

**ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING MINUTES
JULY 9, 2015**

Present were President Terry J. Henley, Vice President Bob Graf, Secretary Clyde Little and Directors Harry Hamilton, David Lantz, Kurt Kopczynski, and Margaret Sandlin. Also present was Mayor Charles D. Jessup IV.

1. Call to Order:

President Terry Henley called the meeting to order at 7:00 p.m.

2. Minutes for Approval:

Director Lantz moved to **approve** the minutes of May 14, 2015 with the following change: under item 4b, correct the spelling of Director Lantz's name in his comments regarding Facebook and, in the same sentence, change the word "edited" to "moderated". Director Hamilton seconded the motion, which passed by a unanimous vote.

3. Committee Reports & Plans:

a. Retail Property Update - Bob Graf

Vice President Graf suggested that this item be re-titled "Commercial Property Update" in future meetings. Over the past two months Vice President Graf represented Meadows Place at several meetings, as follows:

- 1) Two Ft. Bend County EDC meetings
- 2) The TEDC meeting in Galveston
- 3) Houston Regional EDC

The TEDC meeting reviewed the Texas legislative activities, noting that the Enterprise Fund was slightly reduced but still retained a healthy 90 million dollars. The approval deadline on decision-making was reduced to 30 days to insure its competitiveness.

The regional EDC meetings reviewed the regional economy as being slightly weaker but still strong.

There has been no movement on the city's undeveloped commercial property and the vacant developed properties on West Airport and on Kirkwood. Discussion centered on the 11 acres at West Airport and Kirkwood, with comments that now is the time to ramp up efforts to get the

landowner to move on developing this acreage, with the completion of the West Airport project fast approaching.

b. EDC Website Update - David Lantz

Director Lantz commented that the Gateway logo looks good and that work still needs to be done on the interactive map. Also, some fresh pictures are needed to include our more attractive business establishments, and the text on the landing page needs re-writing to combine the three paragraphs. Director Lantz volunteered to do the latter. Mayor Jessup commented that all of this should be done following a meeting with Chris Hill. President Henley will schedule this meeting.

c. City Web Video - Harry Hamilton

Director Hamilton reported that the City Web Video project is still focused on the Mayor's narrative and suggested there be a short meeting with Mayor Jessup to review his thoughts on the narrative. Mayor Jessup commented that he did have notes on several scenes.

Director Hamilton stated that he has met with a consultant, Mr. Phil Lindauer with the company Icap Leverage that specializes in presentations such as this. Schlumberger is one of his clients. He reviewed our web video and critiqued it. Mr. Landauer has the resources to set up a studio with a teleprompter to train a person (the narrator in this case) to speak, using a teleprompter. A video outline was shown to demonstrate this.

Director Hamilton said that, during this meeting. They agreed that the video needs to be customized, with a focus on process and with news items added. Director Little observed that the videos need to be focused to gain the interest of an audience outside the City, as our citizens – after seeing it a few times – will not be the primary audience. Perhaps this could reduce the number of periodic updates.

Mayor Jessup commented that he wants to add clips of our Police Chief, EMS personnel, etc. with pertinent messages.

Director Hamilton stated that we must proceed with the commercial video and that he can take the videos without professional help. This video will go with the landing page and the interactive map.

Alderman John Isbell, who attended this meeting, offered his services in producing the commercial video, free of charge. He then gave an example of what could happen if you don't have a plan: a 5-minute video costing \$50,000.

Director Graf commented again that we needed to get Chris Hill involved. Director Little commented that this has been discussed many times and no action has been taken. He suggested that we act on this by inviting him to a meeting to discuss what he can do, and, what he is doing.

d. Residential Liaison - Margaret Sandlin

Director Sandlin reported on a meeting with T. W. Ross, a representative of Sotheby International. In attendance was EDC members Kurt Kopczynski, Clyde Little and Margaret Sandlin, Mayor Charles Jessup and Councilman John Isbell. The purpose of the meeting was to review the current status of the real estate market in the City and to get an opinion on how to improve marketing techniques. Mr. Ross, reading from a prepared summary of his review of our City, concluded that the market was strong and getting better, based on 2014-2015 statistics. Properties were selling fast, with property values increasing to a record \$110/sq.ft. and with cash sales and multiple bids.

Director Sandlin speculated that “word was getting out” and wondered if her recent program of direct contact with various agents could have resulted in some of this movement. Mayor Jessup commented that such actions as this must continue in order to let people know “who we are”.

Kurt Kopczynski commented that his latest dealings with Meadows Place listings reflected much the same except for the few poorly maintained properties.

The City’s major weakness is a failure of the agents to get the properties properly listed and identified as being in the City of Meadows Place and zoned to Dulles High School and Meadows Elementary School. Both the Houston Chronicle and realty agents routinely associate the City with less attractive contiguous neighborhoods.

e. Jogging Trail – Clyde Little

A decision has been made to develop this crushed granite trail in stages, with the first segment being from Dorrance Lane to Montecito. Mayor Jessup has a tentative agreement with Ft. Bend County to dedicate the land for this land along the County R.O.W. pending finalizing the proper documentation. The theory here is to use this segment as a model in order to gauge the desire of the citizens to extend it further within the city limits.

4. Mayor’s Comments:

a. Dorrance Lane Reconstruction Update

Mayor Jessup, after advertising for bids on this project, received only one bid for \$111,000 and this bid was later withdrawn. The Mayor reported he then visited with Commissioner Pressley who directed him to Mark Grant, Ft. Bend County Road and Bridge, who agreed to overlay this section of Dorrance Lane with 630 tons of asphalt, 2 ½ inches thick, in one day – depending on the weather – for a cost of \$45,000. This does not include labor, which will be paid by the county. Some prep work will be necessary by the City using a contractor. TDA will have an alternate access on that day. Proper signage will direct traffic for Discount Tire. Dorrance Lane presently averages 600-700 vehicles a day compared to the normal 400-500 vehicles.

b. Emergency Management Services for Meadows Place

Mayor Jessup stated that the EMS-Fire Facility is 85-90% completed and ready to accommodate a 24-hour staff. EMS has been provided with a new Medical Intensive Care Unit. The Mayor

distributed a list of training classes this year for the Police Dept. that shows 36 meetings covering 173 days, noting that this illustrates the need for a new PD training center, to be built at the water well site on West Airport. Preparation for building on this site could begin as early as September when TxDot removes their trailer. The building should house the Police Training Center and the Emergency Operating Center. Sketches for the EOC are forthcoming next month.

Director Sandlin questioned the size of the building and space available. The Mayor said the lot should be adequate for the building and parking.

Director Little mentioned that the structure should be attractive, befitting its location.

Cost for construction cannot be estimated at this time; however, \$350,000 has been sanctioned but not certified by EDC.

c. Community Development Program

Mayor Jessup opened with the announcement of a special Council meeting on Wednesday, July 15 to discuss this program's process and possible committee appointments. The presence of a quorum of EDC members is expected. Director Hamilton recommended that the experience background of the nominees be discussed. The Mayor said any suggestions from EDC members would be appreciated.

President Henley mentioned that the upcoming budget process would reflect the amount of dollars to be committed to this project.

d. Commercial Development Questions/Comments

Mayor Jessup reviewed his list of approximately 20 goals, both present and future, for the City. Included was utility billing software, uniform platform for technology, long term street repair (including water lines) at an estimated cost of 87 million dollars, short term street repair at an estimated cost of \$95,000/yr., replace computers, software, cameras, generator for waste water plant, community events, Kirkwood project, granite trail, LED lighting, sidewalk repair, street light change, irrigation for sound barriers, an amphitheater for the park, and online billing.

One very important goal is to have 90% of our retail space listed by the end of next year. Directors Hamilton and Kopczynski commented that we need photos and video for these properties for the EDC website. Directors Lantz and Hamilton volunteered to do the pictures for a brochure. Director Kopczynski will talk with Attractive Listing to help accomplish this goal. The marketing budget will be used for this project.

5. President's Comments:

- a. Face Book Agreement and Guidelines: Deferred to Item 6.
- b. Dorrance Lane Reconstruction Project Update: Refer to Item 4.a.
- c. Budget Discussion

Copies of the preliminary financial summary were distributed. President Henley commented that it reflects a positive position on the revenue side, with \$245,000 budgeted and year-to-date actual of \$244,741 - - with two months to go. EDC has around one million dollars in its account.

d. Kirkwood Road Reconstruction Project Study

This study is scheduled to be completed Sept. 18th, at the earliest. Chris Hill will prepare the public relations segment. The PR may be started in late September. The study group will meet with HGAC upon completion and Alderman Rick Staigle will be involved. As of now, the City does not have to pay for any part of this study.

6. New Business:

a. Discussion and Review of Chris Hill's Activities to Date

At the request of President Henley, Chris Hill prepared a discussion of past and future tasks performed by Imagination Monkey. These included discovery, raise property values, realtor branding and events assistance. Also completed was an EDC logo and letterhead and EDC-specific business cards. President Henley is ordering cards for each member. Thirty-six handcrafted display ads will be created for the Sterling McCall video sign. Copies of a draft of Facebook User Agreements from several cities were given the members to consider and make suggestions or comments directly to Vice President Graf for a discussion of the protocol needed to launch the Facebook page. Questions for the Survey Monkey have been developed for approval/changes. A copy of these was distributed. Mayor Jessup commented that more people needed to sign up for the survey. Director Lantz suggested that question #6 be changed to read "with 1 (one) being the most important". Under this, "the lake" should read "park and lake area". "Building public relations needs to have a higher ranking" was mentioned several times.

b. Discussion and Possible action on EMS / MPPD TTC Funding

Mayor Jessup will provide some costs for EDC to consider in the budget discussions.

c. Discussion and Possible action on MP Facebook Guidelines

Director Lantz was pleased with Chris Hill's report on Facebook guidelines, the suggestions for the terms of service was excellent, probably an overkill but good. Vice President Graf noted they were similar to Lubbock. Director Lantz commented that Mr. Hill's schedule of tasks to be completed was good information. Director Lantz has some simple suggestions for the administration of the Facebook page. He suggests Chris Hill, Mayor Jessup and two volunteers from EDC and the City itself. The administrators will post, moderate comments, remove some, edit some if necessary and block a visitor if necessary. Suggestions were given for items to post, which included MPPD update. Here, the Mayor commented that this be dropped, as MPPD will probably want their own site. Director Hamilton suggested a drop box for photos. The importance of the appearance of transparency was stressed. The day-to-day operation of the page will be simple and not very time consuming.

Director Little commented that, considering the experience of David Lantz and Chris Hill, and the positive responses of the EDC members, there is little – if anything – to be added before they

go to Council. Mayor Jessup stated that both Hill's and Lantz's recommendations will be presented to Council for discussion and approval.

d. New Idea Roundtable Discussions

Mayor Jessup suggested this item be placed first on the agenda. Director Lantz and V.P. Graf recommended that with the completion of W. Airport, EDC should consider a landscaping budget for the City.

- Consider low maintenance plants – crepe myrtles, knockout roses, ground covers
- Should be discussed with the budget planning in September.
- Mayor Jessup will ask Danny to contact Texas Lawn Works to discuss working up a plan, with estimated costs.
- Director Sandlin said that we should first dress up what we now have.
- City is planning to dress up Dairy Ashford and Dorrance entrances with new roses, painting the tank and adding the logo.
- Perhaps a solar light to brighten it up.

Director Hamilton said that Brighton Street between Dairy Ashford and Mulholland is in disrepair and suggests an asphalt overlay as planned for Dorrance. Also, maybe we should consider a program of one-day overlays for parts of our street system. Mayor Jessup agreed and could see this happening in the future.

7. Adjournment:

Director Hamilton moved to adjourn the meeting at 10:15 p.m. Vice President Graf seconded the motion, which passed unanimously.

These minutes were approved by the EDC on Thursday, September 10, 2015.

ATTEST:


Clyde Little, Secretary


Bob Graf, Vice President

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