



**MINUTES
WATAUGA CITY COUNCIL
WORKSHOP MEETING
CITY HALL COUNCIL CHAMBER,
7105 WHITLEY ROAD,
MONDAY, JULY 28, 2025
5:30 PM**

CALL TO ORDER

Mayor Arthur Miner called the meeting to order at 5:30 p.m.

ROLL CALL

The meeting convened with the following members present:

Arthur L. Miner
Cris Blackburn
Pat Shelbourne
Lovie Downey
Andrew Neal
Malissa Minucci
Mark Taylor
Jan Hill

Mayor
Mayor Pro Tem/Council Member Place 2
Council Member Place 1
Council Member Place 3
Council Member Place 4
Council Member Place 5 (Absent W/Notice)
Council Member Place 6
Council Member Place 7

and

Sandra Gibson
Linda Proskey
David Berman
Timothy Hamilton
Deby Woodard
Frieda Buck

City Manager
City Secretary
City Attorney
Director of Parks and Community Services
Interim Finance Director
Purchasing Coordinator

ANNOUNCEMENTS

Mayor Miner asked that residents pay attention to what the legislature is doing during its special session, as several bills being discussed will have a detrimental impact on municipalities.

Public Comments/Public Testimony

There were no requests to speak

PRESENTATIONS

1. Presentation regarding Open Rewards Program sponsored by the Watauga Economic Development Corporation

Lorenza Zavala, WECD Coordinator, presented a proposal for "Blue Dot Open Rewards," a citywide cashback-style rewards program designed to support local businesses. The program, previously introduced to the WDC Board with positive feedback, allows residents to earn rewards by shopping at Watauga businesses using a mobile app.

Participation is simple, residents download the app, link a card, or upload receipts. Businesses are not required to sign up, use a device, or train staff. The program encourages local spending and helps retain dollars within the community.

Watauga already has an existing Blue Dot setup, making implementation immediate. Cities such as Southlake, North Richland Hills, and Keller have reported success with the program. Zavala noted that reward percentages can be adjusted for events such as Small Business Week or Restaurant Week.

Citizens would select the "Watauga Wallet" in the app, shop locally, and redeem rewards easily through the app interface. Blue Dot manages setup, marketing, and rollout, which could begin as soon as overnight.

Zavala recommended launching the program in November or December to carry momentum through the slower months of January to March. The city has budgeted \$5,000 for the program software and with a maximum reward payout of \$25,000. Blue Dot has provided proven success metrics from other cities.

Councilmember Neal asked about data security, and Councilmember Blackburn noted the program uses Plaid, a third-party service commonly used by banks.

Mayor Miner asked about the program budget and was informed by Ms. Zavala that \$5,000 is allocated for software and \$25,000 for payouts. He inquired about notifying users if funds are depleted early; Ms. Zavala said she believed that the app notifications could be used. Mayor Miner requested quarterly updates to the WEDC and Council. Ms. Zavala noted North Richland Hills budgeted around \$90,000, while Keller's amount was not yet available.

ADJOURNMENT

Mayor Miner adjourned the meeting at 5:52 p.m.

Approved: this 11 day of Aug, 2025

Signed: this 12 day of Aug, 2025

APPROVED:

/s/ Arthur L. Miner
Arthur L. Miner, Mayor

ATTEST:

/s/ Linda Proskey
Linda Proskey, City Secretary



