

MINUTES OF SPECIAL JOINT MEETING  
FEBRUARY 2, 2012  
CITY COUNCIL OF THE CITY OF MEADOWS PLACE  
ECONOMIC DEVELOPMENT COUNCIL OF CITY OF MEADOWS PLACE

The special joint meeting of the Meadows Place City Council and the Meadows Place Economic Development Council was called to order at 7:01 by Mayor Charles Jessup and Mayor Pro Tem Terry Henley, Meadows Place City Hall, One Troyan Drive, Meadows Place, Texas, with notice of said meeting giving the time, place, date and subject thereof having been posted as prescribed by Section 551.041, TCG with the following members present and in attendance:

Mayor: Charles Jessup

Alderman and  
EDC Chairman: Terry Henley

Alderman: Heidi Case  
Shirley Isbell  
John Whiteman  
David Wilkens

EDC Members: Bob Graf  
Harry Hamilton  
Clyde Little  
Travis Tanner

thus constituting a quorum.

Mayor Jessup said that it was important to “brand” the City. We will advertise (for the second half of our contract) in the Fort Bend Chamber’s New Comer’s guide. The ad will be ½ page instead of 1/3 page and will appear in the March guide. This is the 40<sup>th</sup> Anniversary of the Chamber. The half page ad will cost \$1,795 as opposed to \$1,175 for a 1/3 page ad, an increase in cost of less than 15%. Mayor Jessup said he would like to purchase four two-sided signs at a cost of \$13,995. A one-sided sign would run \$10,000. At the next meeting members will be made aware of the new sign scheduled to be placed on the west side of the Kirkwood Annex announcing a name change for the building to the Police Tactical Training Center. Mr. Hamilton asked about the possibility of the EDC paying for the striping of the Police Van. This is not a priority and would run the marketing budget up too high.

Aaron Farmer then gave a presentation by the Retail Coach regarding Phase One of our Retail Retention Recruitment & Development Strategy. This marks the conclusion of the retail developer phase of their contract. The retail population in our trade area is 93,000. The average household income is \$57,000 and the average age is 23.9 years. The population is mainly urban achievers.

There are 52 different retail categories. Meadows Place has a surplus of drug stores and car dealers. Twenty area developers will be contacted to gauge their interest in locating in the City. The Retail Coach suggested fifteen as being Carl’s Jr., Dunkin Donuts/Baskin Robins, Panda Express, ALDI, HEB, Einstein Brothers Bakery, Costco, Good Company, a Pappas Restaurant, Starbucks, Long John Silvers, Bullritos, Firehouse Subs, Mooyah Burgers & Fries and Five Guys. Additional suggestions were Specs, McDonalds, an Italian Restaurant, Charming Charlie and Katz’s Delicatessen.

Mr. Farmer will prepare an updated list of contacts. He will meet face to face with many of the contacts at an upcoming convention in Las Vegas. This is a one to two month process. He said a Yes or a Maybe equals a success.

There being no further business to discuss, Councilmember Case made a motion to adjourn the meeting. This motion was seconded by Councilmember Wilkens and with unanimous approval, the meeting was adjourned at 8:50 p.m.

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Elaine Herff, City Secretary