



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, JUNE 17, 2025
6:30 PM

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

1. Presentation of a proclamation to Ying Cafe in recognition of their 25 year milestone anniversary.
2. Presentation of a proclamation to The Chicken Place in recognition of their 15 year milestone anniversary.
3. Presentation and update from the 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

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.

PUBLIC HEARINGS

1. Public Hearing on the Watauga Economic Development Corporation Proposed Budget for the Fiscal Year 2025-2026.
Jennifer Calvert, Finance Director

ACTION ITEMS

1. Consider approval of the Minutes for the May meeting.
2. Consideration of approval of the Monthly Financial Report for the period ending April 30, 2025.
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 June 13, 2025, 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



The Retail Coach – Watauga Project Team



PRESIDENT
Aaron Farmer



RECRUITMENT SPECIALIST
Keith Rinehart



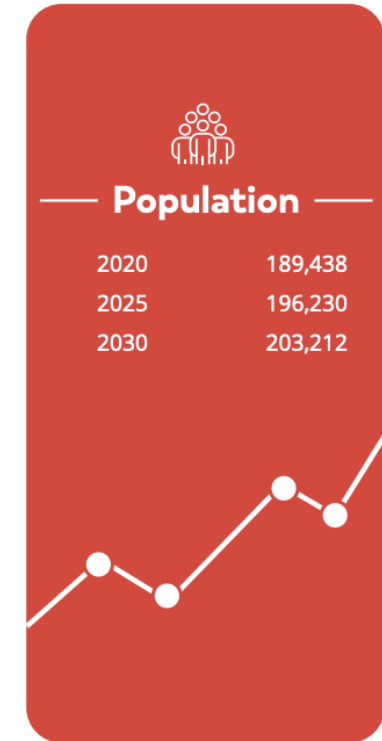
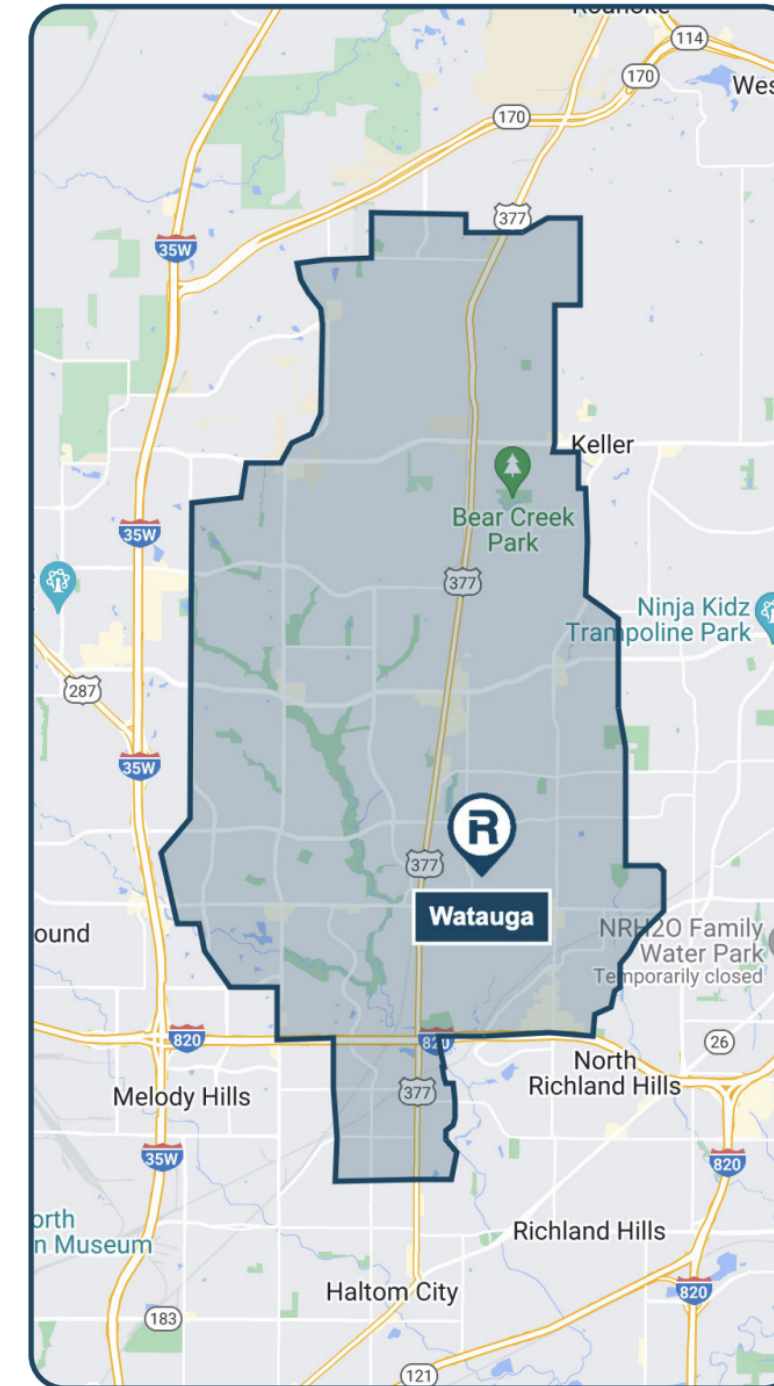
Watauga Retail Market Profile

- New For 2025

Primary Retail Trade Area — Watauga, Texas RETAIL MARKET PROFILE



Lorenza Zavala | City of Watauga
Economic Development Specialist
817.514.5725 | LZavala@WataugaTX.org
www.WataugaTX.org



Age

0-9 Years	13.23%
10 - 17 Years	12.31%
18 - 24 Years	9.89%
25 - 34 Years	12.68%
35 - 44 Years	14.82%
45 - 54 Years	13.66%
55 - 64 Years	11.55%
65 and Older	11.87%
Median Age	36.32
Average Age	36.75

Educational Attainment (%)

Graduate or Professional Degree	10.87%
Bachelors Degree	26.05%
Associate Degree	9.26%
Some College	22.63%
High School Graduate (GED)	23.63%
Some High School, No Degree	4.40%
Less than 9th Grade	3.16%

Income

Average HH	\$130,339
Median HH	\$99,117
Per Capita	\$44,813

Race Distribution

White	55.92%
Black/African American	10.37%
American Indian/Alaskan	0.82%
Asian	9.35%
Native Hawaiian/Islander	0.24%
Other Race	8.26%
Two or More Races	15.05%
Hispanic	24.26%
Non-Hispanic	75.74%

Aaron Farmer | President, The Retail Coach, LLC | Cell: 662.231.0608 | Email: AFarmer@TheRetailCoach.com



2025 Retail Recruitment Strategy

“Building Relationships”



Focus on Identifying New Retailer Matches

Watauga, TX | Data | Automations | Interfaces | Forms | Help

Recruitment Tracking | Sites | + Add or import

Views | Grid view | 2 hidden fields | Filter | Grouped by 1 field | Sorted by 2 fields | Color | Share and sync | Create AI fields

Find a view | Grid view | Recruitment Status

	Retailer	Status	Feedback
STATUS: Interested - Requested Available Count: 7			
23	Aspen Dental	Interested - Requested Availa...	6/2024: --- Sent sites: "Yes, we were restricted by Ross on ...
24	Best Western Plus	Interested - Requested Availa...	10/2022: Via call w/ Vishal, they are looking to grow their ext...
25	Blaze Pizza	Interested - Requested Availa...	5/2023: Followed up w/ Warren Smith, he is now repping Bla...
26	Grumps Burgers	Interested - Requested Availa...	4/2024: "I have Grumps Burgers looking for 2000-3000 SF ...
27	McAlister's Deli	Interested - Requested Availa...	8/2024: "Our McAlister's franchisee likes to keep his store p...
28	Red Crab	Interested - Requested Availa...	TRC is working on sites for Red Crab. They reached out to A...
29	Ulta	Interested - Requested Availa...	6/2024: "Still want to do Ulta in the Target shopping center ...
STATUS: Opening / Opened Count: 3			
30	HTeaO	Opening / Opened	5/2023: Watauga deal is done.
31	pOpshelf	Opening / Opened	4/4/22: AF has been in contact w/ pOpshelf and they are op...
32	Scooter's Coffee	Opening / Opened	1/2023: Scooter's Coffee opened.
STATUS: Ongoing Follow Up Count: 7			
33	Drury Hotels	Ongoing Follow Up	9/2022: Via call w/ Drury, they have some potential interest i...
34	Freebirds	Ongoing Follow Up	6/2024: "FB is not looking for new sites at the moment, but ...
35	GolfSuites	Ongoing Follow Up	9/2023: Via conversations w/ Tyler Grisham - SRS, he called...
36	IHG Hotel Brands	Ongoing Follow Up	9/2023: Followed up w/ David Bingham, N Texas territory m...
37	Jimmy John's	Ongoing Follow Up	1/2024: "Looking for spots at 820 & Rufe Snow Dr." -Jared
38	Skechers	Ongoing Follow Up	7/2023: Followed up w/ Jennifer

Create... | Grid | Calendar | Gallery | Kanban | Timeline | List | Gantt | New section



Communication and Building Relationships

- Work together and establish relationships with local news publications to spread the word about new openings in Watauga, other retail/restaurant news, etc.



- Establish relationships with stakeholders and citizens to spread the word about new openings in Watauga, other retail/restaurant news, etc.

Broker Outreach Campaign

- For many retailers, brokers are the “*gatekeepers*” and the first stop for retail recruitment.
- Through our previous outreach to brokers on Watauga’s behalf, many brokers have negative perceptions of the community, and/or haven’t been to the community for many years.
- The Retail Coach Team is developing a Broker Outreach Campaign focused on increasing awareness of site opportunities in Watauga.
- Groups like Falcon Realty, The Retail Connection, CBRE, and others act as brokers/tenant reps for many of the retail prospects looking at growing in the DFW area.



Focus on Redevelopment in Watauga

- There are many properties not serving their highest and best use in Watauga.
- Redevelopment will be key to opening new retail development opportunities in Watauga. The area along 377, especially South of Hightower Rd and continuing to the Watauga southern City Limits boundary, is key.
- Redevelopment is hard...but it's worth it.



“Eatertainment/Retailtainment” Recruitment



Continued Trade Show Representation

NATIONAL INDUSTRY TRADE SHOW REPRESENTATION IS KEY.

- **Retail Live – Austin** (September 4, 2025)
- **ICSC @ Red River** (Jan 29-31, 2026)
- **Entertainment Evolution** (Feb 2026)
- **ICSC Las Vegas** (May 2026)



RETAIL RECRUITMENT EXPERTS



www.theretailcoach.net



AGENDA MEMORANDUM

DATE: June 4, 2024
TO: Watauga Economic Development Corporation Directors
FROM: Jennifer Calvert, Director of Finance
SUBJECT: Public Hearing on the Watauga Economic Development Corporation Proposed Budget for the Fiscal Year 2025-2026

BACKGROUND/INFORMATION:

The Public Hearing is held for citizen input on the 2025-2026 Proposed Budget.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Respectfully recommend the Council allow for public input as posted and advertised.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC PROPOSED BUDGET FY2025-2026
2. NOTICE OF PUBLIC HEARING

REVIEWED BY:

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

PROPOSED BUDGET



FISCAL YEAR 2025-2026

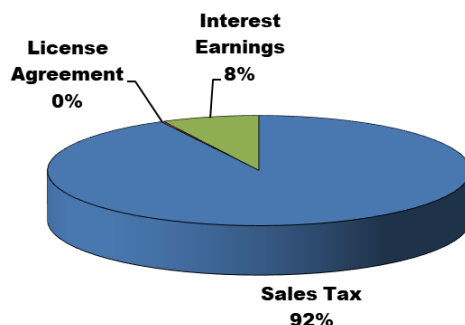


ECONOMIC DEVELOPMENT CORPORATION (FORMERLY PARKS DEVELOPMENT CORPORATION)

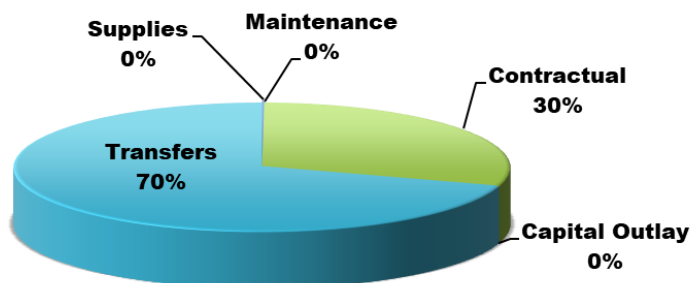
Voters established the Watauga Parks Development Corporation Sales Tax Fund to account for a ½ cent sales tax increase in May 1994 under the 4b Economic Development Legislation. The purpose of the increase in sales tax is to build city parks and improve existing parks under the supervision of the Watauga 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.

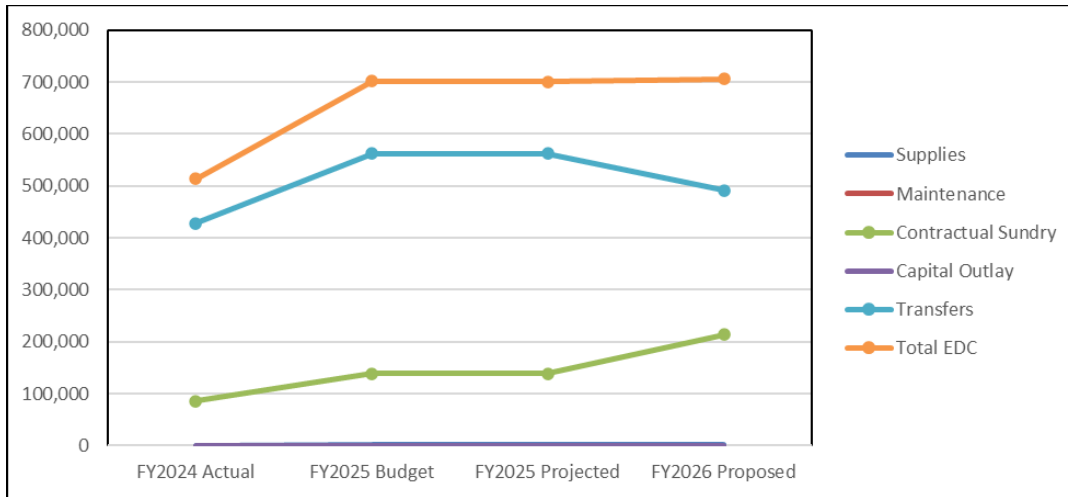
Goals/Objectives for FY2026

- 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 increased by \$3,660 due to the Perennial Beautification Program addition. There were additional minor adjustments to the budget that also contributed to the overall change in the budget from 2024-2025.

	FY2024 Actual	FY2025 Budget	FY2025 Projected	FY2026 Proposed
Supplies	\$ 422.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Maintenance	\$ -	\$ 300.00	\$ -	\$ -
Contractual Sundry	\$ 85,250.00	\$ 138,300.00	\$ 138,300.00	\$ 212,700.00
Capital Outlay	\$ -	\$ -	\$ -	\$ -
Transfers	\$ 428,000.00	\$ 561,640.00	\$ 561,640.00	\$ 491,200.00
Total EDC	\$ 513,672.00	\$ 701,240.00	\$ 700,940.00	\$ 704,900.00



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
Fund Balance, October 1*	\$1,733,255	\$2,295,551	\$2,863,864	\$2,863,864	\$3,241,124	
Revenues:						
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%
Operating Revenues	\$1,029,628	\$1,084,223	\$1,049,500	\$1,078,500	\$1,075,500	-0.8%
Total Available Resources	\$2,762,883	\$3,379,775	\$3,913,364	\$3,942,364	\$4,316,624	
Expenditures:						
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	98,650	102.8%
Operating Expenditures	\$47,632	\$87,910	\$139,600	\$139,600	\$213,700	143.1%
Operating Transfers-Out						
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%
Total Operating Transfers-Out	\$419,700	\$428,000	\$561,640	\$561,640	\$491,200	14.8%
TOTAL OPERATING & TRANSFERS	\$467,332	\$515,910	\$701,240	\$701,240	\$704,900	36.6%
Fund Balance, September 30	\$2,295,551	\$2,863,864	\$3,212,124	\$3,241,124	\$3,611,724	
CHANGE IN FUND BALANCE	\$562,296	\$568,313	\$348,260	\$377,260	\$370,600	

*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
Business Retention:				
Contractual Services	Contractual/Sundry		5,000	BLUDOT Rewards Program for shopping local
Incentive Fund	Contractual/Sundry		(30,000)	Reduction in Beautification Program
Business Attraction:				
Advertising	Contractual/Sundry		27,000	BLUDOT Rewards Program, promo items
Contractual Services	Contractual/Sundry	50,000	20,000	Enhance retail strategy prog.; park/comm. ctr. beautification
Events	Contractual/Sundry		2,100	Miscellaneous
General Administration:				
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
Transfers:				
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
TOTALS:				
		(\$20,440)	\$24,100	

\$3,660 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
City Secretary - TOTAL	Records Retention/PIA/Minutes/Resolutions/Agenda Posting	416	\$21,600
Asst. to the City Secretary 10%	Records Retention/PIA	208	\$7,000
City Secretary 10%	Agenda Prep/Minutes/Resolutions/Posting	208	\$14,600
Finance - TOTAL	Financial Reporting, Budget, Annual Report, Audit, Purchasing, Accounts Payable	65	\$4,500
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
Information Technology - TOTAL	Marketing /Website/Projects/Updates	1768	\$77,600
Communications Specialist/PIO	85% of Media Specialist Position	1768	
Public Works/Parks - TOTAL	Project Coordination/Oversight	495	\$20,200
City Manager's Office	EDC Director, Business Retention, Economic Development Duties		\$198,400
EDC Coordinator	100% Economic Development Coordinator position salary & benefits	2080	\$81,300
EDC Director (City Manager)	50% City Manager salary & benefits	1040	\$117,100
Sub-total			\$322,300
<i>Other Items</i>			
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
Sub-total			\$18,900
GRAND TOTAL			\$341,200

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
Fund Balance, October 1	\$30,346	\$32,345	\$34,088	\$34,088	\$36,088	5.87%
Revenues:						
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	
Total Revenues	\$1,999	\$1,743	\$102,000	\$102,000	\$2,000	-98.04%
Total Available Resources	\$32,345	\$34,088	\$136,088	\$136,088	\$38,088	
Expenditures:*						
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	90,000	90,000		
Contingency	0	0	10,000	10,000	10,000	
Total Expenditures	\$0	\$0	\$100,000	\$100,000	\$10,000	-90.00%
Other Expenditures						
Transfer to PDC Debt Service	0	0	0	0	0	0.00%
Total Other Sources (Uses)	0	0	0	0	0	0.00%
REVENUES OVER (UNDER) EXPENSES	\$1,999	\$1,743	\$2,000	\$2,000	(\$8,000)	
Fund Balance, September 30	\$32,345	\$34,088	\$36,088	\$36,088	\$28,088	
CHANGE IN FUND BALANCE	\$1,999	\$1,743	\$2,000	\$2,000	(\$8,000)	



NEW REQUEST FORM

FISCAL YEAR: 2025-2026

DEPARTMENT: Parks/EDC
PROGRAM TITLE: Perennial Plant Beautification Program
REQUEST TYPE: On-Going RANKING: 1
FUND/DEPT: GOAL #: 3
BUDGET CODE:
FULL FY2025-2026 COST: \$50,000
ANY ON-GOING FUTURE COSTS: \$10,000
FULL FY2025-2026 SAVINGS OFFSET: \$0
LIST ANY EQUIPMENT TO BE REPLACED BY REQUEST:
RECOMMENDATION FOR DISPOSITION:

PROGRAM DESCRIPTION

Perennial plants have a life cycle of 7-10 years before they get very woody and brittle, increasingly susceptible to environmental hazards such as drought, heat, human interaction. The perennials in our city parks & around city buildings are in dire need of a refresh. The breakdown on location cost estimations for the \$50,000 would be:

Capp Smith Park - \$23,000 , Virgil Anthony Park - \$6,000, Foster Village Park - \$6,000, Watauga Community Center - \$15,000

SAVINGS/BENEFITS/BUDGET IMPACT

The benefits are increased curb appeal around town at our parks, buildings, and ROW's. A greener, cleaner community increases the attraction of businesses to locate to the city.

CONSEQUENCES OF NOT FUNDING PROGRAM

Continued degradation of existing perennials and holes in landscapes as dead plants are removed without adequate funds for replacement.

EXPENSE IMPACT

BUDGET CODE	ACCOUNT NAME	2025-2026 NEW REQUEST	ON-GOING EXPENSES
		\$50,000	\$10,000
	TOTALS:	\$50,000	\$10,000



NOTICE OF PUBLIC HEARING

**WATAUGA ECONOMIC DEVELOPMENT CORPORATION
CITY HALL COUNCIL CHAMBER
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, JUNE 17, 2025
6:30 P.M.**

Notice is hereby given that the Watauga Economic Development Corporation (WEDC) of the City of Watauga, Texas will hold a Public Hearing on the proposed budget for the Watauga Economic Development Corporation for the 2024-2025 Fiscal Year on Tuesday, June 17, 2025, during the WEDC meeting which begins at 6:30 p.m. in the Council Chamber at City Hall, 7105 Whitley Road, Watauga, Texas, 76148.

Published on June 6, 2025, in the Fort Worth Star Telegram, Legal Notices Section.

I, Linda Proskey, City Secretary for the City of Watauga, Texas, hereby certify that this notice was posted on the official bulletin board at City Hall, 7105 Whitley Road, Watauga, Texas 76148, on June 6, 2025, before 6:00 p.m.

/s/ Linda Proskey
Linda Proskey, City Secretary



MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, MAY 20, 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, Director
Malissa Minucci	Place 4, Director-absent without notice
Stephen Welch	Place 5, Vice President
Brian Downey	Place 6, Secretary
Macy Forrester	Place 7, Director-absent without notice

Others present include:

Sandra Gibson	City Manager
Jennifer Calvert	Finance Director
Timothy Hamilton	Parks Director
Lorenza Zavala	Economic Development Specialist

ANNOUNCEMENTS

President Miner applauded everyone for a job well done at Watauga Fest!

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.

Ms. Zavala presented about the cash back style rewards program that the City of Southlake and North Richland Hills had previously done. This will keep the money circulating within the

Watauga City limits. We can promote downloading the app, include all businesses, and run the program for 12 months.

4. Presentation of Capp Smith Park Food Truck Park Concept Plan.

Director Hamilton provided an update from March's presentation on the final concept layout and probable cost of the Food Truck Park.

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 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.**

Secretary Brian Downey made a motion to approve the items on the consent agenda as presented. Second the motion: Director Jan Hill

Motion Passed 4-0-0

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

Nays: None

Absent: Macy Forrester, Malissa Minucci

Abstain: None

PUBLIC HEARINGS

None at this time.

ACTION ITEMS

1. Consider approval of the Minutes for the March 2025 meeting.

Director Jan Hill made a motion to approve the items on the consent agenda as presented. The motion was seconded by Director Calvin Lewis.

Motion Passed 4-0-0

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

Nays: None

Absent: Macy Forrester, Malissa Minucci

Abstain: None

2. Discussion and possible action on the WEDC Proposed Budget for FY2025-2026.

Finance Director Jennifer Calvert spoke on the WEDC budget and plans for future attractions.

3. Consider 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.

Director Jan Hill made a motion to set 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. The motion was seconded by Secretary Brian Downey.

Motion Passed 4-0-0

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

Nays: None

Absent: Macy Forrester, Malissa Minucci

Abstain: None

4. Consider setting the date for WEDC Budget Adoption on July 15, 2025, and submitting it to the City Secretary's Office for inclusion on the Council agenda.

Director Jan Hill made a motion to setting the date for WEDC Budget Adoption on July 15, 2025, and submitting it to the City Secretary's Office for inclusion on the Council agenda. The motion was seconded by Vice President Stephen Welch.

Motion Passed 4-0-0

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

Nays: None

Absent: Macy Forrester, Malissa Minucci

Abstain: None

EXECUTIVE SESSION

There was no executive session.

ITEMS FOR FUTURE AGENDAS

None at this time.

ADJOURNMENT

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

APPROVED: this _____ day of _____, 2025.

SIGNED: this _____ day of _____, 2025.

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: June 10, 2025
TO: Watauga Economic Development Corporation Directors
FROM: Jennifer Calvert, Director of Finance
SUBJECT: Consider action to approve the Monthly Financial Report for the period ending April 30, 2025

BACKGROUND/INFORMATION:

The monthly financial report for the period ending April 30, 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 April 30, 2025.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. EDC Monthly Financial Report -April 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

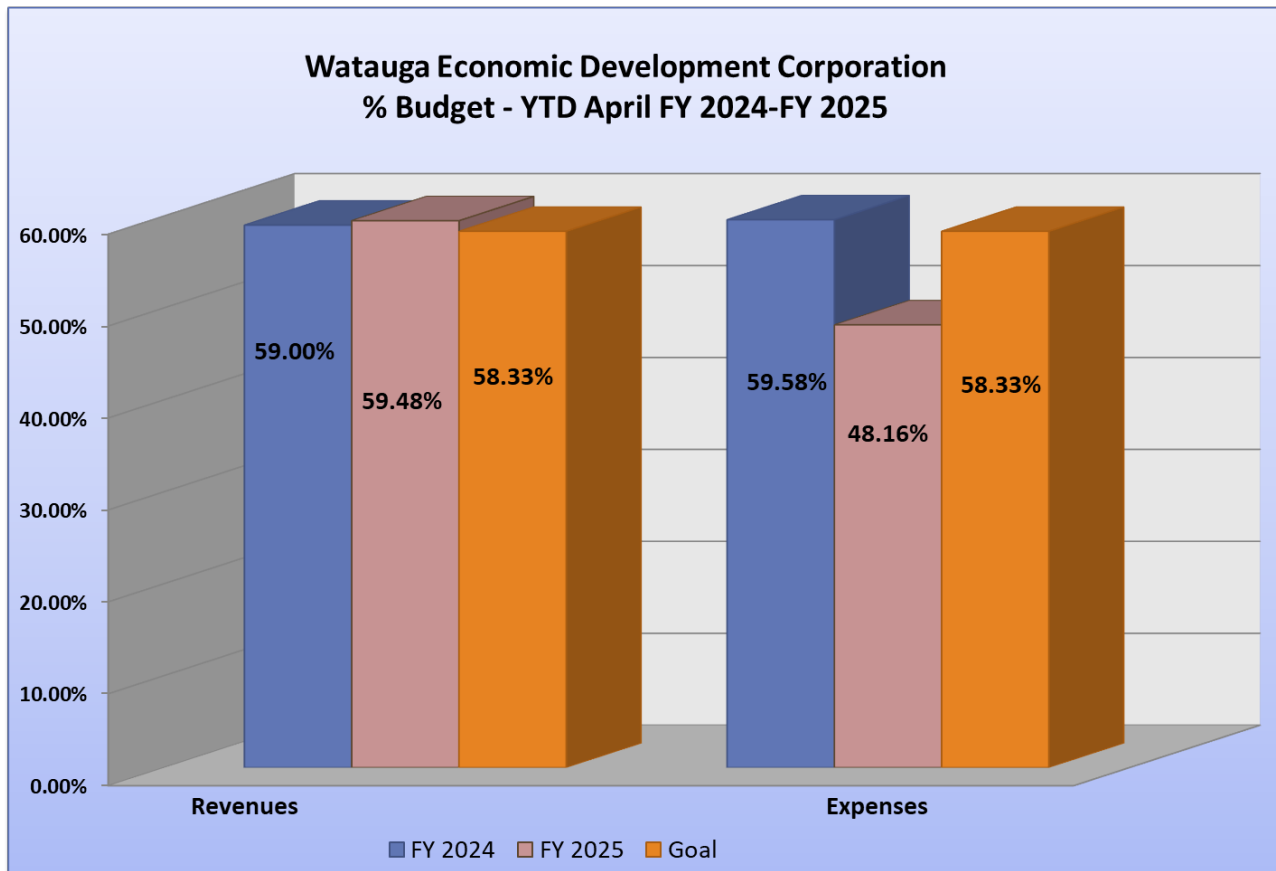


AGENDA MEMORANDUM

DATE: June 10, 2025
TO: Watauga Economic Development Corporation Board
FROM: Jennifer Calvert, Director of Finance
SUBJECT: Financial Report for the Month of April 2025

The attached report and below graph represent the results of transactions through April 30, 2025, which is 58% through the FY2024-FY2025 budget.

Year-to-date revenues are 59.48% of the total budget. April actual sales tax receipts were \$71,837. May sales tax has been estimated for this report and will be received on July 14th. Total year-to-date expenditures are \$337,694, which is 48.16% of the budget expended for the year.





CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2025
 For the period ending April 30, 2025 (3rd FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

REVENUE:	CURRENT BUDGET	4/30/2025 YTD ACTUAL	%	%	4/30/2024 YTD ACTUAL	\$ CHG 25 vs 24	% CHG 25 vs 24
			USED	REMAINING			
SALES TAX	996,000	569,242	57.15%	42.85%	557,996	11,245	2.02%
INTEREST EARNINGS	50,000	54,091	108.18%	-8.18%	62,684	(8,593)	-13.71%
INTEREST/ESCROW	-	-	-	-	-	-	0.00%
CONTRIBUTIONS/OTHER	3,500	938	26.79%	73.21%	1,463	(525)	-35.90%
TOTAL REVENUE	\$1,049,500	\$624,271	59.48%	40.52%	\$622,143	\$2,127	0.34%
PERSONNEL SERVICES	-	-	-	-	-	-	0.00%
NON-DEPARTMENTAL	-	-	-	-	-	-	0.00%
SUPPLIES	1,000	71	7.13%	92.87%	400	(328)	-82.16%
MAINTENANCE	300	-	0.00%	100.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	138,300	35,969	26.01%	73.99%	77,795	(41,826)	-53.76%
TRANSFERS	561,640	301,653	53.71%	46.29%	249,667	51,987	20.82%
CAPITAL OUTLAY	-	-	-	-	-	-	0.00%
TOTAL EXPENDITURES	\$701,240	\$337,694	48.16%	51.84%	\$327,862	\$9,833	3.00%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$348,260	\$286,577			\$294,282	(\$7,705)	