

City of Rowlett

Regular Meeting

Economic Development Advisory Board

Thursday, February 21, 2008

8:30 A.M.

City Hall Conference Room, 4000 Main Street

Meeting Minutes

I. Call to order

Greg Sims called to order the Rowlett Economic Development Advisory Board at 8:34 A.M. on February 21, 2008 in City Hall Conference Room at 4000 Main Street, Rowlett, Texas. In attendance Robin Tomberlin, John Spor, Mayor John Harper, Greg Sims, Larry Glick, Drew Howard, Craig Owens, Keri Samford, Todd Gottel and Buddy Wall.

II. Welcome and Introduction

Mr. Sims introduced Mark Hardaway of Greenway Investments to the board. Mr. Hardaway will conduct a Q and A later in the meeting. Craig Owens introduced Ben White the new Economic Development Director.

III. Consider approving minutes of the January 24, 2008 meeting. Item 3 on Agenda

Larry Glick stated on Item 11 he requested a copy of the TIF be delivered to everyone and added to the next agenda. This change will be made to the minutes. Motion was made to approve the minutes of the January 24, 2008 meeting with changes by Buddy Wall and second by Robin Tomberlin. Motion carried.

IV. Directors Update. Item 5 on Agenda

Ms. Keri Samford gave an update. Lake Pointe Medical Arts now open. The number of employees added for January is 22. Received plans from Tatianos. Service King has submitted plans for a planed development. Zaxby's has submitted plans. McAlister's Deli held a pre-submittal meeting and plan to submit in March and open by fall. Andrews Office building has been issued their construction permit. National Tire and Battery under construction.

V. City Update. Item 4 on Agenda

Mayor John Harper gave an update. Mayor Harper commented on Leadership Rowlett. February 7th we held a Town Hall meeting with record turnout. The next Town Hall meeting will be held on June 5th, 2008. Commended Craig Owens on budgeting for outcomes. The Mayor updated the board on the dedication of Veterans Park to Congressman Sam Johnson. Dart construction begins in December of this year. March 11th there will a special session with this board and the City Council. This board will present recommendations to the council.

VI. Chamber Update. Item 6 on Agenda

Drew Howard gave a Chamber Update on the upcoming meetings and events. The Chamber News letter had a write up regarding the Town Hall meeting and turnout. The mayor asked to be added to the list in order to receive a news letter. Other board members requested to be added as well. Drew Howard passed out a

hard copy of the schedule of events. Upcoming events included Biz n Perks, monthly luncheon, ribbon cuttings and annual Casino Night Temple.

VII. Garland Independent School District Update. Item 7 on Agenda

Larry Glick gave the GISD update. Mr. Glick stated he spoke with Dr. Culwell – Superintendent for GISD and they are considering a tax increase. They have not set a date yet. Right now there is no new development going on or planned but that could change with the North Shore development. Garland Special Events Center is going to be rented out by Frito Lay and they will bring in people from all over the United States to do tasting. As a result other corporations are starting to look at the facility as an area wide meeting place. It is a facility as Rowlett grows could be used as a meeting place that we do not have right now to bring in large crowds from all over the country. The hotel is going up right around the convention site.

VIII. Developers Questions and Answers. Item 8 on Agenda

Mark Hardaway of Greenway Investments joined the meeting. Mr. Hardaway updated the board on the properties that Greenway owns in Rowlett. Keri Samford asked Mr. Hardaway to update the board on how to structure a deal and the time frame for doing a deal. Mr. Hardaway said the developer looks at the value of the land, access to the land, population, traffic counts etc. Mr. Hardaway stated that retailers that were not active in Rowlett a few years back are now taking another look. You can realistically expect a deal from start to finish to take several years. Mr. Glick asked why Rowlett cannot seem to attract more chain restaurants other than Chili's. Mr. Hardaway answered that a Chili's will go anywhere. They are pioneers because their concept works anywhere and they do not have to be on restaurant row. Other restaurants want to locate close to other restaurants and there is no central location for them until the transportation changes in Rowlett. Some of the restaurants will look at the TABC reports. There was discussion regarding daytime and nighttime population. Mrs. Samford spoke of development rotation for the restaurant groups. The companies will plan their growth in certain areas and concentrate on those developments first. Mayor Harper asked if the City should be working with the developers or the property owners. A lot of deals are developer driven. There was discussion about making the process developer friendly and city staff has done a good job of changing that perception.

IX. Marketing Materials Review. Item 9 on Agenda

A general marketing packet was included in the notebooks for the boards review. The materials in the packet are not exactly what is given to a prospect. The packets given to the prospects are tailor suited for their potential development and/or site. A complete packet will include an aerial of the site, zoning, demographics and site specific details pertinent to their needs.

X. Members of the Economic Development Advisory Board may request topics for the 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.

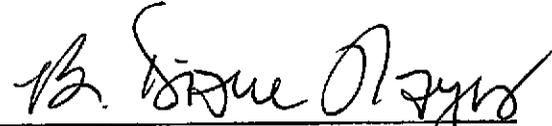
TIF discussion for the next meeting.

XI. Adjournment.

Meeting adjourned at 10:20



Greg Sims, Chairman



B. Diane Hayes, Assigned City Staff

4-16-08

Date Approved: