



**AGENDA**  
**WATAUGA ECONOMIC DEVELOPMENT CORPORATION**  
**REGULAR MEETING**  
**7105 WHITLEY ROAD, WATAUGA, TEXAS 76148**  
**TUESDAY, MAY 20, 2025**  
**6:30 PM**

**CALL TO ORDER**

**ROLL CALL**

**ANNOUNCEMENTS**

**PRESENTATIONS**

1. Presentation of a proclamation to Alliance Chiropractic in recognition of their 25 year milestone anniversary.
2. Presentation of a proclamation to Spicy Nails and Spa in recognition of their 15 year milestone anniversary.
3. Presentation of Shop Local Program, BlueDot Open Rewards.
4. Presentation of Capp Smith Park Food Truck Park Concept Plan

**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**

**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 action to approve the Monthly Financial Report for the period ending March 31, 2025
2. Consider action on acceptance of the Annual Audit Results for the period ending September 30, 2024

## **PUBLIC HEARINGS**

## **ACTION ITEMS**

1. Consider approval of the Minutes for the March meeting.
2. Discussion and possible action on the WEDC Proposed Budget for FY2025-2026  
**Jennifer Calvert, Finance Director**
3. Consider action on setting a Public Hearing date to discuss the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2025-2026 during the regular meeting scheduled for June 17, 2025 at 6:30 p.m.  
**Jennifer Calvert, Finance Director**
4. Consider action on setting the date of the WEDC Budget Adoption for July 15, 2025 and submittal to the City Secretary's Office for inclusion on the Council agenda  
**Jennifer Calvert, Finance Director**

**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 May 16, 2025, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey  
City Secretary



# Empower your Economic Development

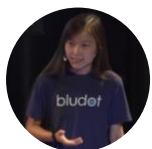
[www.bludot.io](http://www.bludot.io)



bludot



# Who are we?



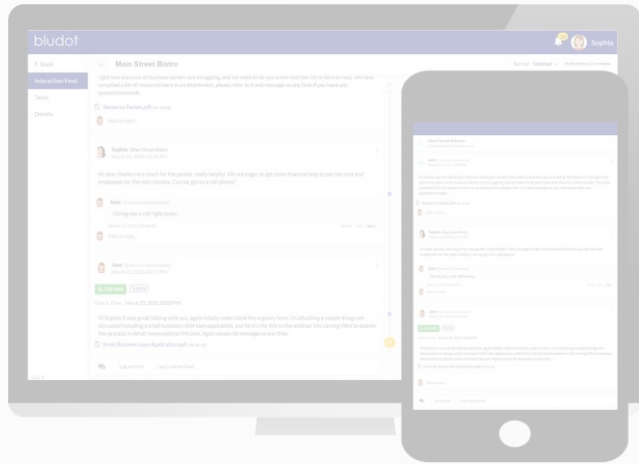
**Sophia Zheng**, Founder/CEO 🙌

# bludot

Bludot was built in 2019 from a 16-week partnership with City of Walnut Creek's Economic Development team.

Since then, our BR&E solutions have been used by communities across 27 states.

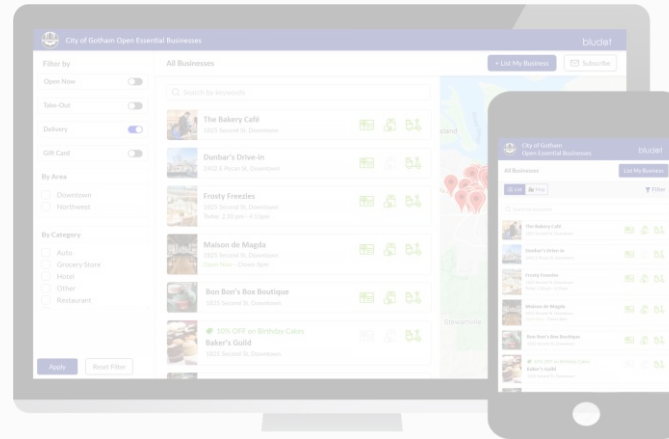




## bludot BR&E Platform

The BR&E platform designed to save you time and showcase your work. Comes with pre-populated data for your local businesses, report templates, and more!

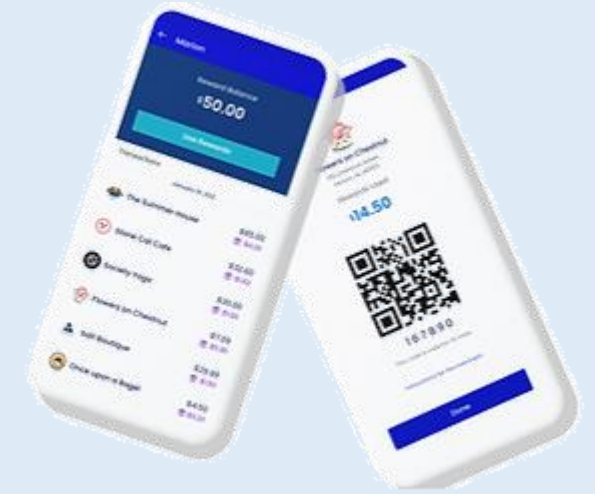
[www.bludot.io/bludot-app](http://www.bludot.io/bludot-app)



## bludot open

The public-facing, digital business directory that promotes your local businesses and lets business owners edit directly.

[www.bludot.io/bludot-open](http://www.bludot.io/bludot-open)



## open rewards

City-wide rewards program to incentivize consumers to shop at local businesses in your city.

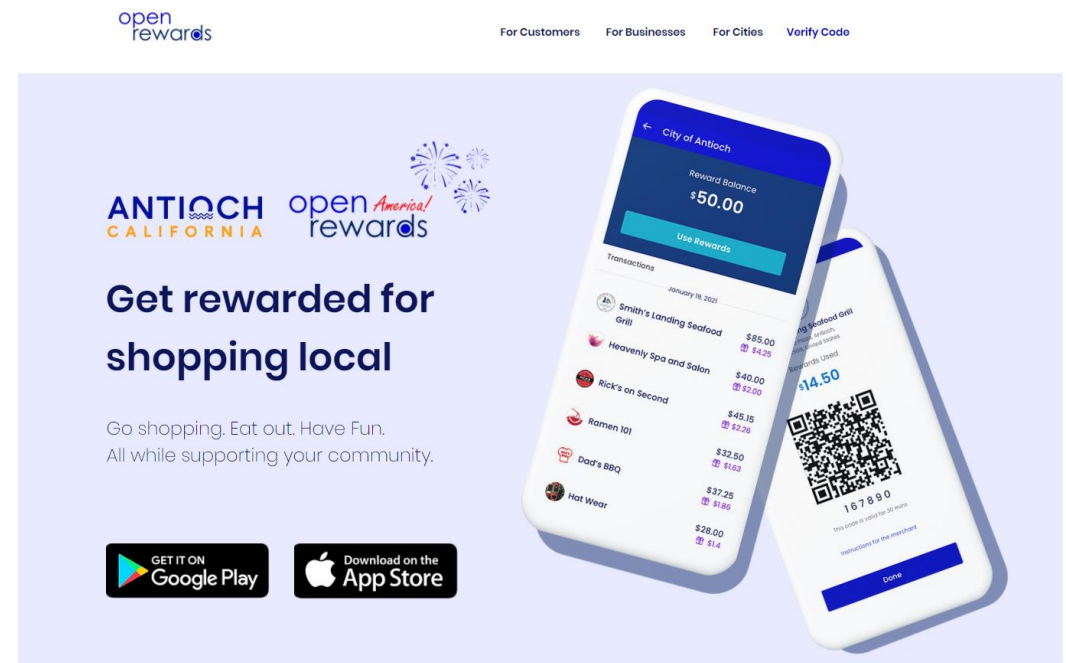
[www.bludot.io/rewards](http://www.bludot.io/rewards)



# We have launched!



<https://youtu.be/7Jj7DYHrfiM>



[Rewards.ShopAntiochNow.com/](https://Rewards.ShopAntiochNow.com/)



# What is **open** *America!* rewards



City-wide rewards program to incentivize consumers to shop at local businesses within your city limits

- ✓ Directly stimulate your economy and speed up recovery
- ✓ Keep local dollars local
- ✓ Consumers love, businesses grow!



Consumer

Download the app and  
create a free account!



**Earn rewards no matter how they paid**

Credit card, debit card, cash are all supported



**Use rewards anywhere in the same community**

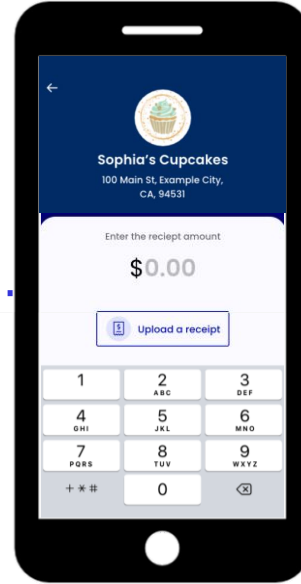
The flexibility is key to consumers' participation



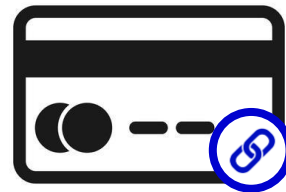
## Consumer experience: how to earn rewards



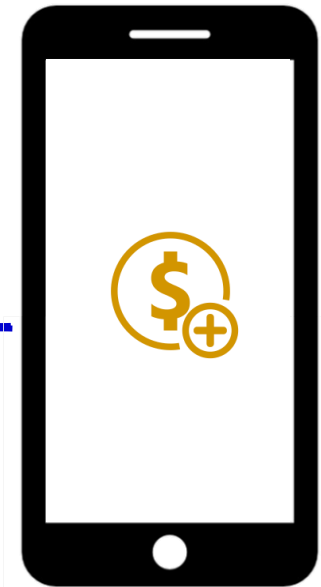
Pay for your purchases  
like you normally do



Select the business from  
the app and upload a  
photo of the receipt



If your card is linked with Open  
Rewards, you will earn rewards  
automatically.



The rewards earnings  
will be added to your  
account!

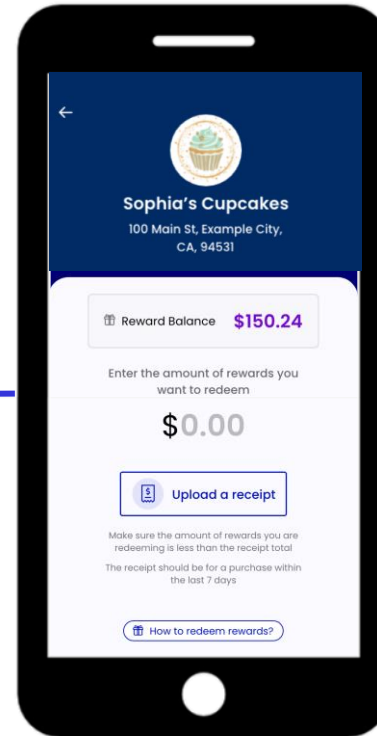


## Consumer experience: how to redeem rewards

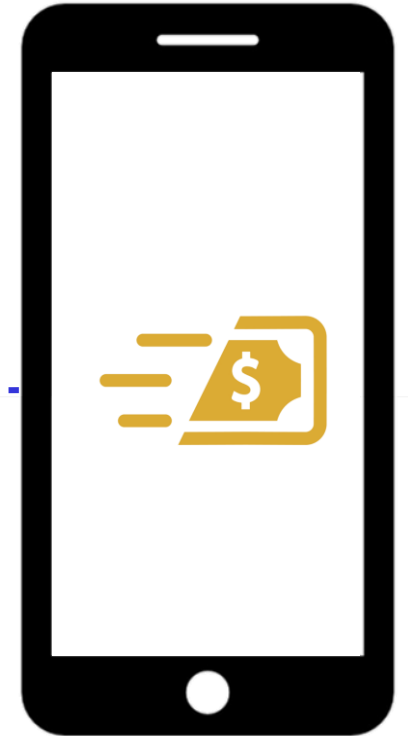
Let's say you want to redeem \$5 from your rewards balance for a weekend brunch



Pay for your brunch in full at the restaurant



Enter the amount of rewards you want to use (eg. \$5) and submit the receipt



You will receive the \$5 via your selected payout method. That's it!



Business

**Leverage the collective  
scale of the community**



## **No action required**

Businesses do not need to sign up, use any device, or train any staff. Just business as usual!



## **Free to participate**

With your city's sponsorship, there is no cost to businesses



## **Attract customers**

Listed in the app for customers to earn and redeem



**Local consumer**




**Chose the locally-owned supermarket for groceries**

 **\$99.5**  
**+\$4.98**




**Bought a gift from the local mercantile**

 **\$29.63**  
**+\$1.48**



**Picked up dinner for the family**

 **\$71.64**  
**+\$3.58**



**Saved the rewards to treat ourselves to a Sunday brunch!**

 **\$40.73**  
**-\$5.04**

**Still got \$5 rewards left in the wallet.. maybe check out that new ice cream shop?**

**Investment from the city:**  
**\$10.04**  
**Economic Impact:**  
**\$241.5**  
**ROI: 24X**



## Zero administrative overhead

- No need to pound the pavement to enroll businesses
- No need to administer rewards issuing or rewards redeeming
- Everything is handled by the app!

## Launch overnight

- App is already built, adding your city is instant
- Just let us know which businesses are eligible and your city will be live!

## Nudge customers to return

- The rewards in their wallets give people the extra nudge to come back to your city

## >20X Impact

- Every \$1 your city invests = \$20+ economic impact in your city
- Data dashboard tells you exactly where people are shopping and the impact of your investment



# Every \$1 stays in your community

Every \$1 your city funds goes to your local economy.

We do not charge any transaction fees from your city's sponsored funds so we can stay true to this statement.



# How to promote?

## Online

Online channels can reach a wide audience quickly. Bludot will provide the following:

- A city-branded webpage
- Templates for news releases
- Templates for social media posts
- Past videos for references

## Offline

Offline promotions at storefronts where people shop will be critical to raise awareness and gain users. Bludot will provide the following:

- Flyers
- Stickers
- Posters
- Table and window displays



# Program parameters to consider

Parameters	Default	Example
Which businesses should be part of the program		Specific sectors, Locally-owned excluding chains, Specific areas of town, etc.
% of rewards	5%	5%, 10%, etc.
Does the % vary by time	No variation	higher % for black-owned businesses in black history month, higher % during holidays, etc
Any limit on the amount of rewards a consumer can earn per transaction	Up to \$10 per transaction	
Any limit on the amount of rewards a consumer can earn in total	No limit	\$50, \$100, etc.
Do the rewards expire	No expiration	6 months, 1 year, etc.
Any limit on the amount of rewards a consumer can redeem per transaction, as a % of the purchase	No limit (i.e. a consumer can redeem 100% of a purchase)	25%, 50%, etc.
Any limit on repeat visits to the same business	No limit	Up to 5 times, etc.



## Proven data

**92%**

of consumers are influenced by rewards in their purchasing decisions

**66%**

of consumers modify their spending to maximize rewards benefits

**75%**

of consumers are likely to make another purchase after receiving an incentive

**2.5X**

Revenue growth of loyalty leaders compared to competitors

**86%**

of consumers made at least 1 purchase because of incentives over the last year

## The new approach



Large brands' rewards programs work well partly due to their scale. While a single local business may not have the same scale, a whole city does.



Works with ANY credit card. Seamless experience for the consumers is key to a successful program.



Powerful incentive to motivate consumer behavior, in your city.



## Tangible impact on where and how consumers shop

“ Open Rewards has definitely influenced my shopping decisions. The app tells me where I can earn rewards locally and I try to pick from one of those whenever I can. I can't wait to be able to earn from more businesses and more cities.

**Jennifer**

**Local shopper**

Rewards earned to date: \$19.71

“ My wife and I have been saving our rewards to take our family to check out that new local restaurant. The rewards money give us a nice nudge to splurge.

**Michael**

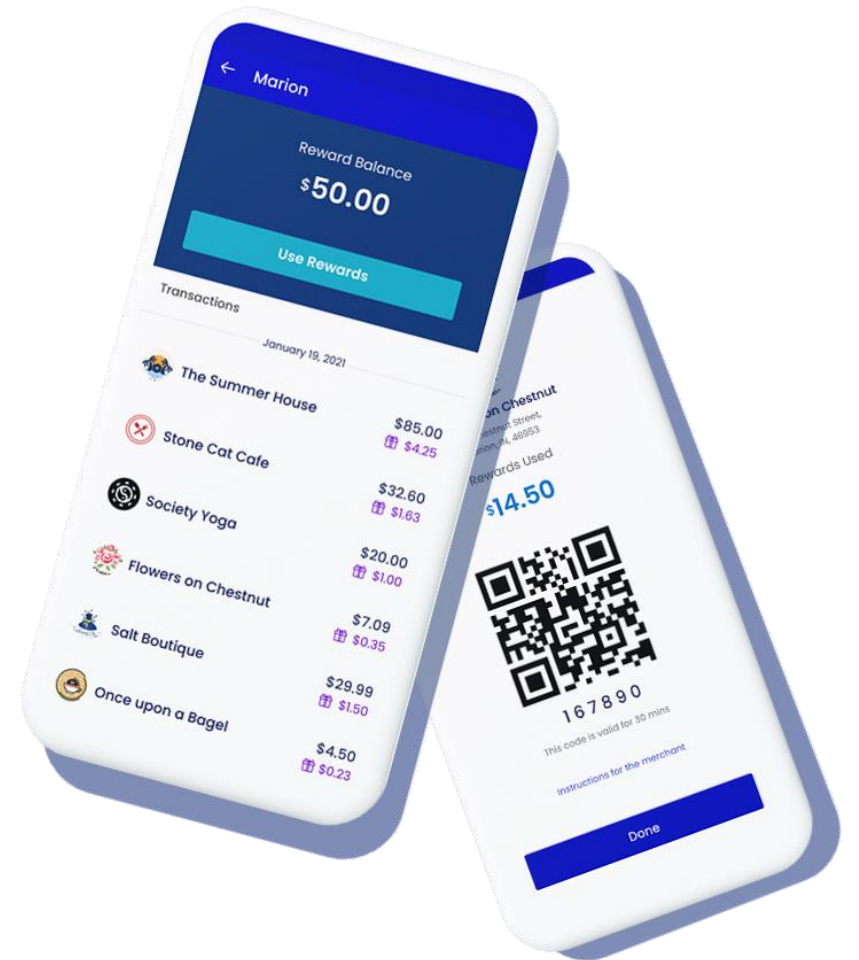
**Local shopper**

Rewards earned to date: \$15.53



# Launch your city's Shop Local rewards program today!

[openrewards.com](https://openrewards.com) | [sophia@bludot.io](mailto:sophia@bludot.io)





# CAPP SMITH PARK FOOD TRUCK ADDITION



*May 2025*

## CONSENSUS CONCEPT PLAN



# Meeting Agenda

- I. **Concept Recap**
- II. **Consensus Plan**
- III. **Program Imagery**
- IV. **Comfort Station**



# Scope & Schedule

## Analysis & Programming

----- *Complete*

- ✓ Base Map for Existing Conditions Exhibits
- ✓ Prepare Site Analysis and Programming
- ✓ Final Program List
- ✓ Meeting with City Staff Review

## Conceptual Development

----- *May 2025*

- ✓ Prepare Concept Plan Alternatives
- ✓ Prepare Consensus Concept Plan

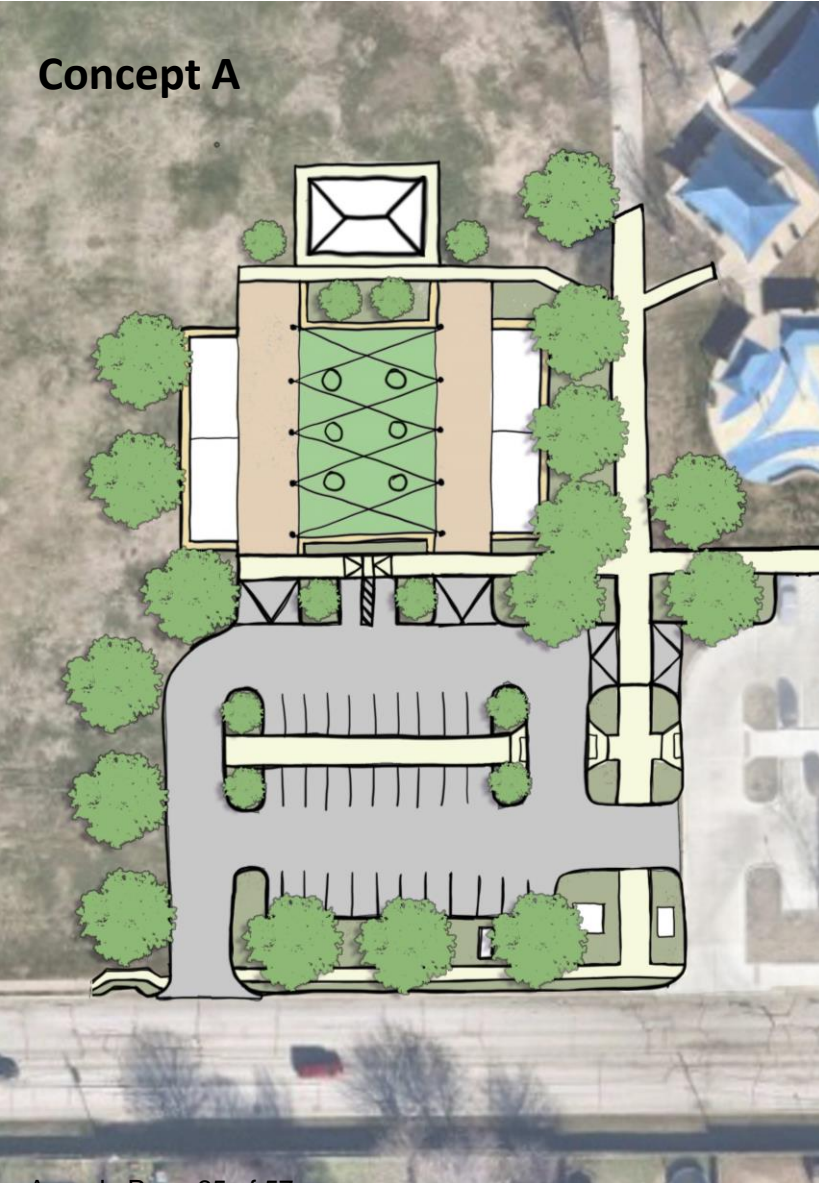
## Master Plan

----- *June 2025*

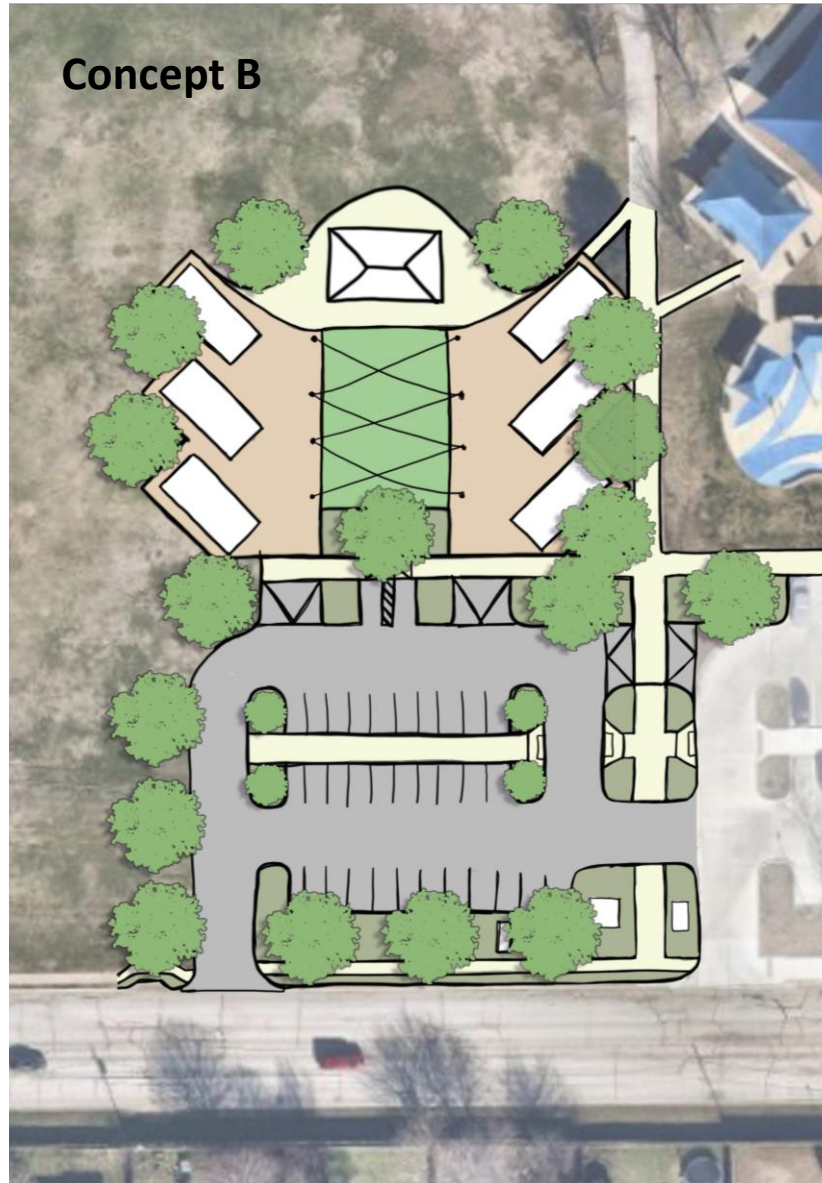
- Preliminary Master Plan & Budget Projections
- Final Master Plan & Final Budget Projections
  - Include 3D Model views
- Stakeholder Presentation

# Concept Recap *(April 21, 2025)*

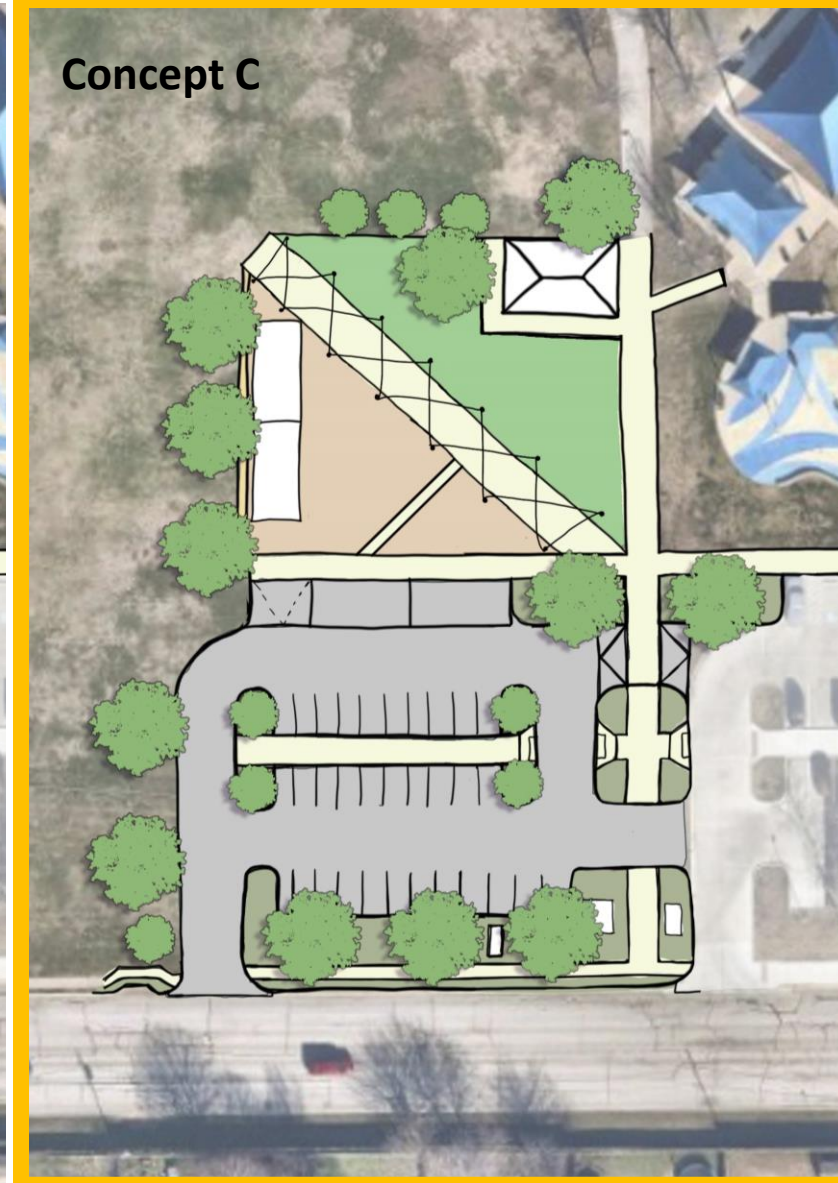
Concept A



Concept B



Concept C



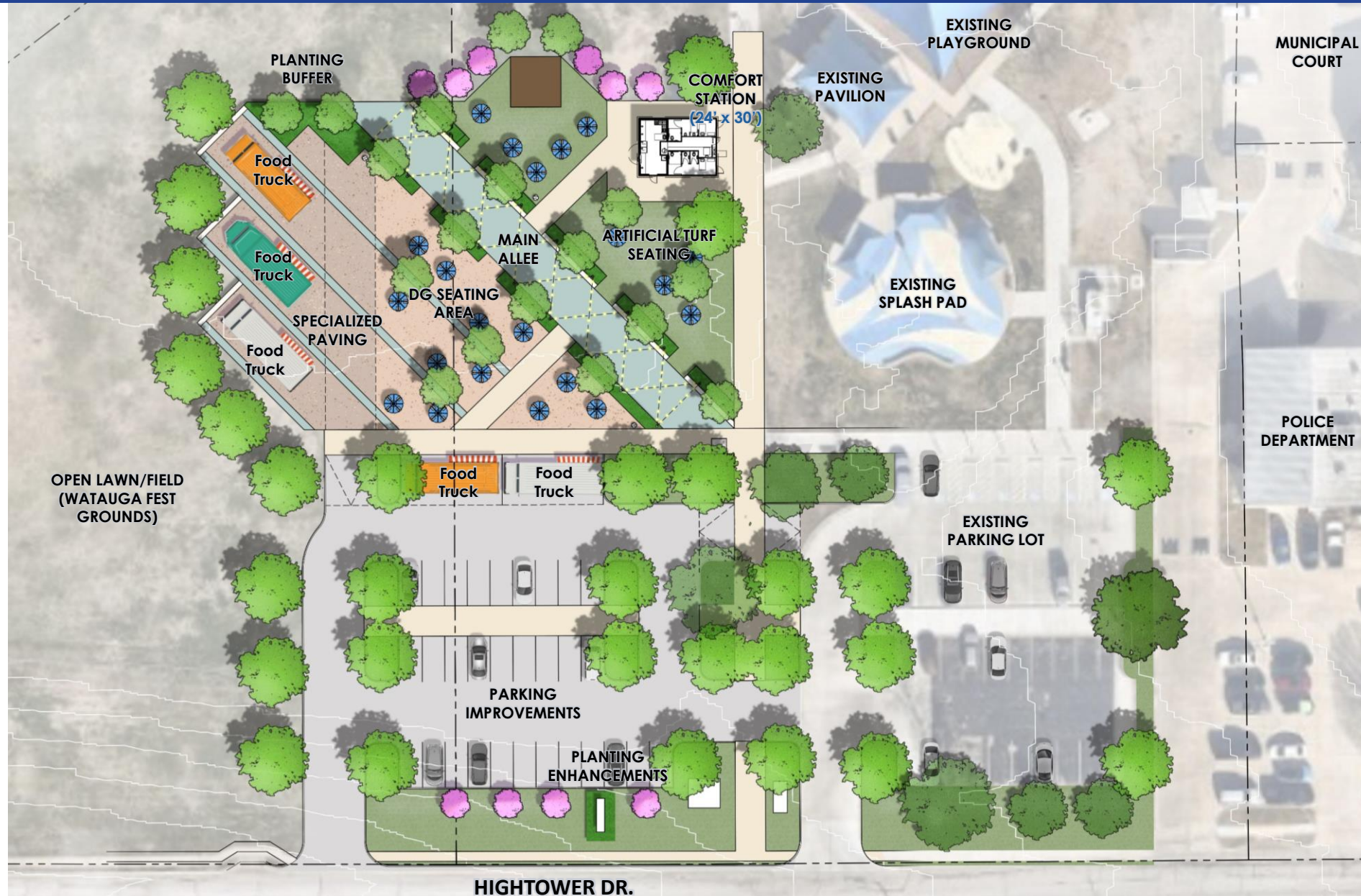
# CONSENSUS PLAN



# Consensus Concept Plan

## Key Features:

- Comfort Station
  - Prep Kitchen
  - Restrooms
- Food Truck Stalls (5 Total)
  - Utility Connections
- Artificial Turf Seating Area
- Specialized Paving or Decomposed Granite Seating Areas
- Parking Lot Improvements
  - (~39 Parking Spaces)
- Main Allee
  - Enhanced Pavement
- Pedestrian Lighting
  - Festoon Lighting
- Furniture
  - Picnic Tables
  - Shade Umbrella



# Program Imagery



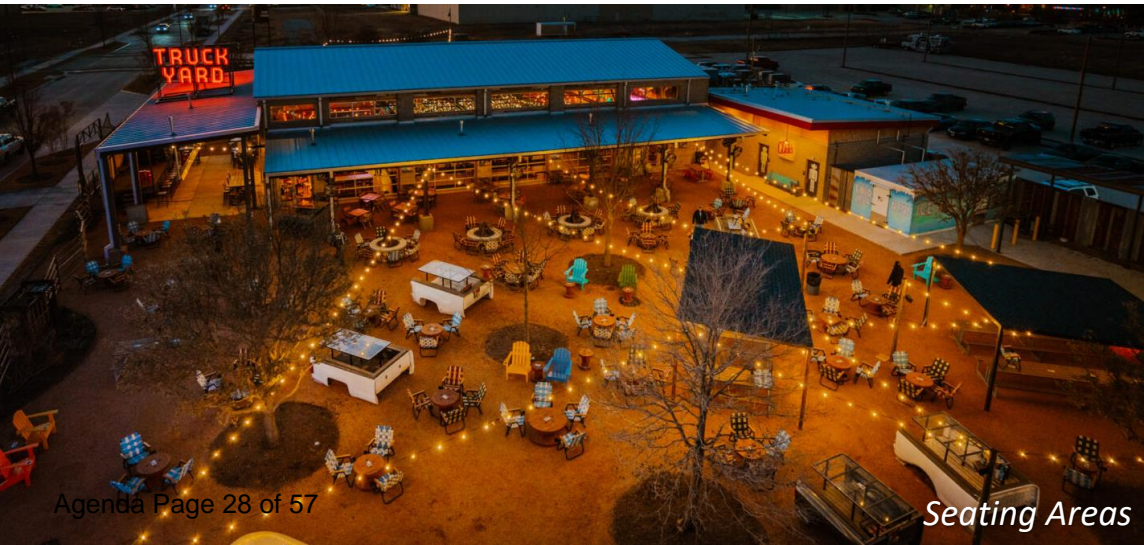
Main Alley



Food Truck Spaces



Art Opportunities



Seating Areas



Seat Walls



Stage



# Scope & Schedule

## Analysis & Programming

- ✓ Base Map for Existing Conditions Exhibits
- ✓ Prepare Site Analysis and Programming
- ✓ Final Program List
- Meeting with City Staff Review

## Conceptual Development

- Prepare (2) Concept Plan Alternatives
- Prepare Consensus Concept Plan

## Master Plan

- Preliminary Master Plan & Budget Projections
- Final Master Plan & Final Budget Projections
  - Include 3D Model views
- Stakeholder Presentation



## AGENDA MEMORANDUM

**DATE:** May 13, 2025  
**TO:** Watauga Economic Development Corporation Directors  
**FROM:** Sandra Gibson, City Manager  
**SUBJECT:** Consider action to approve the Monthly Financial Report for the period ending March 31, 2025

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**BACKGROUND/INFORMATION:**

The monthly financial report for the period ending March 31, 2025 is attached for the Board's review and approval.

**FINANCIAL IMPLICATIONS:**

N/A

**RECOMMENDATION/ACTION DESIRED:**

Staff recommends approval of the Monthly Financial Report for the period ending March 31, 2025.

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. EDC Monthly Financial Report -March 2025

**REVIEWED BY:**

Lorenza Zavala, Administrative Assistant  
David Berman, City Attorney  
Sandra Gibson, City Manager  
Linda Proskey, City Secretary

*Approved as to form for inclusion on Agenda*



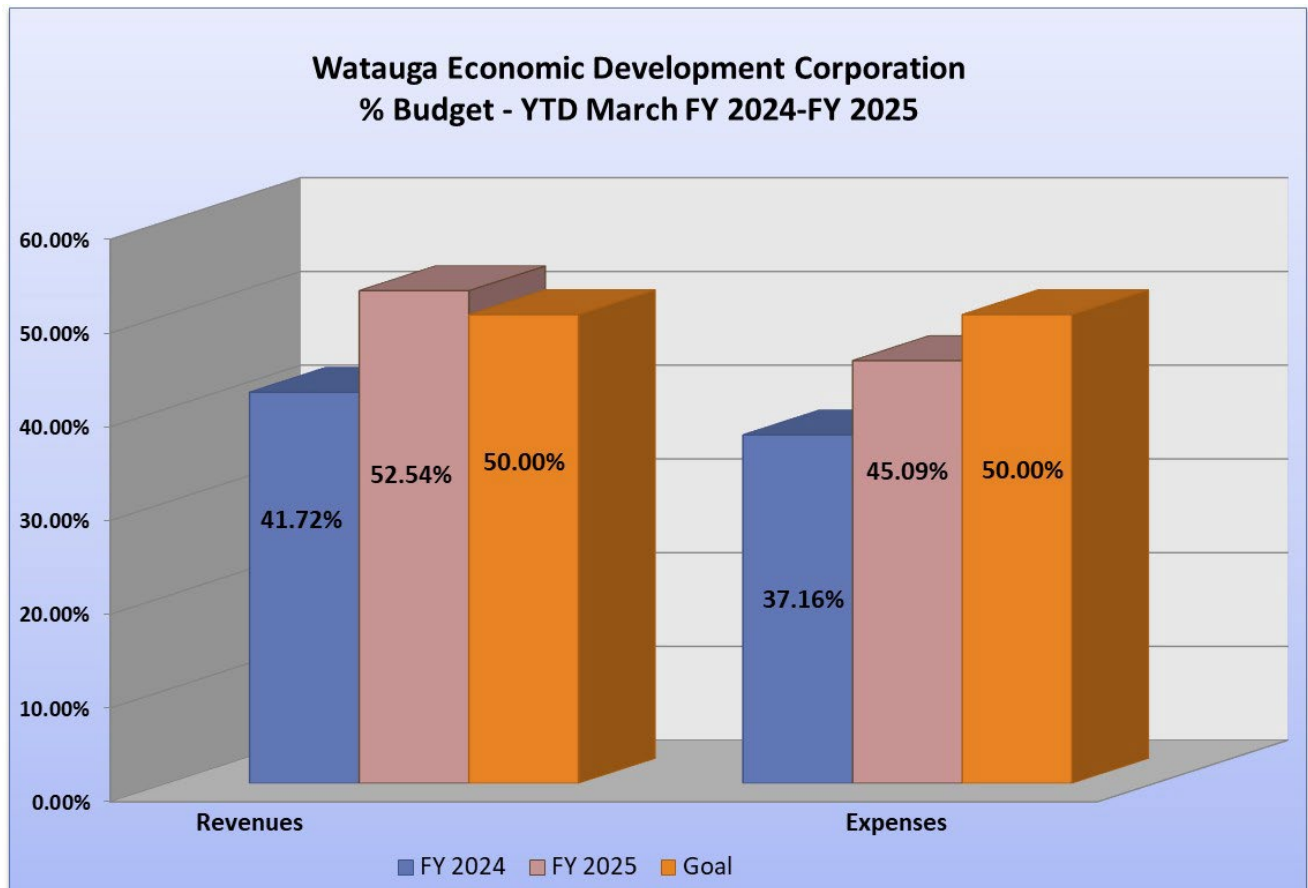
## AGENDA MEMORANDUM

**DATE:** May 13, 2025  
**TO:** Watauga Economic Development Board  
**FROM:** Jennifer Calvert, Director of Finance  
**SUBJECT:** Financial Report for the Month of March 2025

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The attached report and below graph represent the results of transactions through March 31, 2025, which is 50% through the FY2024-FY2025 budget.

Year-to-date revenues are 52.54% of the total budget. March actual sales tax receipts were \$91,810. April sales tax has been estimated for this report and will be received on June 14th. Total year-to-date expenditures are \$316,161, which is 45.09% of the budget expended for the year.





**CITY OF WATAUGA**  
**BUDGET TO ACTUAL COMPARISON**  
**FISCAL YEAR 2025**  
 For the period ending March 31, 2025 (2nd FY Qtr.)

**WATAUGA ECONOMIC DEVELOPMENT CORP - 04**

REVENUE:	CURRENT BUDGET	3/31/2025 YTD ACTUAL	%	%	3/31/2024 YTD ACTUAL	\$ CHG 25 vs 24	% CHG 25 vs 24
			USED	REMAINING			
SALES TAX	996,000	496,431	49.84%	50.16%	394,380	102,051	25.88%
INTEREST EARNINGS	50,000	54,091	108.18%	-8.18%	44,246	9,845	22.25%
INTEREST/ESCROW	-	-	-	-	-	-	0.00%
CONTRIBUTIONS/OTHER	3,500	938	26.79%	73.21%	1,275	(338)	-26.47%
<b>TOTAL REVENUE</b>	<b>\$1,049,500</b>	<b>\$551,460</b>	<b>52.54%</b>	<b>47.46%</b>	<b>\$439,901</b>	<b>\$111,559</b>	<b>25.36%</b>
<b>PERSONNEL SERVICES</b>	-	-	-	-	-	-	0.00%
<b>NON-DEPARTMENTAL</b>	-	-	-	-	-	-	0.00%
<b>SUPPLIES</b>	1,000	71	7.13%	92.87%	271	(200)	-73.68%
<b>MAINTENANCE</b>	300	-	0.00%	100.00%	-	-	0.00%
<b>CONTRACTUAL &amp; SUNDRY</b>	138,300	35,269	25.50%	74.50%	25,896	9,374	36.20%
<b>TRANSFERS</b>	561,640	280,820	50.00%	50.00%	178,333	102,487	57.47%
<b>CAPITAL OUTLAY</b>	-	-	-	-	-	-	0.00%
<b>TOTAL EXPENDITURES</b>	<b>\$701,240</b>	<b>\$316,161</b>	<b>45.09%</b>	<b>54.91%</b>	<b>\$204,500</b>	<b>\$111,661</b>	<b>54.60%</b>
<b>EXCESS REVENUE OVER (UNDER) EXPENDITURES</b>	<b>\$348,260</b>	<b>\$235,299</b>			<b>\$235,401</b>	<b>(\$102)</b>	



## AGENDA MEMORANDUM

**DATE:** May 13, 2025  
**TO:** Watauga Economic Development Corporation Directors  
**FROM:** Sandra Gibson, City Manager  
**SUBJECT:** Consider action on acceptance of the Annual Audit Results for the period ending September 30, 2024

---

### **BACKGROUND/INFORMATION:**

The City of Watauga's combined annual financial audit, including the Watauga Economic Development Corporation, has been completed for the fiscal year ending September 30, 2024.

The Watauga Economic Development Corporation (WEDC) is a Special Revenue Fund within the City's combined financial statements. As of September 30, 2024, the fund balance in the WEDC Sales Tax fund (operating fund) is \$2,863,867 which is an increase of \$568,313 over the previous year. Total revenues were \$1,084,223 and were higher than the budget by 2.82%, or \$29,723. This was due primarily to increased interest income experienced during the year. Actual expenditures were over the original budget by \$660.18 and under the amended budget for the year by \$34,339.82 due to savings in various expense line items to include attorney fees, advertising, dues and subscriptions and travel. Expenditures for Fiscal Year 2024 include operating expenditures and transfers for administrative support and debt service payments for WEDC funded projects. The WEDC Capital Projects Fund balance as of September 30, 2024 is \$34,088 which is an increase of \$1,743 due to interest income and miscellaneous revenue.

Attached are excerpts from the City of Watauga Annual Comprehensive Financial Report for Fiscal Year October 1, 2023 – September 30, 2024, which is available at the Watauga City Secretary's Office, the Public Library, and on the City's website. The City's Auditors, Weaver and Tidwell, LLC, have issued an unmodified, or "clean" opinion for this report.

Staff recommends the Board's acceptance of this audit.

### **FINANCIAL IMPLICATIONS:**

N/A

### **RECOMMENDATION/ACTION DESIRED:**

Staff recommends acceptance of the annual audit results for the period ending September 30, 2024 for the Watauga Economic Development Corporation



## **AGENDA MEMORANDUM**

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. WEDC Extract - Annual Comprehensive Financial Report 9-30-2024

### **REVIEWED BY:**

Lorenza Zavala, Administrative Assistant

David Berman, City Attorney

Sandra Gibson, City Manager

Linda Proskey, City Secretary

*Approved as to form for inclusion on Agenda*

**City of Watauga, Texas**  
 Combining Balance Sheet  
 Non-Major Governmental Funds  
 September 30, 2024

	WEDC Sales Tax Fund	Watauga Crime Control and Prevention Fund	Library Donation Fund	Municipal Court Security Fund	Municipal Court Technology Fund	Municipal Court Truancy Fund
<b>ASSETS</b>						
Cash and cash equivalents	\$ 2,375,190	\$ 1,265,252	\$ 74,485	\$ 48,425	\$ 142,335	\$ 35,261
Investments	330,428	26,250	-	-	-	-
Account receivable	158,985	316,656	127	-	-	-
<b>TOTAL ASSETS</b>	<b>\$ 2,864,603</b>	<b>\$ 1,608,158</b>	<b>\$ 74,612</b>	<b>\$ 48,425</b>	<b>\$ 142,335</b>	<b>\$ 35,261</b>
<b>LIABILITIES AND FUND BALANCES</b>						
<b>LIABILITIES</b>						
Accounts payable	\$ 730	\$ 14,090	\$ -	\$ -	\$ -	\$ -
Accrued liabilities	6	33,246	-	1,036	-	971
Total liabilities	736	47,336	-	1,036	-	971
<b>FUND BALANCES</b>						
Restricted:						
Capital acquisitions and contractual obligations	-	-	-	-	-	-
Culture and recreation	-	-	74,612	-	-	-
Economic development	2,863,867	-	-	-	-	-
Public works	-	-	-	-	-	-
Public safety	-	1,560,822	-	47,389	142,335	34,290
Total fund balances	2,863,867	1,560,822	74,612	47,389	142,335	34,290
<b>TOTAL LIABILITIES AND FUND BALANCES</b>	<b>\$ 2,864,603</b>	<b>\$ 1,608,158</b>	<b>\$ 74,612</b>	<b>\$ 48,425</b>	<b>\$ 142,335</b>	<b>\$ 35,261</b>

Traffic Safety Fund	Street Maintenance Sales Tax Fund	PEG Fund	WEDC Construction Fund	Jury Fees Fund	Total Non major Governmental Funds
\$ 21,307	\$ 6,092	\$ 131,757	\$ 34,088	\$ 1,463	\$ 4,135,655
-	-	-	-	-	356,678
-	980	4,772	-	-	481,520
<u>\$ 21,307</u>	<u>\$ 7,072</u>	<u>\$ 136,529</u>	<u>\$ 34,088</u>	<u>\$ 1,463</u>	<u>\$ 4,973,853</u>
\$ -	\$ 435	\$ -	\$ -	\$ -	\$ 15,255
1,670	-	-	-	-	36,929
1,670	435	-	-	-	52,184
-	-	-	34,088	-	34,088
-	-	-	-	-	74,612
-	-	-	-	-	2,863,867
-	6,637	136,529	-	-	143,166
19,637	-	-	-	1,463	1,805,936
<u>19,637</u>	<u>6,637</u>	<u>136,529</u>	<u>34,088</u>	<u>1,463</u>	<u>4,921,669</u>
<u>\$ 21,307</u>	<u>\$ 7,072</u>	<u>\$ 136,529</u>	<u>\$ 34,088</u>	<u>\$ 1,463</u>	<u>\$ 4,973,853</u>

# City of Watauga, Texas

Combining Statement of Revenues, Expenditures  
and Changes in Fund Balance  
Non-Major Governmental Funds  
For the Fiscal Year Ended September 30, 2024

	WEDC Sales Tax Fund	Watauga Crime Control and Prevention Fund	Library Donation Fund	Municipal Court Security Fund	Municipal Court Technology Fund
<b>REVENUES</b>					
Taxes	\$ 955,520	\$ 1,901,827	\$ -	\$ -	\$ -
Interest income	124,203	73,089	3,805	2,801	7,475
Miscellaneous	4,500	70,347	4,888	14,407	11,922
Total revenues	1,084,223	2,045,263	8,693	17,208	19,397
<b>EXPENDITURES</b>					
Current:					
Public safety	-	1,775,283	-	26,628	4,483
Culture and recreation	-	-	3,626	-	-
Economic development	87,910	-	-	-	-
Public works	-	-	-	-	-
Capital outlay	-	154,428	-	-	13,320
Debt Service					
Principal	-	35,516	-	-	-
Interest and other charges	-	7,102	-	-	-
Total expenditures	87,910	1,972,329	3,626	26,628	17,803
Excess (deficiency) of revenues over expenditures	996,313	72,934	5,067	(9,420)	1,594
<b>OTHER FINANCING SOURCES (USES)</b>					
Proceeds from right-to-use subscription assets	-	60,149	-	-	-
Transfers out	(428,000)	(36,510)	-	-	-
Total other financing sources (uses)	(428,000)	23,639	-	-	-
Net change in fund balances	568,313	96,573	5,067	(9,420)	1,594
Fund Balance, beginning	2,295,554	1,464,249	69,545	56,809	140,741
<b>FUND BALANCE, ending</b>	<b>\$ 2,863,867</b>	<b>\$ 1,560,822</b>	<b>\$ 74,612</b>	<b>\$ 47,389</b>	<b>\$ 142,335</b>

Municipal Court Truancy Fund	Traffic Safety Fund	Street Maintenance Sales Tax Fund	PEG Fund	WEDC Construction Fund	Jury Fees Fund	Total Non major Governmental Funds
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,857,347
2,696	270	-	5,996	1,743	-	222,078
14,901	-	-	20,099	-	288	141,352
17,597	270	-	26,095	1,743	288	3,220,777
36,980	-	-	-	-	-	1,843,374
-	-	-	-	-	-	3,626
-	-	-	-	-	-	87,910
-	-	80,233	-	-	-	80,233
-	14,959	-	-	-	-	182,707
-	-	-	-	-	-	35,516
-	-	-	-	-	-	7,102
36,980	14,959	80,233	-	-	-	2,240,468
(19,383)	(14,689)	(80,233)	26,095	1,743	288	980,309
-	-	-	-	-	-	60,149
-	-	-	-	-	-	(464,510)
-	-	-	-	-	-	(404,361)
(19,383)	(14,689)	(80,233)	26,095	1,743	288	575,948
53,673	34,326	86,870	110,434	32,345	1,175	4,345,721
\$ 34,290	\$ 19,637	\$ 6,637	\$ 136,529	\$ 34,088	\$ 1,463	\$ 4,921,669

**City of Watauga, Texas**

Schedule of Revenues, Expenditures and Changes  
 In Fund Balances – Budget to Actual  
 WEDC Sales Tax Special Revenue Fund  
 For the fiscal year ended September 30, 2024

	<u>Budget Amounts</u> <u>Final Budget</u>	<u>Actual</u> <u>Amounts</u>	<u>Variance</u> <u>Positive/</u> <u>(Negative)</u>
<b>Revenues</b>			
Taxes	\$ 996,000	\$ 955,520	\$ (40,480)
Interest income	55,000	124,203	69,203
Miscellaneous	3,500	4,500	1,000
	<hr/>	<hr/>	<hr/>
Total revenues	1,054,500	1,084,223	29,723
<b>Expenditures</b>			
<b>Current:</b>			
Economic development	122,250	87,910	34,340
	<hr/>	<hr/>	<hr/>
Total expenditures	122,250	87,910	34,340
	<hr/>	<hr/>	<hr/>
Excess of revenues over expenditures	932,250	996,313	64,063
	<hr/>	<hr/>	<hr/>
<b>Other financing uses</b>			
Transfers out	(428,000)	(428,000)	-
	<hr/>	<hr/>	<hr/>
Total other financing uses	(428,000)	(428,000)	-
	<hr/>	<hr/>	<hr/>
Net change in fund balances	504,250	568,313	64,063
	<hr/>	<hr/>	<hr/>
Fund balances, beginning of year	2,295,554	2,295,554	-
	<hr/>	<hr/>	<hr/>
<b>Fund balances, end of year</b>	<u>\$ 2,799,804</u>	<u>\$ 2,863,867</u>	<u>\$ 64,063</u>



**MINUTES**  
**WATAUGA ECONOMIC DEVELOPMENT CORPORATION**  
**REGULAR MEETING**  
**TUESDAY, MARCH 18, 2025**  
**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
Stephen Welch	Place 5, Director
Brian Downey	Place 6, Director
Macy Forrester	Place 7, Director-absent without notice

Others present include:

Sandra Gibson	City Manager
Linda Proskey	City Secretary

**ANNOUNCEMENTS**

None at this time.

**PRESENTATIONS**

1. Presentation of a proclamation to State Farm Insurance in recognition of their 40 year milestone anniversary.
2. Presentation of a proclamation to Box N' Mail in recognition of their 35 year milestone anniversary.
3. Presentation of a proclamation to DK Cleaners in recognition of their 25 year milestone anniversary.
4. Presentation of a proclamation to Verizon in recognition of their 20 year milestone anniversary.
5. Congratulations to Taco Casa on their new building and Ribbon Cutting.

6. Retail Coach was unable to present at this time due to technical difficulties.

### **PUBLIC COMMENT**

No requests to speak were received.

### **PUBLIC TESTIMONY FOR ACTION ITEMS**

No requests to speak were received.

### **REPORTS FROM STAFF**

City Manager Sandra Gibson presented an annual update on what is going on with Economic Development in 2024 and expected in 2025.

### **CONSENT AGENDA**

1. Consider approval of the minutes from the November 19, 2024, Watauga Economic Development Corporation Meeting.
2. Consider action on approval of the Monthly Financial Report for the period ending January 31, 2025.

Secretary Jan Hill made a motion to approve the items on the consent agenda as presented.  
Second the motion: Vice President Minucci

Motion Passed 5-0-0

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

Nays: None

Absent: Macy Forrester

Abstain: None

### **PUBLIC HEARINGS**

None at this time.

### **ACTION ITEMS**

1. **Discussion and selection of Corporate Officers.**
  - A. President

Secretary Jan Hill made a motion to retain Mayor Miner as our President. The motion was seconded by Member Downey.

Motion Passed: 5-0-0

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

Nays: None

Absent: Macy Forrester

Abstain: None

#### B. Vice President

Secretary Jan Hill nominated Stephen Welch as Vice President. The motion was seconded by Vice President Minucci.

Motion Passed: 5-0-0

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

Nays: None

Absent: Macy Forrester

Abstain: None

#### C. Secretary

Vice President Minucci nominated Brian Downey as Secretary. The motion was seconded by Secretary Hill.

Motion Passed: 5-0-0

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

Nays: None

Absent: Macy Forrester

Abstain: None

### **EXECUTIVE SESSION**

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.

At 6:52 p.m. the Board went into Executive Session.

### **RECONVENE**

1. The WEDC Board of Directors reconvened at 7:18 p.m.

**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.

Secretary Brian Downey makes a motion to approve an economic incentive grant of \$10,000 to the business known as Herron Homes. The motion was seconded by Director Jan Hill.

Motion Passed: 5-0-0

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

Nays: None

Absent: Macy Forrester

Abstain: None

**ITEMS FOR FUTURE AGENDAS**

None at this time.

**ADJOURNMENT**

President Miner adjourned the meeting at 7:20 p.m.

APPROVED:            this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

SIGNED:             this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

APPROVED:

---

Arthur L. Miner, President

ATTEST:

---

Brian Downey, Secretary

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



## AGENDA MEMORANDUM

**DATE:** May 13, 2025  
**TO:** Watauga Economic Development Corporation Directors  
**FROM:** Sandra Gibson, City Manager  
**SUBJECT:** Discussion and possible action on the WEDC Proposed Budget for FY2025-2026

---

**BACKGROUND/INFORMATION:**

Staff will present highlights from the WEDC Proposed Budget for the Board's review and input.

**FINANCIAL IMPLICATIONS:**

Revenues and Expenditures are provided in the attached budget document.

**RECOMMENDATION/ACTION DESIRED:**

Staff recommends the Board review the WEDC Proposed Budget.

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. WEDC PROPOSED BUDGET FY2025-2026

**REVIEWED BY:**

Lorenza Zavala, Administrative Assistant

David Berman, City Attorney

Sandra Gibson, City Manager

Linda Proskey, City Secretary

*Approved as to form for inclusion on Agenda*

# PROPOSED BUDGET



***FISCAL YEAR 2025-2026***

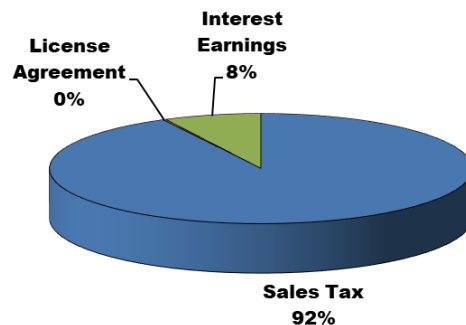


## ECONOMIC DEVELOPMENT CORPORATION (FORMERLY PARKS DEVELOPMENT CORPORATION)

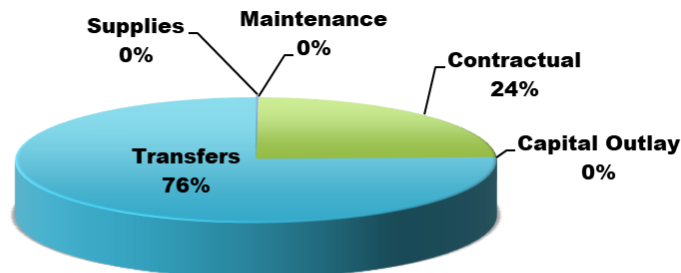
Voters established the Watauga Parks Development Corporation Sales Tax Fund to account for a ½ cent sales tax increase in May 1994 under the 4b Economic Development Legislation. The purpose of the increase in sales tax is to build city parks and improve existing parks under the supervision of the Watauga Parks Development Corporation. In May 2012, voters approved a reduction of the sales and use tax for the Watauga Parks Development Corporation to ¼ of one percent and reallocate ¼ of one percent for maintenance and repairs of municipal streets. This reduction took place on October 1, 2012. In FY2018-2019 the corporation's name was changed to Economic Development Corporation and the focus was redirected to economic development within the City. Sales tax revenues for FY2025-2026 are projected to be \$993,000.

This Special Revenue Fund is used to account for specific revenues that are legally restricted to expenditures for particular purposes. The fund is accounted for on the modified accrual basis of accounting. Revenues are recorded when available and measurable, and expenditures are recorded when liability is incurred.

### Where Does the Money Come From?



### Where Does the Money Go?



*Note: Transfers to general fund cover personnel expenses and debt*

# Economic Development



## Mission Statement

To make Watauga the best place to do business today and in the future by generating equitable economic growth opportunities, building strategic partnerships, and maximizing resources.

## Department Overview

To advance the economic strength of Watauga through business and community support programs, public education, and strategic partnerships. Economic Development provides emphasis on improving the business climate through new development, redevelopment, workforce development, business retention and expansion, and small business development.

To enhance the quality of life for residents and the sustainability of City businesses through the retention and revitalization of existing businesses and neighborhoods, and promotion, recruitment, and coordination of new commercial and residential development in the City.

## Highlights/Achievements for FY2025

- Launched the Watauga Revitalization Action Plan (WRAP) Incentive Policy, designed to support local businesses by assisting with revitalization improvements.
- Economic development activity was strong for the 2025 fiscal year and included multiple business openings.
- Continued advertising efforts to include the Business Spotlight program and Shop Watauga social media platform to promote Watauga businesses.
- Continued to maintain economic development-related databases to meet the needs of the development community.

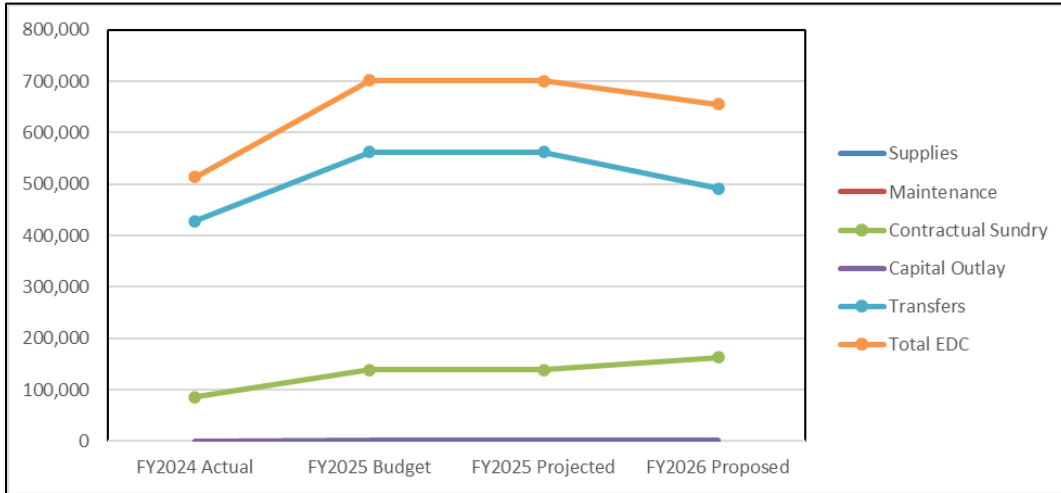
## Goals/Objectives for FY2026

- Continue the WRAP program to support local business revitalization.
- Implement the Open Rewards program to support business activity in our City.
- Support the design and construction for the Food Business Park to support economic development efforts.
- Continue to promote Watauga businesses and stimulate participation in shop local programs.
- Research and propose additional programs that help to revitalize aging economic corridors in the City.

## Summary of Expenditures by Category

The Economic Development budget decreased by \$46,340 primarily due to allocation transfer adjustments.

	FY2024 Actual	FY2025 Budget	FY2025 Projected	FY2026 Proposed
Supplies	422	1,000	1,000	1,000
Maintenance	0	300	0	0
Contractual Sundry	85,250	138,300	138,300	162,700
Capital Outlay	0	0	0	0
Transfers	428,000	561,640	561,640	491,200
<b>Total EDC</b>	<b>513,672</b>	<b>701,240</b>	<b>700,940</b>	<b>654,900</b>



### Performance Measures

Workload Indicators	FY2024 Actual	FY2025 Adopted	FY2025 Projected	FY2026 Target
WRAP Project files opened	N/A	5	1	5
Promotion of City at events	N/A	10	10	10
Total Businesses	364	N/A	360	365
Board meetings held	4	8	8	8
Business Retention Visits	227	150	200	220
Economic Development agreements	1	3	2	2
Certificate of Occupancy	N/A	N/A	25	20
New development projects	2	2	2	2

Measurement	Strategic Goal	Measure Type	FY2024		FY2025		FY2026
			Goal	Actual	Goal	Actual	Goal
Business promotions and marketing	# 3. Develop a sustainable economic development effort.	Quantitative	15	20	15	17	25
Potential new business calls/contacts	# 3. Develop a sustainable economic development effort.	Efficiency	50	29	50	20	30
New business openings	# 3. Develop a sustainable economic development effort.	Quantitative	15	26	15	19	15
Small business development assistance	# 3. Develop a sustainable economic development effort.	Effectiveness	5	0	5	2	5

N/A- new measure



**ECONOMIC DEVELOPMENT CORPORATION  
BUDGET SUMMARY - FUND 04**

	HISTORY		PROJECTED YEAR		BUDGET	%CHANGE
	2022-2023 Actual	2023-2024 Actual	2024-2025 Original Budget	2024-2025 Projected	2025-2026 Budget	FY2025-2026 VS 2024-2025
<b>Fund Balance, October 1*</b>	<b>\$1,733,255</b>	<b>\$2,295,551</b>	<b>\$2,863,864</b>	<b>\$2,863,864</b>	<b>\$3,241,124</b>	
<b>Revenues:</b>						
Sales Taxes	952,990	955,520	996,000	976,000	993,000	-0.3%
Proceeds From Sale of Assets	0	0	0	0	0	0.0%
Interest Earnings	73,826	124,203	50,000	100,000	80,000	60.0%
License Agreement - Services	2,813	4,500	3,500	2,500	2,500	-28.6%
<b>Operating Revenues</b>	<b>\$1,029,628</b>	<b>\$1,084,223</b>	<b>\$1,049,500</b>	<b>\$1,078,500</b>	<b>\$1,075,500</b>	<b>-0.8%</b>
<b>Total Available Resources</b>	<b>\$2,762,883</b>	<b>\$3,379,775</b>	<b>\$3,913,364</b>	<b>\$3,942,364</b>	<b>\$4,316,624</b>	
<b>Expenditures:</b>						
Business Retention	3,783	3,791	56,650	56,650	31,650	-44.1%
Business Attraction	20,614	57,952	34,300	34,300	83,400	143.1%
General Administration	23,236	26,167	48,650	48,650	48,650	0.0%
<b>Operating Expenditures</b>	<b>\$47,632</b>	<b>\$87,910</b>	<b>\$139,600</b>	<b>\$139,600</b>	<b>\$163,700</b>	<b>86.2%</b>
<b>Operating Transfers-Out</b>						
To General Fund	266,500	279,000	311,640	311,640	341,200	9.5%
To Internal Service Fund	0	0	0	0	0	0.0%
To EDC Construction Fund	0	0	100,000	100,000	0	-100.0%
To Debt Service	153,200	149,000	150,000	150,000	150,000	0.0%
<b>Total Operating Transfers-Out</b>	<b>\$419,700</b>	<b>\$428,000</b>	<b>\$561,640</b>	<b>\$561,640</b>	<b>\$491,200</b>	<b>14.8%</b>
<b>TOTAL OPERATING &amp; TRANSFERS</b>	<b>\$467,332</b>	<b>\$515,910</b>	<b>\$701,240</b>	<b>\$701,240</b>	<b>\$654,900</b>	<b>26.9%</b>
<b>Fund Balance, September 30</b>	<b>\$2,295,551</b>	<b>\$2,863,864</b>	<b>\$3,212,124</b>	<b>\$3,241,124</b>	<b>\$3,661,724</b>	
<b>CHANGE IN FUND BALANCE</b>	<b>\$562,296</b>	<b>\$568,313</b>	<b>\$348,260</b>	<b>\$377,260</b>	<b>\$420,600</b>	

\*Includes debt service fund balance



## ECONOMIC DEVELOPMENT CORPORATION

### BUDGET CHANGES

Fiscal Year 2025-2026 Compared to Fiscal Year 2024-2025 Budget

DESCRIPTION	CATEGORY	ONE-TIME	ON-GOING	CHANGE EXPLANATION
<b>Business Retention:</b>				
Contractual Services	Contractual/Sundry		5,000	BLUDOT Rewards Program for shopping local
Incentive Fund	Contractual/Sundry		(30,000)	Reduction in Beautification Program
<b>Business Attraction:</b>				
Advertising	Contractual/Sundry		27,000	BLUDOT Rewards Program, promo items
Contractual Services	Contractual/Sundry		20,000	Enhance current, or change, retail strategy firm
Events	Contractual/Sundry		2,100	Miscellaneous
<b>General Administration:</b>				
Software Maintenance	Contractual/Sundry		(300)	Adobe charged elsewhere
Dues & Subscriptions	Contractual/Sundry		(200)	No longer member of Keller Chamber
Training	Contractual/Sundry		3,000	Increase misc. webinars, training
Attorney Fees	Contractual/Sundry		(2,500)	Usage analysis adjustment
<b>Transfers:</b>				
Transfer to General Fund	Transfers	29,560		Allocation adjustment
Transfer to Capital Projects Fund	Transfers	(90,000)		Splashpad redesign completed
Transfer to Capital Projects Fund	Transfers	(10,000)		Contingency
<b>TOTALS:</b>				
		<b>(\$70,440)</b>	<b>\$24,100</b>	

**(\$46,340) NET INCREASE/DECREASE**

# ALLOCATIONS INFORMATION



**SCHEDULE A - Estimated Cost for Economic Development Corporation  
2025-2026**

***Salary/ Benefits Personnel***

Department	Tasks performed for the EDC	Estimated hours	Estimated Cost
<b>City Secretary - TOTAL</b>	<b>Records Retention/PIA/Minutes/Resolutions/Agenda Posting</b>	<b>416</b>	<b>\$21,600</b>
Asst. to the City Secretary 10%	Records Retention/PIA	208	\$7,000
City Secretary 10%	Agenda Prep/Minutes/Resolutions/Posting	208	\$14,600
<b>Finance - TOTAL</b>	<b>Financial Reporting, Budget, Annual Report, Audit, Purchasing, Accounts Payable</b>	<b>65</b>	<b>\$4,500</b>
Finance Director & Asst. FD- Total 55	Monthly Report/Accounting and Finance	20	\$4,100
	EDC Attendance	5	
	Annual Budget/Annual Report/Audit	30	
Purchasing personnel - Total 10	Purchasing/Accounts Payable	10	\$400
<b>Information Technology - TOTAL</b>	<b>Marketing /Website/Projects/Updates</b>	<b>1768</b>	<b>\$77,600</b>
Communications Specialist/PIO	85% of Media Specialist Position	1768	
<b>Public Works/Parks - TOTAL</b>	<b>Project Coordination/Oversight</b>	<b>495</b>	<b>\$20,200</b>
<b>City Manager's Office</b>	<b>EDC Director, Business Retention, Economic Development Duties</b>		<b>\$198,400</b>
EDC Coordinator	100% Economic Development Coordinator position salary & benefits	2080	\$81,300
EDC Director (City Manager)	50% City Manager salary & benefits	1040	\$117,100
<b>Sub-total</b>			<b>\$322,300</b>
<b><i>Other Items</i></b>			
Annual Audit Allocation	4% of Total		\$2,500
Codification Fees	15% of Total		\$1,200
Mowing of EDC project sites	9 times per year		\$15,200
<b>Sub-total</b>			<b>\$18,900</b>
<b>GRAND TOTAL</b>			<b>\$341,200</b>

# CAPITAL PROJECTS



ECONOMIC DEVELOPMENT CORPORATION  
BUDGET SUMMARY  
FUND 05 - CAPITAL PROJECTS

	HISTORY		PROJECTED YEAR		BUDGET	% Change
	2022-2023 Actual	2023-2024 Actual	2024-2025 Budget	2024-2025 Projected	2025-2026 Budget	FY 2025-2026 vs 2024-2025
<b>Fund Balance, October 1</b>	<b>\$30,346</b>	<b>\$32,345</b>	<b>\$34,088</b>	<b>\$34,088</b>	<b>\$36,088</b>	5.87%
<b>Revenues:</b>						
Interest Earnings	1,543	1,743	2,000	2,000	2,000	
Proceeds from Sale of Assets	456	0	0	0	0	
Transfer from EDC Sales Tax Fund	0	0	100,000	100,000	0	
Other Financing Sources	0	0	0	0	0	
Matching Grants	0	0	0	0	0	
<b>Total Revenues</b>	<b>\$1,999</b>	<b>\$1,743</b>	<b>\$102,000</b>	<b>\$102,000</b>	<b>\$2,000</b>	-98.04%
<b>Total Available Resources</b>	<b>\$32,345</b>	<b>\$34,088</b>	<b>\$136,088</b>	<b>\$136,088</b>	<b>\$38,088</b>	
<b>Expenditures:*</b>						
Purchase of Property	0	0	0	0		
Foster Village Improvements	0	0	0	0		
Shade Structure - Indian Springs	0	0	0	0		
Park Equipment (Picnic Pads, etc.)	0	0	0	0		
Capp Smith Park Improvements	0	0	0	90,000		
Contingency	0	0	10,000	10,000	10,000	
<b>Total Expenditures</b>	<b>\$0</b>	<b>\$0</b>	<b>\$10,000</b>	<b>\$100,000</b>	<b>\$10,000</b>	0.00%
<b>Other Expenditures</b>						
Transfer to PDC Debt Service	0	0	0	0	0	0.00%
Total Other Sources (Uses)	0	0	0	0	0	0.00%
<b>REVENUES OVER (UNDER) EXPENSES</b>	<b>\$1,999</b>	<b>\$1,743</b>	<b>\$92,000</b>	<b>\$2,000</b>	<b>(\$8,000)</b>	
<b>Fund Balance, September 30</b>	<b>\$32,345</b>	<b>\$34,088</b>	<b>\$126,088</b>	<b>\$36,088</b>	<b>\$28,088</b>	
<b>CHANGE IN FUND BALANCE</b>	<b>\$1,999</b>	<b>\$1,743</b>	<b>\$92,000</b>	<b>\$2,000</b>	<b>(\$8,000)</b>	



## AGENDA MEMORANDUM

**DATE:** May 13, 2025

**TO:** Watauga Economic Development Corporation Directors

**FROM:** Jennifer Calvert, Finance Director

**SUBJECT:** Consider action on setting a Public Hearing date to discuss the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2025-2026 during the regular meeting scheduled for June 17, 2025 at 6:30 p.m.

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**BACKGROUND/INFORMATION:**

As part of the budget process, the Board should hold a public hearing for citizens to express their views on the proposed budget. It is recommended this date be set for June 17, 2025 at 6:30 p.m.

**FINANCIAL IMPLICATIONS:**

N/A

**RECOMMENDATION/ACTION DESIRED:**

Staff recommends the public hearing date be set for June 17, 2025 at 6:30 p.m.

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

None

**REVIEWED BY:**

Lorenza Zavala, Administrative Assistant  
Linda Proskey, City Secretary

*Approved as to form for inclusion on Agenda*

Approved - 5/15/2025

Final Approval - 5/15/2025



## AGENDA MEMORANDUM

**DATE:** May 13, 2025

**TO:** Watauga Economic Development Corporation Directors

**FROM:** Jennifer Calvert, Finance Director

**SUBJECT:** Consider action on setting the date of the WEDC Budget Adoption for July 15, 2025 and submittal to the City Secretary's Office for inclusion on the Council agenda

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### **BACKGROUND/INFORMATION:**

The EDC Board must adopt the budget before it is presented to City Council for acceptance and adoption. It is recommended that the EDC Board adopt the Economic Development Corporation Budget on July 15, 2025. The Board may make changes to the budget up until the time of adoption.

The EDC bylaws require that the Board submit the proposed budget to the City Secretary, for record and placement on the Council agenda, before the 30th day the City of Watauga City Council is scheduled to approve the Corporation's Budget. It is recommended that the EDC submit the proposed budget to the City Secretary after adoption on July 15, 2025.

### **FINANCIAL IMPLICATIONS:**

N/A

### **RECOMMENDATION/ACTION DESIRED:**

Staff recommends the EDC set the date of July 15, 2025 for WEDC Budget adoption and submission to the City Secretary's office for inclusion on the council agenda

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

None

### **REVIEWED BY:**

Lorenza Zavala, Administrative Assistant  
Sandra Gibson, City Manager  
Linda Proskey, City Secretary

Approved - 5/15/2025  
Approved - 5/15/2025  
Final Approval - 5/15/2025

*Approved as to form for inclusion on Agenda*