

# **City of Rowlett**

## **Economic Development Advisory Board**

**Thursday, November 19, 2009**

**8:45 A.M.**

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

## **Meeting Minutes**

### **I. Call to order**

Robin Tomberlin called to order the Rowlett Economic Development Advisory Board at 8:45 A.M. on November 19, 2009 at the City Hall Conference Room, 4000 Main Street, Rowlett, Texas. In attendance: Mayor John Harper, Deputy Mayor Pro-Tem Todd Gottel, Drew Howard, Dr. James Fowler, Larry Glick, Robin Tomberlin, Lisa Ferrell, Ben White and Diane Lemmons.

### **II. Administer the Oath of Office and the Statement of Elected/Appointed Office to the newly appointed member.**

Diane Lemmons administered the Oath of Office to Robin Tomberlin.

### **III. Welcome and Introduction. Item 3 on Agenda**

Lisa Ferrell was introduced to the board. Ms. Ferrell is the new Chamber of Commerce President for Rowlett.

### **IV. Consider approval of minutes from June 4, 2009 meeting. Item 4. on Agenda**

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

### **V. GISD Update. Item 5 on Agenda**

Mr. Larry Glick gave the update for the GISD. Mr. Glick recapped his visitations to schools within the district. A non-profit out of Washington, DC that is interested in planting trees at schools held a ceremony and planted 150 trees in what was a barren playground location with the help of the students from the school. Mayor Harper asked if there were any plans for a Pre-K center in Rowlett. The School District owns land in Rowlett and it is a possibility. There was a general discussion about the notable difference in the advanced knowledge of students that have attended Pre-K as compared to those who did not.

### **VI. City Update. Item 6 on Agenda**

Mayor Harper gave the update. Mayor Harper touched on the cooperation between the School District and the City and how vital that is to our success. Mayor Harper spoke of the program Slant 45 that is sponsored by the National Football League. Mayor Harper is on the Council of Mayors for the upcoming Super Bowl to be held at Cowboy Stadium in 2011. The idea behind the program is to get 20,000 elementary third, fourth, and fifth graders from four local counties to volunteer 45,000 hours on useful projects. Deputy Mayor Pro-Tem Todd Gottel updated the board on the Arts and Design Committee for the DART project. We are on track with this project. The project has plans to reach up to 1000 parking spaces if needed and will start with 769 spaces.

### **VII. Chamber Update. Item 7 on Agenda**

Dr. James Fowler gave the Chamber update. Dr. Fowler touched on the InTouch program the Chamber is using and how affective it has been so far. Moving forward with the Chamber's communication plan the new website will go live in the very near future. Dr. Fowler updated the board members on the Chamber Stimulus Program "Shop Rowlett Now". The Chamber and in partnership with the city will hold a "12 at 12" program. This will consist of 12 businesses meeting with School Board Representative, Economic Development Director and City Management. Mayor Harper thanked the Chamber for working with the City of Rowlett to achieve our common goals.

**VIII. Director's Update. Item 8 on Agenda**

Ben White gave the update. Mr. White suggested we start having legislative days with the Rowlett Chamber to be held in Austin. Mr. White stated that most chambers do this already. The Economic Development Citizen Newsletter was passed out to the board to review. This is only on the website and email serve list. We did not budget to insert this into the utility bills. We will do a separate Newsletter for the business community. Some of the content will be the same but it will have more focused business information. We will be sending email blast and video updates to the development community as well. In the months of September and October 2009 we had 8 new businesses and 90 new employees. Staff attended the International Council of Shopping Centers (ICSC) Texas Deal Making Conference in San Antonio. Mr. White left the ICSC show a day early to attend with Mayor Harper a Texas One luncheon with Governor Perry in Dallas. Brian Funderburk and Deputy Mayor Todd Gottel attended an Angel Capital symposium. These three events occurred on the same day. Mr. White reiterated the importance of a team effort in Economic Development. Diane Lemmons attended the third annual Site Selection Consultant Luncheon at Cowboys Stadium with the guest speaker being Roger Staubach. This event is a Dallas Regional Chamber Allies event. Staff held a Town Hall meeting with the tenants of the Timberlake Shopping Center. This meeting was to give the tenants timelines on construction and allow them to speak directly with Aldi representatives about the construction and how it would affect their productivity during the time the parking lot would be closed on the Aldi end of the center. The Economic Development Department purchased 3 banners with all the tenants' names on them to be placed on the fence during construction to inform citizens these businesses are still open. Aldi allowed these temporary banners to show good faith and to try to be good neighbors to these businesses. There was a general discussion about the enhanced stimulus program.

**IX. Rowlett Allies (Golf Event) Update. Item 9 on Agenda**

Ben White gave the update. The event was a success and a group effort. We went over budget a couple of hundred dollars. The items that we did not budget for were onetime cost. The banner was not budgeted for but we will not have to purchase that again. Oncor sponsored the beverage cart and that helped make the event a success. We do have some things we can improve on. We will have a video looped on the plasma television screen. We will have pictures taken at the next event of all the teams. We need to line up a speaker now for the event.

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

Ben White gave the update. We are in the planning stages of this even. The event will be held in February 2010.

**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. Discuss Temporary Signage. Item 12 on agenda.**

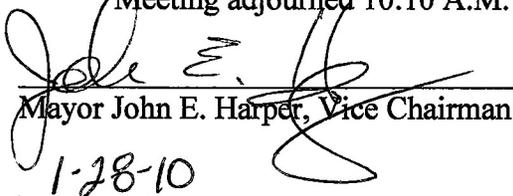
Item tabled until the next meeting.

**XIII. 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 January 28, 2010. For the next meeting we will have Business Incubator' and Shop Rowlett Now.

**XIV. Adjournment.**

Meeting adjourned 10:10 A.M.

  
\_\_\_\_\_  
Mayor John E. Harper, Vice Chairman

  
\_\_\_\_\_  
Diane Lemmons, Assigned City Staff

1-28-10  
\_\_\_\_\_  
Date Approved: