

City of Rowlett
Economic Development Advisory Board

Tuesday, August 18, 2015

9:30 A.M.

Rowlett Chamber Building 4418 Main Street, Rowlett, Texas 75088

Meeting Minutes

1. CALL TO ORDER

Chairman Kevin Lawson called the Rowlett Economic Development Advisory Board meeting to order at 9:51 am on August 18, 2015 in the Rowlett Chamber Building at 4418 Main Street, Rowlett, Texas. In attendance: Drew Howard, Diane Lemmons, Barry Young, Bobby Montgomery, Brian Funderburk, Jim Grabenhorst, Nathan Weber, and Lola Isom.

2. CONSIDER APPROVING THE MINUTES FROM THE JUNE 10, 2015 MEETING:

A motion was made by Member Drew Howard and seconded by Member Bobby Montgomery to approve the minutes from the June 10, 2015 meeting. Motion carried.

3. DISCUSSION & RECOMMENDATION TO CITY COUNCIL ON THE CITY'S CURRENT INCENTIVE POLICY.

Director of Economic Development, Jim Grabenhorst, provided a presentation on the current Economic Development (ED) Incentive Policy. He stated that City Council recently earmarked a one-time allocation of approximately \$670,000 to be used as one of the tools for the ED incentives. He stated that the EDAB needs to establish the criteria that projects will need to meet in order to be eligible for use of the above incentive dollars. Mr. Grabenhorst provided some examples of criteria such as job creation, specific uses, the attraction of specific development types, and reiterated the case-by-case review necessary for the use of incentives.

There was discussion amongst the Board regarding weighted criteria, the current incentive requirements, other incentive tools being used, strategies of other cities, new investments, individual/case-by-case incentive review and the resulting flexibility, return on investments, tax abatement general guidelines, utilizing Realize Rowlett 2020 as part of the strategic guidance, geographic location, and industry type.

The Board established the following criteria for projects to be eligible for new incentive allocation:

- 1. Is the project within a targeted area outlined in RR2020?*
- 2. Is the project a destination/restaurant?*
- 3. Does the project create jobs or enhance property value?*

There was additional discussion amongst the Board regarding zoning, meeting the criteria holistically, using other incentive tools when developers do not meet the criteria for the cash incentive, and staff integrating the criteria into a policy format prior to the next scheduled EDAB meeting.

4. DISCUSSION & RECOMMENDATION TO CITY COUNCIL ON THE ROLE OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD.

Nathan Weber, Economic Development Specialist, provided information regarding the ED board make-up for neighboring cities such as Sachse, Garland, Plano, Wylie, Heath, Mesquite, and Murphy.

Mr. Grabenhorst stated that he views the EDAB as a strategic partnership between the ED Department and the Rowlett Chamber of Commerce. He also stated that he is comfortable, from a staff's perspective, with the size and make-up of the Rowlett EDAB.

There was discussion amongst the Board regarding extending an offer to add a representative to the EDAB from Rockwall ISD, the size of the Board, and the idea of adding a member with real estate background to the Board.

Mr. Grabenhorst asked the EDAB to revisit their mission statement. The Board discussed the statement and agreed that no changes needed to be made at this time.

Mr. Grabenhorst announced that the ED Department will be a sponsor for the North Texas Commercial Association of Realtors (NATCAR) event on Wednesday, September 2, 2015 from 4:00 p.m. to 8:00 p.m. He invited the members to attend.

5. RECEIVE CHAMBER UPDATE

Member Diane Lemmons, Chamber President, gave the Chamber update to the Board.

She announced the following upcoming events:

- *September 4, 2015 – Legislative Breakfast from 7:00 a.m. – 9:00 a.m.*
- *Upcoming event to be scheduled to pay tribute to 9/11*
- *September 24, 2015 – 25th Annual Golf Tournament*
- *October 22, 2015 – Taste and Trade*
- *December 5, 2015 – Sunset Santa 5K*
- *Currently arranging a presentation from a speaker from the medical industry*

Member Diane Lemmons expressed gratitude to the City of Rowlett for their assistance in relocating the Chamber building. She stated that they are planning for a grand re-opening in the near future.

Chairman Kevin Lawson stated that he would be hosting Friday Night Live on August 21, 2015 from 5:00 p.m. to 7:00 p.m. and invited the EDAB to attend.

6. RECEIVE GISD UPDATE

Member Diane Lemmons announced that projects from the recently passed GISD bond election are currently being bid out.

7. PUBLIC ANNOUNCEMENT

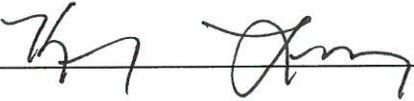
City Manager Brian Funderburk made an announcement regarding an upcoming Lunch and Learn with DART.

8. TOPICS FOR FUTURE AGENDA MEETINGS

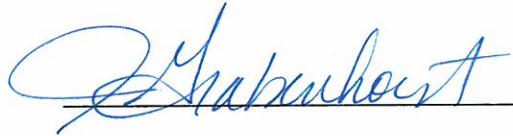
Mr. Grabenhorst stated that future meetings would be held the third Tuesday of each month, if needed, at the same time and location.

9. ADJOURNMENT:

Member Drew Howard made a motion to adjourn. Member Bobby Montgomery seconded the motion. The meeting was adjourned by Chairman Kevin Lawson at 11:42 A.M.

A handwritten signature in black ink, appearing to read "Kevin Lawson", written over a horizontal line.

Kevin Lawson, Chairman

A handwritten signature in blue ink, appearing to read "Jim Grabenhorst", written over a horizontal line.

Jim Grabenhorst, Assigned City Staff

A handwritten date "10-20-15" written in black ink over a horizontal line.

Date Approved