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 18 day of March, ~~2024~~.5

SIGNED: this 18 day of March, ~~2024~~.5

APPROVED:

/s/ Arthur L. Miner

Arthur L. Miner, President

ATTEST:

/s/ J. Hill

Jan Hill, Secretary

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