



**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, MARCH 24, 2026
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:30 PM**

CALL TO ORDER

President Miner called the Strategic Planning Workshop meeting to order at 6:37 p.m.

ROLL CALL

Arthur L. Miner
Calvin Lewis
Jan Hill
Vacant
Stephen Welch
Brian Downey
Macy Forrester

Place 1, President
Place 2, Director
Place 3, Director
Place 4, Director
Place 5, Vice President
Place 6, Secretary
Place 7, Director

Others present include:

Sandra Gibson
Lorenza Zavala
Paul Hackleman
Andrew Neal

City Manager
Economic Development Specialist
Assistant City Manager
WEDC Liaison

City Manager Sandra Gibson started the meeting by discussing line items and categories of the Strategic Plan. These plans are looked for on City websites.

Business Retention and Expansion is WEDC bringing quality businesses to Watauga. Retail Coach will be presenting their updated report for the April Meeting. Some businesses just choose to come to a particular city without recruiting.

On the Strategic Plan, there are eighteen initiatives. Everyone agreed to combine number one and two with the initiatives from our current strategic plan. Discussed the WRAP Program and the programs we have for businesses as well as the advertising options we have in place.

Next, we go on to discuss number four on the food truck park. We are leaving that initiative since it is still in the works for design. Planning for 2027 to be open. Furthermore, we have tenants complain to the owners of the retail strips to have them update the façade and improve their retail shops. Also, discussed businesses partnering with other businesses to help with sales, offering business education seminars or

forums. Possibly quarterly forums offering coffee and pastries.

Number eight on seeking tourism opportunities was removed as we're not looking to move forward with a city DMO. There is not a funding source for this. Texas Monthly magazine was suggested as a good free source to look into for advertising. Our hopes is to further utilize Capp Smith Park. The Fod Truck Park will help with events and bringing in families.

Number nine was revised to include more training and not having more Board members at the ICSC and Retail Live conferences as those are very expensive and not productive having numerous people from the city attend these events.

Number ten is already our Shop Local campaign so we can remove this item. Numbers eleven through sixteen we will also cross off since we have completed those initiatives.

Discussed more on the vacancies and what would be great to bring in. However, due to strict leases with the neighboring businesses, there is a limit as to what can come in. Talks again about the past Farmer's Market, wishing we could host that event again.

President Miner finished off with talking about electric car charging stations. Stopping in Watauga to charge and then to shop in the area would be nice to have. There are fast chargers now but also, having them at grocery stores to shop and charge is ideal. We looked at them in the past but the cost was too high. This would be something to think about and discuss in the future.

ADJOURNMENT

President Miner closed the workshop closed at 8:15pm.

APPROVED: this 21st day of April, 2026.

SIGNED: this 21st day of April, 2026.

APPROVED:

/s/ Arthur L. Miner

Arthur L. Miner, President

ATTEST:

/S/ Brian Downey

Brian Downey, Secretary

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