woodard, Interim Director of Finance

SUBJECT: Financial Report for the Month of December 2024

The attached report and below graph represent the results of transactions through December 31, 2024, which is 27% through the FY2024-FY2025 budget.

Year-to-date revenues are 27.4% of the total budget at this time. December sales tax has been estimated for this report and will be received on February 14th. Interest income is up by slightly \$1,765 from prior year. Total year-to-date expenditures are \$168,430, which is 24.0% of the budget expended for the year.





CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2025
For the period ending December 31, 2024 (1st FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	12/31/2024 YTD ACTUAL	% USED	% REMAINING	12/31/2023 YTD ACTUAL	\$ CHG 24 vs 23	% CHG 24 vs 23
REVENUE:							
SALES TAX	996,000	260,308	26.14%	73.86%	253,645	6,663	2.63%
INTEREST EARNINGS	50,000	27,431	54.86%	45.14%	25,667	1,765	6.88%
INTEREST/ESCROW	-	-	-	-	-	-	0.00%
CONTRIBUTIONS/OTHER	3,500	-	0.00%	100.00%	625	(625)	-100.00%
TOTAL REVENUE	\$1,049,500	\$287,739	27.42%	72.58%	\$279,936	\$7,803	2.79%
PERSONNEL SERVICES	-	-	-	-	-	-	0.00%
NON-DEPARTMENTAL	-	-	-	-	-	-	0.00%
SUPPLIES	1,000	13	1.28%	98.72%	271	(258)	-95.28%
MAINTENANCE	300	-	0.00%	100.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	138,300	28,007	20.25%	79.75%	21,620	6,387	29.54%
TRANSFERS	561,640	140,410	25.00%	75.00%	107,000	33,410	31.22%
CAPITAL OUTLAY	-	-	-	-	-	-	0.00%
TOTAL EXPENDITURES	\$701,240	\$168,430	24.02%	75.98%	\$128,891	\$39,539	30.68%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$348,260	\$119,309			\$151,046	(\$31,737)	