

City of Rowlett

Economic Development Advisory Board

Thursday, September 10, 2009

8:30 A.M.

City Hall Conference Room, 4000 Main Street Rowlett, TX 75088

Meeting Minutes

I. Call to order

Mayor John Harper called to order the **Rowlett Economic Development Advisory Board** at **8:32 A.M. on September 10, 2009** at the **City Hall Conference Room, 4000 Main Street, Rowlett, Texas**. In attendance: Mayor John Harper, Drew Howard, Dr. James Fowler, Larry Glick, Robin Tomberlin, Mark Garcia, Ben White and Diane Lemmons.

II. Welcome and Introduction. Item 2 on Agenda

Mayor Harper welcomed Mark Garcia to the board as a Chamber appointee. Mark Garcia is also a member of the Golf Advisory Board. Mr. Garcia is Chair Elect for the Rowlett Chamber of Commerce. We are very pleased to have Mr. Garcia as a member of the EDAB.

III. Consider approval of minutes from June 4, 2009 meeting. Item 3. on Agenda

There were no changes to the minutes. Motion to approve made by Dr. Fowler and second by Drew Howard with all in favor. Motion carried.

IV. Nominate and vote on Chair of Advisory Board position. Item 4 on Agenda

Mayor Harper nominated Robin Tomberlin for Chair of the Economic Development Advisory Board. Drew Howard made a motion to approve Robin Tomberlin as Chair and motion second by Dr. James Fowler with all in favor. Motion carried. Mayor Harper will remain Vice-Chair.

V. GISD Update. Item 4 on Agenda

Mr. Larry Glick gave the update for the GISD. GISD became a Recognized School District for the first time since 2002. It is quite an honor. GISD is the second largest school district in Dallas County and it is very difficult for large school districts to obtain a Recognized designation. GISD is 70th largest in the U.S. Mayor Harper spoke of the importance and the value of our School District's accomplishments. We will be using this information in our Economic Development marketing materials. GISD tax rate stayed exactly the same. The budget was approved for a tax rate of 1.2533.

VI. City Update. Item 5 on Agenda

Mayor Harper gave the City update. City Council will vote on September 15 to adopt the budget for fiscal year 2010. Mayor Harper exclaimed that he feels very confident with our operating budget and capital budget. Mayor Harper gave a general update on the budget numbers going forward for the next two years. Mayor Harper gave an update on the progress of the turnpike. There will be a meeting with NTTA on October 8th and Mayor Harper has requested three items. He requested pictures of the progress currently, an update of what we can expect next year and have Lynda Humble, City Manager to give an update on how we

will handle the traffic issues during construction. Mayor Harper gave an update on the DART development. He spoke of the issues with Dexham Estates home owners (about 4) that are upset with some of the trees being cleared to make way for the dual tracks. The owners complain that this will increase noise at their residence and the ability to view the industrial park is not desired. DART representatives are doing a 3rd sound check at the location. If the results come back in favor of the owners a retaining wall or some other sound barrier will be built to accommodate the residents. If not, the project will continue as planned. There was concern that this will slow down the development of the light rail and the timing. Mayor Harper stated that DART has a willingness to work with the citizens in that subdivision.

VII. Chamber Update. Item 6 on Agenda

Dr. James Fowler gave the Chamber update. The Chamber has created a In-Touch tool to streamline events and sign up for events. These are email blasts that are sent out to keep in constant contact with the Chamber members. October 27th will be the annual Taste and Trade held at the High School. Make a Connection is held every Thursday at Jason's Deli from 8:00 AM – 9: AM for anyone who would like to attend. You do not have to be a Chamber member. Mark Garcia gave the update on the search for the new President for the Chamber. The search is in the final stages and is between two candidates. The Chamber now only uses Rowlett businesses to cater the monthly luncheon and the venue has moved to the Community Centre.

VIII. Director's Update. Item 7 on Agenda

Ben White gave the update. New businesses and employees from June 2009 thru August 2009 included 17 new businesses and 88 new employees. Included in these numbers are Big Lots and Sprague Environmental. Sprague Environmental is a company that relocated from Richardson. The owner is a long time resident of Rowlett. Along with the business they brought to Rowlett a new non-profit organization for Community Outreach. They help families in need with everything from clothes to food and anything else they can. Economic Development staff exhibited at the North Texas Commercial Association of Realtors (NTCAR) in August. Staff ran out of 100 folders containing demographic information, maps and transportation updates. In addition to the development packets staff also ran out of propaganda marketing Rowlett. Upon return from the show Diane Lemmons mailed out additional development packets to attendees that requested information. Rowlett received a Merit Recognition Award from the Texas Economic Development Council for Outstanding Community Economic Development called a CEDA. The program submitted to TEDC for the award was the city's Stimulus Program. To qualify for the award you have to demonstrate a program you created that a city of similar or smaller size can emulate with little to no cost to their budget. Mr. White attended the Texas One meeting in Austin. Texas One is the economic development group associated with the governor's office. The governor was present at the event. Aldi distribution center will open September 18. The distribution center had to be completed and open before the 25 stores in the Metroplex could be completed. Mr. White and the City Manager's office have been working together with staff to enhance the local stimulus program. The program will be funded with \$24,000.00. This program will increase the sales receipts in Rowlett. Mr. White gave a general update on the Economic Development budget and the changes made to reduce cost in the department. There will be more electronic advertisement and less print ads.

IX. Rowlett Allies (Golf Event) Update. Item 8 on Agenda

Ben White gave the update. The sub-committee for the golf event has put a lot of work into this event. The committee consisted of Economic Development staff, Drew Howard, Todd Gottel, Larry Glick and Greg Sims. In the EDAB packet was an agenda and timeline for Allies day. The event will be held September 24th at Waterview Golf Course. The response for the event has been very positive. Principles, Presidents, and Vice Presidents from the development community will be in attendance. We will have signs made depicting the 18 reasons to do business in Rowlett and one will be placed at each hole. Mayor Harper will submit his article to the Dallas Morning News for the September 24th edition and the topic will be Rowlett Allies Day.

X. Economic Development Advisory Board Forums Discussion. Item 10 on Agenda

Ben White gave the update. The first topic for a Forum will be the economy. It is hoped that we can get a key note speaker from the Dallas Fed. This event will be late January 2010 or February 2010. The summertime Forum will be on transportation. We will have a speaker from DART and PGBT at this event. The targeted audience is the development community. Invitations will be sent via email blast.

XI. Mentoring Discussion. Item 11 on Agenda

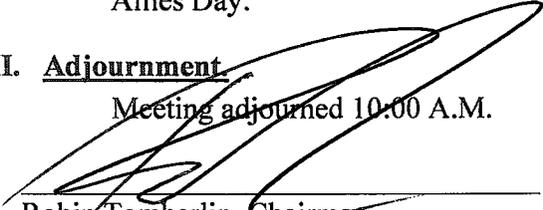
The mentoring program is a partnership with the Rowlett Chamber. This program will afford small business owners the opportunity to seek advice or assistance from a retired executive here in Rowlett.

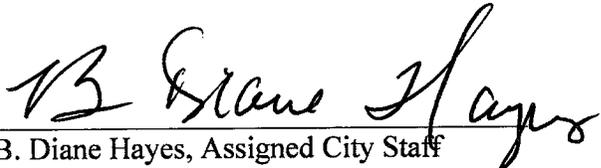
XII. Members of the board may request topics for future agenda meetings. No member of the board or commission may discuss any of the requested subjects until such matter has been properly placed on a posted agenda. Item 12 on Agenda

The next meeting will be held November 19th. Follow up discussion on Rowlett Allies Day.

XIII. Adjournment

Meeting adjourned 10:00 A.M.


Robin Tomberlin, Chairman


B. Diane Hayes, Assigned City Staff

11-19-09
Date Approved: