

APPROVED

**City of Rowlett**  
**Economic Development Advisory Board**

Wednesday, November 14, 2012

9:00 A.M.

*Development Services Building Conference Room 3901 Main Street, Rowlett, Texas 75088*

**Meeting Minutes**

**1. CALL TO ORDER**

*Greg Mitchell called to order the Rowlett Economic Development Advisory board at 9:05 am on November 14, 2012 at the Development Services Building Conference Room at 3901 Main Street, Rowlett, Texas. In attendance: Tammy Dana-Bashian, Greg Mitchell, Diane Lemmons, Kevin Lawson, Drew Howard, Larry Glick and Jim Grabenhorst.*

**2. CONSIDER APPROVING THE MINUTES FROM THE JUNE 27, 2012 MEETING:**

*A motion was made by Drew Howard and seconded by Tammy Dana-Bashian to approve the minutes from the June 27, 2012 meeting with one correction to add that Larry Glick was in attendance. Motion carried.*

**3. ADMINISTER THE OATH OF OFFICE AND THE STATEMENT OF ELECTED/APPOINTED OFFICER TO THE NEWLY APPOINTED MEMBERS:**

*Stacey Chadwick, Interim City Secretary administered the Oath of Office to newly appointed member Kevin Lawson. All other members present welcomed Kevin to the Board.*

**4. RECEIVE CITY UPDATE**

*Jim Grabenhorst provided the City update. He discussed the Holiday Parade put on by the Noon Exchange Club on Saturday, November 17<sup>th</sup> and the DART Main Street Fest event on Saturday, December 1<sup>st</sup>. Jim then provided the second part of the Board Orientation via power point presentation.*

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5. RECEIVE CHAMBER UPDATE

*Greg Mitchell, Chamber Board Chair, announced several upcoming Chamber events, including their annual Stampede on Dec. 7<sup>th</sup> at the Hella Temple and the State of the Community Luncheon on Jan. 23, 2013 which will include speakers from the City, GISD, County and DART. In addition Greg provided a recap of recent events of the Chamber including the Chamber Golf Tournament and their Taste & Trade event at Rowlett High School.*

6. RECEIVE DIRECTOR'S UPDATE

*Jim Grabenhorst provided the Board with an update on the Economic Development activities for the second half of the current fiscal year (April 2012-Sept. 2012). He discussed recent changes to the City's website regarding the Available Property section. The City is now using CoStar Group to power our available real estate search tool and will provide a more detailed presentation to the Board at an upcoming meeting. Jim provided a draft of the new monthly tracking report for the department known as "Rowlett By the numbers" and indicated that the department will send this out to the board monthly. Jim discussed the department Work Plan for the current FY and talked about the Marketing/Branding Initiative and that the City has engaged the marketing firm of Aars|Wells to develop this initiative. Jim also discussed the Business Retention & Expansion(BRE) program and indicated that this Board will assist with coordinating quarterly Roundtable events beginning in the first quarter of 2013. Jim then provided a general update on the RR2020 process and the final adoption of Form Based Codes and rezoning of the four key areas on November 6<sup>th</sup> City Council meeting. Additional discussion occurred regarding the four opportunity areas (Downtown, Signature Gateway, Woodside Living and Healthy Living) as well as discussion about the three Municipal Management Districts (MMD's) and the Tax Increment Reinvestment Zone (TIRZ) as tools for economic development activities.*

7. RECEIVE GISD UPDATE

*Larry Glick, GISD representative, informed the Board about the current Superintendent search and the recent first phase where community leaders were engaged to discuss characteristics for the superintendent search. Larry advised that Phase II will involve community input and is scheduled for Dec. 10<sup>th</sup>. He advised that Gary Reeves will*

*rezoning of the four key opportunity areas and adoption of Form Based Codes within those areas.*

**8. PUBLIC ANNOUNCEMENT**

*Diane Lemmons reminded all about the July 19<sup>th</sup> Chamber Texas Holdem event at Bowl-a-Rama and Doug Phillips encourage all to attend the upcoming Fireworks on Main to celebrate Independence Day. Jim Grabenhorst indicated that the next Economic Development Advisory Board meeting would be schedule for sometime in September.*

**9. TOPICS FOR FUTURE AGENDA MEETINGS**

*Continue the discussion and planning for the Fall Forum.*

**10. ADJOURNMENT:**

*The meeting adjourned at 10:55 A.M.*



Doug Phillips, Chairman

*11.14.12*



Jim Grabenhorst, Assigned City Staff

Date Approved