



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, FEBRUARY 17, 2026
6:30 PM

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

1. Presentation of a proclamation to Mattress Firm in recognition of their 25 year milestone anniversary.
2. Presentation of a proclamation to Starbucks Coffee in recognition of their 25 year milestone anniversary.
3. Presentation of a proclamation to Chase Bank in recognition of their 20 year milestone anniversary.

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. Staff presentation on Open Rewards Program
Lorenza Zavala, Administrative Assistant

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 December 16, 2025, WEDC meeting.
2. Consider approval of the Monthly Financial Report for the period ending December 31, 2025.

PUBLIC HEARINGS

ACTION ITEMS

1. Discuss and consider updates to the Business Anniversary Policy to incorporate other recognition for Watauga businesses
Sandra Gibson, City Manager
2. Discuss a date and time to meet to update the Watauga Economic Development Strategic Plan.
Sandra Gibson, City Manager
3. Discuss and provide input on conducting a Business Satisfaction Survey.
Lorenza Zavala, Administrative Assistant
Sandra Gibson, City Manager

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 February 9, 2026, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey
City Secretary





AGENDA MEMORANDUM

DATE: January 28, 2026
TO: Watauga Economic Development Corporation Directors
FROM: Lorenza Zavala, Administrative Assistant
SUBJECT: Staff presentation on Open Rewards Program

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

This item does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Open Rewards Program update

REVIEWED BY:

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

Approved - 2/3/2026
Approved - 2/5/2026
Final Approval - 2/6/2026

Approved as to form for inclusion on Agenda

Open Rewards

UPDATE FOR 2.17.26



No Of Users	796
Total Rewards Distributed	\$2,950.44
Current Amount	\$22,049.56

TOP 10 BUSINESSES		
Business Name	Transaction Count	Reward Amount
Super Target	170	\$399
Albertsons	182	\$316
Discount Tire	5	\$101
Zales Jewelers	1	\$50
Mattress Firm	1	\$50
Bath & Body Works	47	\$66
Petsmart	40	\$64
Marshall's	32	\$52
Rosa's Café	73	\$81
Pho Big Bowl	25	\$78



**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, DECEMBER 16, 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
Vacant	Place 4, Director
Stephen Welch	Place 5, Vice President
Brian Downey	Place 6, Secretary
Macy Forrester	Place 7, Director

Others present include:

Sandra Gibson	City Manager
Lorenza Zavala	Economic Development Specialist
Jennifer Calvert	Finance Director
Brian Teneyck	Assistant Director of Parks & Community Service

ANNOUNCEMENTS

President Miner mentioned the great work staff did for the Christmas Tree Lighting event.

PRESENTATIONS

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 on approval of the Monthly Financial Report for the period ending October 31, 2025.**
- 2. Consider action to approve the November 18, 2025, WEDC meeting minutes.**

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

Motion Passed 5-0-0

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

Nays: None

Absent: None

Abstain: None

PUBLIC HEARINGS

None at this time.

ACTION ITEMS

- 1. Discuss and consider action to approve the Capp Smith Food Truck Project design and construction plan expenditure.**

Brian Teneyck was available for any further questions or comments regarding the Food Truck Park design. Jan Hill wanted to know who would provide the electricity and regulate the noise issues. Nothing is finalized yet, but it is being addressed.

Director Hill made a motion to approve item one as presented. The motion was seconded by Vice President Welch.

Motion Passed 5-0-0

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

Nays: None

Absent: None

Abstain: None

- 2. Discuss and consider changing the Watauga Economic Development Corporation regular meeting time from 6:30 p.m. to 6:00 p.m.**

City Manager Sandra Gibson stated that other board meetings start at 6:00 p.m., so she asked the board to consider changing the meeting time to 6:00 p.m. if it works for them. Secretary Downey and Director Forrester stated that this time is difficult for them due to

work commitments. Others suggested keeping the meeting time at 6:30 p.m.

Director Hill made a motion to take no action on this item. The motion was seconded by Vice President Welch.

Motion Passed on taking no action 5-0-0

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

Nays: None

Absent: None

Abstain: None

3. Discuss and consider appreciation options for businesses that have donated food to the Police and Fire Departments.

Vice President Welch suggested this in recognition of the generous donations made to the Police and Fire Departments by local businesses, possibly through some form of free advertising. Discussion followed on determining how much to offer and how to proceed. The Mayor spoke with caution regarding free advertising and suggested considering awards or proclamations instead. Mrs. Gibson will draft a policy outlining how to handle this matter going forward.

There was no action taken. Draft will be presented to the board.

EXECUTIVE SESSION

There was no executive session.

ITEMS FOR FUTURE AGENDAS

1. Director Calvin Lewis asked if we could all meet up for fellowship at various local businesses a few times a year.
2. Director Macy Forrester asked to speak on renovations for the Foster Village House on Starnes.
3. Mayor Miner mentioned awards for the board members in April.

ADJOURNMENT

President Miner adjourned the meeting at 6:54 p.m.

APPROVED: this _____ day of _____, 2026.

SIGNED: this _____ day of _____, 2026.

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: February 6, 2026
TO: Watauga Economic Development Corporation Directors
FROM: Jennifer Calvert, Finance Director
SUBJECT: Consider approval of the Monthly Financial Report for the period ending December 31, 2025.

BACKGROUND/INFORMATION:

The Monthly Financial Report is attached for the Board's review and approval.

As of December 31, 2025, WEDC is 25% through the FY2025-FY2026 budget. Year-to-date revenues as of December 31, 2025, were \$302,402, or 28% of the budget. Year-to-date expenses as of December 31, 2025, are at \$136,983 or 19.4% of the budget.

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 Dec 2025

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Sandra Gibson, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 2/6/2026

Approved - 2/6/2026

Final Approval - 2/9/2026

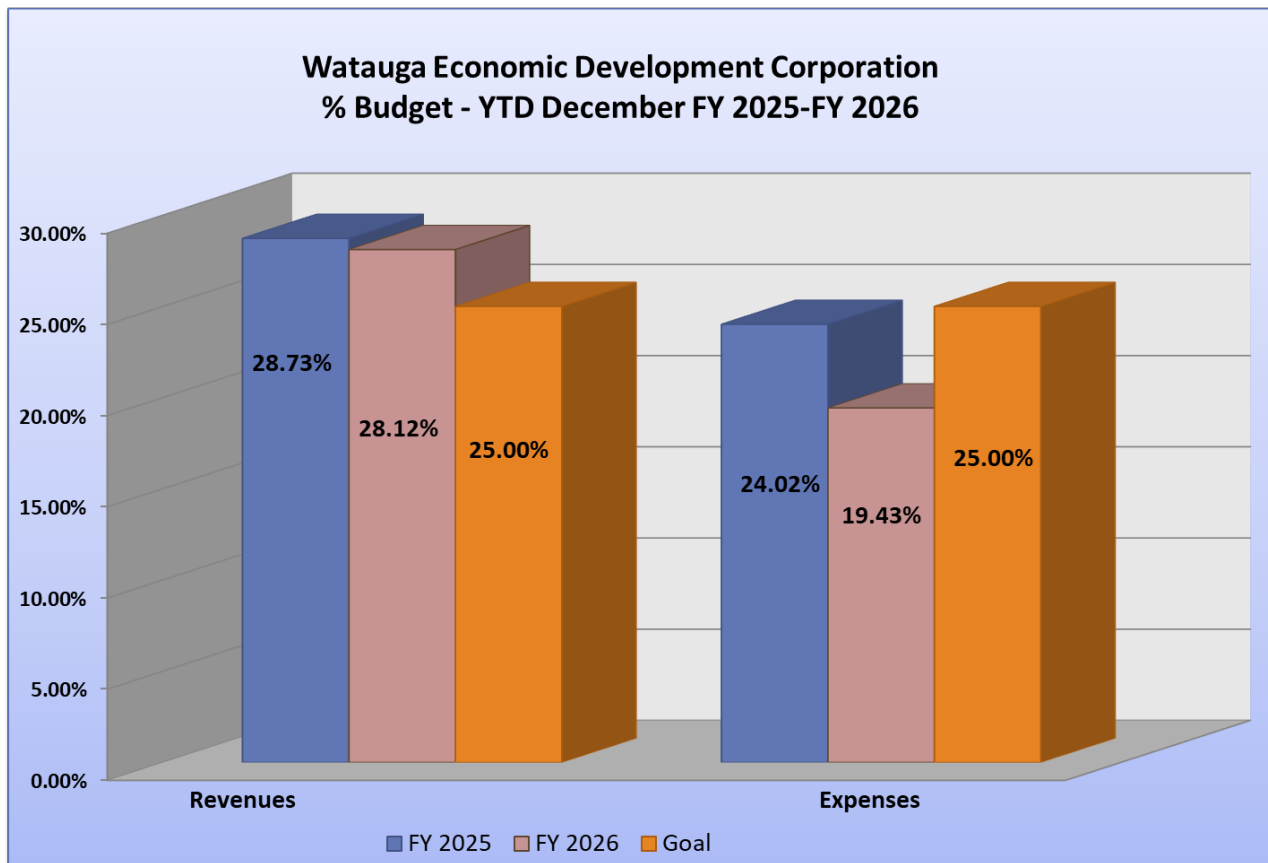


AGENDA MEMORANDUM

DATE: February 6, 2026
TO: Watauga Economic Development Corporation Board
FROM: Jennifer Calvert, Director of Finance
SUBJECT: Financial Report for the Month ending December 2025

The attached report and graphs below represent the results of transactions for December 2025. As of December 31, 2025, WEDC is 25% through the FY2025-FY2026 budget.

Revenues for December 2025 were \$125,679, and year-to-date revenues as of December 31, 2025, were \$302,402, or 28% of the budget. December expenses were \$52,193 with year-to-date expenses as of December 31, 2025, at \$136,984 or 19.4% of the budget.





**CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2026
For the period ending December 31, 2025 (1st FY Qtr.)**

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

REVENUE:	CURRENT BUDGET	12/31/2025 YTD ACTUAL	% USED	% REMAINING	12/31/2024 YTD ACTUAL	\$ CHG 25 vs 24	% CHG 25 vs 24
SALES TAX	993,000	272,271	27.42%	72.58%	269,664	2,607	0.97%
INTEREST EARNINGS	80,000	29,507	36.88%	63.12%	31,866	(2,360)	-7.41%
INTEREST/ESCROW	-	-	-	-	-	-	0.00%
CONTRIBUTIONS/OTHER	2,500	625	25.00%	75.00%	-	625	0.00%
TOTAL REVENUE	\$1,075,500	\$302,402	28.12%	71.88%	\$301,530	\$872	0.29%
PERSONNEL SERVICES	-	-	-	-	-	-	0.00%
NON-DEPARTMENTAL	-	-	-	-	-	-	0.00%
SUPPLIES	1,000	23	2.33%	97.67%	13	11	0.00%
MAINTENANCE	-	-	0.00%	100.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	212,700	14,161	6.66%	93.34%	28,007	(13,846)	-49.44%
TRANSFERS	491,200	122,799	25.00%	75.00%	140,410	(17,611)	-12.54%
CAPITAL OUTLAY	-	-	-	-	-	-	0.00%
TOTAL EXPENDITURES	\$704,900	\$136,984	19.43%	80.57%	\$168,430	(\$31,447)	-18.67%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$370,600	\$165,419			\$133,100	\$32,319	



AGENDA MEMORANDUM

DATE: January 28, 2026
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, City Manager
SUBJECT: Discuss and consider updates to the Business Anniversary Policy to incorporate other recognition for Watauga businesses

BACKGROUND/INFORMATION:

At the December meeting, the WEDC Board provided staff with guidance to draft a policy recognizing and appreciating businesses that donate food or services to City events and/or programs. Staff has updated the previously adopted Business Anniversary Policy to include Business Recognition for businesses that are involved in the community and have provided food and/or services.

The draft policy is attached for the Board's review and input. After receiving the Board's input, a resolution will be presented at the next WEDC Board meeting to formally adopt.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

Recommend the Board review the draft policy and provide input on changes.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. DRAFT Business Recognition & Anniversary Policy Jan 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

Approved - 2/5/2026

Approved - 2/5/2026

Approved - 2/6/2026

Final Approval - 2/9/2026



Business Recognition Policy

Policy purpose

The Watauga Economic Development Corporation (WEDC) and the City of Watauga appreciate the value local businesses provide to our community. To express appreciation for the many contributions our local businesses make, the WEDC Board intends to recognize them monthly on the month the business opened in Watauga. This policy outlines the criteria for recognizing local businesses in the City of Watauga that reach milestone anniversaries in 5-year increments.

The policy also provides guidance on recognizing businesses for community involvement and food and service donations to local programs and/or events.

Anniversary

Procedures

All businesses celebrating an anniversary will receive a congratulatory letter or personal note from the WEDC President or Executive Director.

The Watauga businesses have been identified by tiers based on tenure as a Watauga business.

Each business will be presented with the recognition based on the tier reached, a congratulatory letter or personal note from the WEDC President or Executive Director, a recognition post on the Shop Watauga Facebook page, mentioned in the City's Monthly Newsletter and on the City's digital media located in the City Hall Lobby.

The tiers are as follows:

Tier 1 - Five (5) Year Anniversary

Tier 2 - Ten (10) Year Anniversary

Tier 3 - Fifteen (15) Year Anniversary

Tier 4 - Twenty (20) Plus Year Anniversary

Recognition Tiers:

Tier 1 - Businesses in this tier are to be presented with a Congratulations Certificate from the President or Executive Director of the WEDC and delivered by a staff

member assigned to perform economic development duties or as designated by the City Manager.

Tier 2 – All of the recognition listed for Tier 1 plus these businesses will be presented with an award to be delivered by a staff member assigned to perform economic development duties or as designated by the City Manager.

Tier 3 – All of the recognition listed for Tiers 1 and 2 plus these businesses will be presented with a Proclamation from the City of Watauga to be presented at a City Council Meeting, a WEDC Board Meeting or at the business location.

Tier 4 – All of the recognition listed for Tiers 1-3 plus these businesses are to be presented with a wall plaque from the WEDC during a business anniversary celebration visit.

Celebration Visits

Tier 1-4 businesses will be offered the opportunity to participate in the production of a Business Spotlight video. The videos are designed to introduce the business, business owners or managers to the community and promote your operation(s). Videos must be scheduled through the WEDC Executive Director to ensure that the proper equipment and staff are reserved. The videos will be placed on the WEDC's website, Shop Watauga Facebook page and the City's YouTube Channel.

Other Recognition

The WEDC may recognize businesses for achievements on its website and in publications, as well as for involvement in local community events and programs.

Many businesses are active in the community and make donations to local programs and events. The WEDC may recognize and thank these businesses through appreciation letters, certificates, awards, business spotlight videos, or other recognition deemed appropriate by the WEDC Executive Director. The WEDC Executive Director will provide a quarterly report to the WEDC, or as needed.



AGENDA MEMORANDUM

DATE: January 28, 2026
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, City Manager
SUBJECT: Discuss a date and time to meet to update the Watauga Economic Development Strategic Plan.

BACKGROUND/INFORMATION:

Each calendar year, the Watauga Economic Development Corporation should meet to review the WEDC's Strategic Plan, which includes goals and action items for the upcoming fiscal year. The approved Strategic Plan guides budget development and action plans for the upcoming fiscal year. This agenda item is to discuss and schedule the WEDC Strategic Plan review for 2026.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

Schedule an Strategic Planning session based on Board's availability.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC-Strategic-Plan_2021-2026

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

Approved - 2/5/2026

Approved - 2/5/2026

Approved - 2/6/2026

Final Approval - 2/9/2026



WATAUGA ECONOMIC DEVELOPMENT CORPORATION

STRATEGIC PLAN

FISCAL YEARS **2021-2026**

Andrea Gardner

City Manager

**Delivered:
July 20th, 2021**

Watauga Economic Development Corporation Board



Arthur L. Miner
President



Lissa Sieja
Vice-President



Jan Hill
Secretary



Malissa Minucci
Director



Mike Alexander
Director

City Staff



Andrea Gardner
City Manager/City Secretary



Sandra Gibson
Finance



Marcia Reyna
Human Resources



Shawn Fannan
Parks and Community Services



Dianely Luis
City Administration



Geroge Hyde
City Attorney



Bradley Fraley
Information Technology

Acknowledgements

The City of Watauga would like to recognize the members of the WDC Board and the following employees for contributing to the development of the WEDC's Strategic Plan.

Board Members

Arthur L. Miner—President, Place 1

Vacant—Director, Place 2

Jan Hill—Secretary, Place 3

Malissa Minucci—Director, Place 4

Mike Alexander—Director, Place 5

Vacant—Director, Place 6

Lissa Sieja—Vice President, Place 7

Members of City Staff

Andrea Gardner—City Manager/City Secretary

Sandra Gibson—Director of Finance

Sal Torres—Interim Parks & Community Services Director

Marcia Reyna—Human Resources & Civil Service Director

Bradley Fraley—Chief Information Officer

Dianely Luis—Media Specialist

*“A goal is a dream with a deadline.”
—Ken Blanchard*

Strategic planning is a systematic and continuous process where people make decisions about intended future outcomes, how those outcomes are to be accomplished and how success is measured and evaluated. This executive summary is intended to provide an overview of the Watauga Strategic Planning process.

Executive Summary

Each calendar year, the Watauga Economic Development Corporation meets to review the WEDC’s Strategic Plan that includes goals and action items for the upcoming fiscal year. Prior to the upcoming fiscal year, the WEDC Board finalizes the WEDC’s Strategic Plan by approval through a resolution. The approved Strategic Plan guides budget development and action plans for the upcoming fiscal year.

Vision

The Watauga Economic Development Corporation is committed to building an economically vibrant community by supporting our local businesses through the development of business retention programs, completion of quality of life projects and new business attraction programs.

Mission

To advance the economic strength of the Watauga community through business support programs, public education and strategic partnerships.

Strategic Initiatives

1. Maintain sound fiscal management practices, conduct an annual review of the practices, and present the annual audit.
2. Continue monthly financial reporting.
3. Develop and implement a Business Retention & Expansion Plan.
4. Develop an incentive policy for Board recommendation to the City Council.
5. Create a food business park along Hightower Drive as a component of Capp Smith Park.
6. Develop and implement an advertising/marketing campaign.
7. Develop a Small Business Academy.
8. Seek tourism opportunities.
9. Increase Board Member participation at economic development conferences (ICSC and Retail Live) and include funding in the annual budget.
10. Create a public branding campaign that supports local business.
11. Identify and implement programs that create economic development opportunities.
12. Increase awareness and conduct public education of economic development programs.
13. Celebrate the successes of the WEDC.
14. Partner with the City to ensure the Mission of the WEDC is supported.
15. Partner with the City to improve the quality-of-life for Watauga businesses and residents.
16. Attract businesses that provide career development opportunities for Watauga residents.

“A Great Place to Live”



The Capp Smith Park Splash Pad enhances the outstanding quality of life by uniting the community in a central location. Funding for the new Splash Pad was provided by the Watauga Economic Development Corporation and the City of Watauga.



AGENDA MEMORANDUM

DATE: January 28, 2026

TO: Watauga Economic Development Corporation Directors

FROM: Lorenza Zavala, Administrative Assistant
Sandra Gibson, City Manager

SUBJECT: Discuss and provide input on conducting a Business Satisfaction Survey.

BACKGROUND/INFORMATION:

Staff recommends contracting with a third-party provider to distribute a business survey to local business owners this spring. The purpose of this item is to solicit the Board's input on potential survey questions, including feedback on how the City supports businesses, areas where the City is performing well, opportunities for improvement, and any additional topics the Board believes should be addressed.

For reference, an example of a business survey can be found at:

[Canton Business Survey](#)

FINANCIAL IMPLICATIONS:

The cost of the survey would be covered through contingency funds in the WEDC budget.

RECOMMENDATION/ACTION DESIRED:

We would like to hear the Board's input on what type of questions to ask local businesses.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

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

Approved as to form for inclusion on Agenda

Approved - 2/6/2026

Approved - 2/9/2026

Final Approval - 2/9/2026