

City of Rowlett
Economic Development Advisory Board

Wednesday, October 30, 2013

9:00 A.M.

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

Meeting Minutes

1. CALL TO ORDER

Doug Phillips called the Rowlett Economic Development Advisory Board meeting to order at 9:06 am on October 30, 2013 in the Development Services Conference Room at 3901 Main Street, Rowlett, Texas. In attendance: Doug Phillips, Tammy Dana-Bashian, Carol Prano, Drew Howard, Larry Glick, Elaine Ritchie, Barry Young, Jim Grabenhorst and Lola Isom. (Kevin Lawson joined the meeting after it was called to order.)

2. CONSIDER APPROVING THE MINUTES FROM THE APRIL 29, 2013 MEETING:

A motion was made by Barry Young and seconded by Drew Howard to approve the minutes from the April 29, 2013 meeting. Motion carried.

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

Jim Grabenhorst, Director of Economic Development, invited the attendees to introduce themselves. Once complete, Development Services Technician, Lola Isom, came forward and presented the Oath of Office and Statement of Elected/Appointed Officer Oath to Elaine Ritchie. The oaths were conducted and paperwork was finalized.

4. ELECT CHAIRMAN AND VICE CHAIR FOR 2013-2014

Board Member Kevin Lawson arrived at the beginning of this agenda item. Drew Howard made a motion to elect Doug Phillips as the Chairman. Tammy Dana-Bashian seconded the motion. Drew Howard made a motion to elect Kevin Lawson as the Vice-Chair. Barry Young seconded the motion. Doug Phillips opened the items as a combined vote to the board and the motion carried.

5. RECEIVE CHAMBER UPDATE

Carol Prano, Chamber Membership Services Director, announced several upcoming Chamber events, including the Rowlett Taste & Trade that was held on October 23, 2013. She stated that this was a very successful event.

She mentioned a weekly networking event called "Making a Connection" and stated that Adam Richter, as well as Rowlett PD staff, have been actively involved in the effort.

Ms. Prano revealed that the upcoming speakers at the Chamber Luncheons will be:

- November – Cindy Burkett*
- December – RSVP Singers*
- January – Economic Development, Jim Grabenhorst*
- February – Lakepoint Medical Center*
- March – Dallas County DA*

She reminded the board that the luncheons are open to citizens, but they will need to make reservations to attend.

She expressed her appreciation to Jim Grabenhorst for going above and beyond to help a businessman who came to the Chamber of Commerce and needed assistance.

Ms. Prano mentioned that the Rowlett Stampede will be December 6, 2013 at 6:00 p.m. at the Hella Temple.

She stated that this year's Leadership Rowlett class members from the City of Rowlett are Debby Bobbitt, Robbin Webber, Chad Caldwell, and Paul Salmon. There are 15 total participants in the class this year.

Jim Grabenhorst added that the Festival of Lights will be December 7, 2013 in Downtown Rowlett.

6. RECEIVE GISD UPDATE

Larry Glick mentioned that this year's Leadership Rowlett class attended a GISD meeting this year. There was further discussion regarding recent controversy over a new class t-shirt.

Mr. Glick stated that on October 23, 2013 GISD held a forum to discuss a recent facility assessment for an upcoming bond election. The assessment was done by Huckabee. The official report is expected to be complete by December 17, 2013. GISD anticipates the report to identify nearly \$1,000,000,000 worth of facility improvements needed. He revealed that 2002 was the last election and that the next proposed election could be in May or November 2014. There was further discussion amongst the board on the tax rate, school technology, and security measures.

Mr. Glick revealed that strategic planning for GISD begins October 31, 2013 and the theme is "Tradition Rich, Future Ready." November 14th, November 18th, and December 3^d, 2013 were announced as the upcoming meetings. He requested that the board members attend at least one meeting. Mr. Glick mentioned that the meetings are going to be publicized on the website, through news ads, email, and through the school district phone line notifications.

7. DISCUSS ECONOMIC DEVELOPMENT WORK PLAN FOR 2013-2014

Jim Grabenhorst, Director of Economic Development, introduced the board to the "By the Numbers" report that will be emailed monthly.

Mr. Grabenhorst mentioned the FY2013 highlights and stated that they would be incorporated into a council presentation in November.

He revealed a few commercial projects that are underway; Discount Tire, Dunkin' Donuts, CVS, and a D.R. Horton office expansion.

Mr. Grabenhorst mentioned an upcoming 200 acre residential development called The Homestead at Liberty Grove and stated that they are finalizing their plans. The single-family development ranges from 40'-70' lots and will feature a variety of architectural styles. The goal for this project is to break ground in spring 2014. D.R. Horton Homes has presented plans for the project and may be the potential builder for the

development. He said that this will be an approximate \$200,000,000 investment in the community. There are potentially 5 phases for development, three of which are currently being planned.

There was further discussion amongst the board regarding connection to the park, infrastructure, and LED lighting.

He presented a schematic plan and revealed another upcoming multi-family residential development called Terra Lago. He stated that this 447 unit project is a mix of primarily 4-5 story urban village district apartments which is planning to break ground in spring of 2014 and be developed in one phase. He mentioned that this the first project under the Urban Village zoning designation of the Form Based Code. He said that this will be an approximate \$50,000,000 investment in the community. There was further discussion amongst the board regarding healthy living potential, connectivity to Scenic Park, road connectivity, parking, park construction, and pedestrian access.

Mr. Grabenhorst stated that a 5 year strategic plan for Economic Development was adopted in May. He presented the Economic Development Work Plan for FY2014 and stated that the concentration would primarily be Downtown Rowlett and the North Shore area master planning. He stated that Requests for Qualification for Downtown Rowlett are due November 1, 2013 and the Downtown Advisory Committee is scheduled to meet on November 13, 2013 to evaluate the responses received, with the goal to bring the item before City Council on December 17, 2013. Further discussion over the downtown included the cotton gin property, landscape improvements, transit-oriented development, and the NCTCOG grant schedule.

Regarding the Work Plan, Mr. Grabenhorst revealed that the goal of the North Shore area development is to diversify the tax base. The goal is to complete the master planning for this area by May, 2014. He said that a workforce study is currently being performed. Further discussion on this item included the infrastructure necessary for site development and some NTTA properties in the area.

Mr. Grabenhorst explained that there is now competition amongst developers for the old Super One property and feels that it will probably wind up being either a grocery or retail use. As an aside, Tammi Dana-Bashian thanked Mr. Grabenhorst for securing the business of Spirit Halloween this year and utilizing an empty space to generate revenue.

Mr. Grabenhorst discussed Elgin B. Robertson Park and stated that the City of Rowlett is waiting on Dallas County to have the property appraised.

He encouraged the board to participate in "Business Round Table" events twice a year. These events would be a partnership between the City of Rowlett and the Rowlett Chamber of Commerce and would be a spin-off of the 12 at 12 theme. Mr. Grabenhorst asked that the board email him ideas for the first round table meeting in February, 2014.

Mr. Grabenhorst invited the board to begin thinking about a possible design for an entrance monument to add to the efforts of the Downtown Rowlett revitalization efforts and compliment the improvements under design with the NCTCOG grant. The goal would be to have the EDAB work with La Terra studios on the monument design to be located at Lakeview Parkway (SH 66) and Martin Drive.

8. PUBLIC ANNOUNCEMENT

No announcements from the board.

9. TOPICS FOR FUTURE AGENDA MEETINGS

The board agreed that 9:00 a.m. meetings worked well and set the next meeting to occur on January 15, 2014.

10. ADJOURNMENT:

The meeting adjourned at 10:54 A.M.



Doug Phillips, Chairman

1.15.14



Jim Grabenhorst, Assigned City Staff

Date Approved