

City of Rowlett
Economic Development Advisory Board

Tuesday, December 15, 2015

9:30 A.M.

Rowlett Chamber Building 4418 Main Street, Rowlett, Texas 75088

Meeting Minutes

1. CALL TO ORDER

Chairman Drew Howard called the Rowlett Economic Development Advisory Board meeting to order at 9:30 A.M. on December 15, 2015 in the Rowlett Chamber Building at 4418 Main Street, Rowlett, Texas. In attendance: Drew Howard, Rick Sheffield, Elaine Ritchie, Tammy Dana-Bashian, Barry Young, Bobby Montgomery, Larry Glick, Brian Funderburk, Jim Grabenhorst, Nathan Weber, Lola Isom, Jason Claunch of Catalyst Commercial, and Brad Moulton of La Terra Studio.

2. CONSIDER APPROVING THE MINUTES FROM THE OCTOBER 20, 2015 AND NOVEMBER 17, 2015 MEETINGS

Barry Young motioned to approve the minutes from the October 20, 2015 and November 17, 2015 meetings. Tammy Dana-Bashian seconded the motion. The vote passed unanimously.

Item number 4 was unanimously decided to be addressed before item number 3

4. DISCUSSION WITH JASON CLAUNCH OF CATALYST COMMERCIAL ON TARGETED MARKETING CAMPAIGN.

Jim Grabenhorst introduced Jason Claunch, President of Catalyst Commercial, and his intent for targeting specific development and specialty restaurants.

Jason Claunch provided a presentation on retail merchandising, proposed a pitchbook aimed at the targeted restaurant industry, and set a goal to position Rowlett to take advantage of the current momentum and activity in Rowlett and specifically Downtown.

The Board had a discussion regarding redevelopment.

Jason Claunch presented a list of his past projects and summarized his experience and ability to help build a successful marketing strategy.

The Board discussed the potential of Downtown and workforce housing.

Jason Claunch detailed his familiarity with Rowlett and Realize Rowlett 2020, as well as the market surrounding Rowlett. At the conclusion of the presentation, the Board was in support of utilizing Catalyst Commercial to support the Economic Development staff.

3. UPDATE WITH LA TERRA ON DOWNTOWN ENTRANCE MONUMENT PROJECT

Brad Moulton with La Terra presented an update on the Downtown Entrance Monument Project and the status of the meetings with TxDOT.

The Board discussed whether this project had approvals from Oncor.

Brad Moulton presented a concept plan for the gateway to Downtown, State Highway 66 landscape enhancements, and available grants.

The Board discussed transmission lines, possible competition for grant money, landscaping expenses, and getting the proposal before City Council.

Brad Moulton stated that La Terra is awaiting a definitive answer from TxDOT regarding design guidelines as it relates to enhancements to the traffic signal base and poles. He stated that it has been reviewed within the Dallas district office and has been forwarded to Austin for a final determination.

5. DISCUSSION ON JOINT WORK SESSION WITH CITY COUNCIL

Chairman Drew Howard provided an update to the Economic Development Advisory Board regarding a joint work session meeting with City Council that was held on November 17, 2015. He tasked the EDAB with reviewing the mission of the Board and discussed the City Council's desire for the Board to be in attendance at events.

Tammy Dana-Bashian announced that the City Council will be reviewing and making changes to the Boards and Commissions handbook.

There was discussion regarding communication between the EDAB and City Council.

6. DISCUSS BOARD STRATEGY FOR 2016

Rick Sheffield asked that the EDAB provide updates to City Council on a quarterly basis.

The Board discussed the idea of sending the minutes directly to City Council after they have been approved.

7. DISCUSSION ON PROPOSAL BY AVALANCHE CONSULTING FOR NORTH SHORE TARGET INDUSTRY & BUSINESS RECRUITMENT STRATEGY

Jim Grabenhorst provided background on the Ricker|Cunningham strategy that was started but not completed, as well as Avalanche Consulting's scope of services to complete the target industry study and business recruitment strategy for the North Shore.

The Board discussed the proposed scope of services as part of Avalanche's submittal.

Larry Glick stated that he would like Avalanche to research the benefit of the eastern extension of Merritt Road, service roads in the North Shore area, the extension of President George Bush Turnpike to Sunnyvale and Mesquite, and how to get landowner buy-in.

The Board discussed North Shore zoning and the need to differentiate North Shore to the targeted industries once those are decided. At the conclusion of the discussion the Board was in support of utilizing Avalanche Consulting to complete the Target Industry study and business recruitment strategy for the North Shore.

8. PUBLIC ANNOUNCEMENT. MEMBERS OF THE BOARD AND/OR STAFF MAY MAKE ANNOUNCEMENTS OF LOCAL CIVIC EVENTS. NO MEMBER OF THE BOARD OR COMMISSION MAY DISCUSS NOR TAKE ANY ACTION WITH REGARD TO THE ANNOUNCEMENTS.

Diane Lemmons announced that Milestone Electric acquired Butler Plumbing.

Brian Funderburk reminded the EDAB that the tree lighting ceremony would take place on December 15, 2015 at the Rowlett Community Center.

Larry Glick announced that the phase one of the GISD bond is currently going out for bids.

9. TOPICS FOR FUTURE AGENDA MEETINGS

No topics for future agenda meetings were discussed during this time.

10. ADJOURNMENT:

The meeting was adjourned by Chairman Drew Howard at 11:20 A.M.



Drew Howard, Chairman



Jim Grabenhorst, Assigned City Staff



Date Approved