



**MINUTES**  
**WATAUGA ECONOMIC DEVELOPMENT CORPORATION**  
**REGULAR MEETING**  
**TUESDAY, APRIL 21, 2026**  
**7105 WHITLEY ROAD, WATAUGA, TEXAS 76148**  
**6:30 PM**

**CALL TO ORDER**

President Miner called the meeting to order at 7:18 p.m.

**ROLL CALL**

Arthur L. Miner	Place 1, President
Calvin Lewis	Place 2, Director
Jan Hill	Place 3, Director- absent with notice
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
Timothy Hamilton	Director of Parks and Recreation
Keith Rinehart	Retail Coach Project Manager

**ANNOUNCEMENTS**

**PRESENTATIONS**

- 1. Presentation of a proclamation to Cotton Patch Cafe in recognition of their 25 year milestone anniversary.**
- 2. Presentation of a proclamation to Dollar Tree in recognition of their 25 year milestone anniversary.**
- 3. Presentation of a proclamation to Petco in recognition of their 25 year milestone anniversary.**
- 4. Presentation of a proclamation to Sports Clips in recognition of their 25 year milestone anniversary.**
- 5. Presentation of a proclamation to Prolific Butcher in recognition of their donation for the Denim and Diamonds Gift Basket.**

## **6. Presentation and update from Retail Coach.**

Keith Rinehart from Retail Coach updated the Board on the accomplishments and areas of growth over the past six months since taking over our region. He has improved communication and transparency and increased business recruitment from 38 to 134 by promoting Watauga at conferences.

He plans to focus on the redevelopment and revitalization of Watauga Road and aging centers. He encouraged viewing the community through the eyes of a retailer and considering what changes could make it more attractive.

He also highlighted the Retail Trade Area population of 199,442 compared to Watauga's population of 23,419, helping to present a stronger picture of the area. Sales tax revenue has also been steadily increasing.

He noted challenges such as lease restrictions, landlord issues, and high rents, which are beyond direct control.

## **7. Presentation on the Capp Smith Park Food Truck Park design.**

Timothy Hamilton reported on the project's progress and reiterated that the Food Truck Park is being funded by the WEDC, not by property taxes. Instead, tax revenues are being reinvested into the city.

The final master plan was highlighted, including the performance stage, food truck parking area, and a comfort station with restrooms. Timothy also discussed details related to paving, turf, concrete, seating areas, building materials, and landscaping. The next step will be a design review by the Public Works Department.

Macy Forrester asked if there is an estimated budget for the wear and tear of the artificial turf. Timothy responded that there is not one yet. She also asked whether solar features could be added to help reduce costs and whether trash receptacles designed to keep animals out could be included. Timothy said he would explore those options.

## **PUBLIC COMMENT**

No requests to speak were received.

## **PUBLIC TESTIMONY FOR ACTION ITEMS**

No requests to speak were received.

## **REPORTS FROM STAFF**

## **CONSENT AGENDA**

- 1. Consider action to approve the Minutes for the February 17, 2026 WEDC meeting.**
- 2. Consider action to approve the Minutes for the March 24, 2026 WEDC meeting.**
- 3. Consider action to approve the Monthly Financial Report for the period ending February 28, 2026.**
- 4. Consider approval of a resolution updating the Business Anniversary Policy to incorporate other**

**recognition for Watauga businesses.**

Secretary Brain Downey made a motion to approve the consent agenda as presented. The motion was seconded by Vice President Stephen Welch.

Motion Passed 4-0-0

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

Nays: None

Absent: Jan Hill

Abstain: None

**PUBLIC HEARINGS**

None at this time.

**ACTION ITEMS**

- 1. Consider approval and authorize the Executive Director to execute the professional services agreement between the Watauga Economic Development Corporation and The Retail Coach, LLC for the completion of a Comprehensive Retail Recruitment and Development Plan. This will be the seventh term of the contractual engagement with The Retail Coach, LLC.**

City Manager Sandra Gibson explained that an initial six-month contract with Retail Coach was established to address existing issues. She noted that Keith has done an excellent job and that the team has developed into a strong Economic Development Team.

Sandra recommended approving an additional six-month contract, which would extend the agreement through the end of 2026.

Vice President Stephen Welch made a motion to approve the item. The motion was seconded by Director Calvin Lewis.

Motion Passed 4-0-0

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

Nays: None

Absent: Jan Hill

Abstain: None

- 2. Consider updates to the WEDC Strategic Plan as discussed at the Strategic Planning Workshop on March 24, 2026.**

City Manager Sandra Gibson provided updates from the meeting on the twenty-fourth. The Strategic Plan now includes more focused priority areas and related initiatives. This improved structure enhances clarity, streamlines reporting, and increases accountability.

This is the first update since 2021, and no comments or changes were made.

Secretary Brain Downey made a motion to approve the item as presented. The motion was seconded by Director Calvin Lewis.

Motion Passed 4-0-0

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

Nays: None

Absent: Jan Hill

Abstain: None

### EXECUTIVE SESSION

There was no executive session.

### ITEMS FOR FUTURE AGENDAS

Macy Forrester asked what parameters are we looking to renew their contract when it ends in December 2026.

### ADJOURNMENT

President Miner adjourned the meeting at 9:01 p.m.

APPROVED: this 19 day of May, 2026.

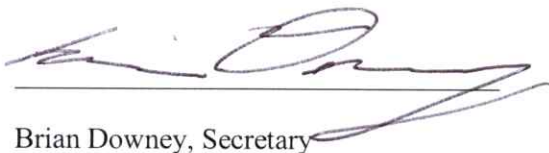
SIGNED: this 19 day of May, 2026.

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