

City of Rowlett
Economic Development Advisory Board

Tuesday, September 15, 2015

9:30 A.M.

Rowlett Chamber Building 4418 Main Street, Rowlett, Texas 75088

Meeting Minutes

1. CALL TO ORDER

Vice-Chair Tammy Dana-Bashian called the Rowlett Economic Development Advisory Board meeting to order at 9:39 am on September 15, 2015 in the Rowlett Chamber Building at 4418 Main Street, Rowlett, Texas. In attendance: Drew Howard, Diane Lemmons, Elaine Ritchie, Barry Young, Bobby Montgomery, Brian Funderburk, Jim Grabenhorst, Nathan Weber, Lola Isom, and Brad Moulton with La Terra Studios.

2. CONSIDER APPROVING THE MINUTES FROM THE AUGUST 18, 2015 MEETING:

The Board decided to table the approval of the minutes until the next meeting due to clarifications that needed to be made.

3. DISCUSSION OF MODIFICATIONS TO THE CITY'S INCENTIVE POLICY.

Director of Economic Development, Jim Grabenhorst, presented the updates that were made to the proposed Economic Development (ED) Incentive Policy.

There was discussion amongst the Board regarding the interpretation of a destination retailer (Section F), reviewing incentives on a case-by-case basis, and the possibility of including a location specific requirement in regards to the Downtown area/FBC areas/RR2020 areas. The Board decided to remove the "five mile radius requirement" in Section F.

There was further discussion amongst the Board regarding business retention/expansion efforts. The Board decided to remove the requirement in regards to "opening an additional location" in Section F.

The Board discussed the legality of the policy statement, the ability to use the policy as a guide for the EDAB to make a recommendation to City Council, and the drawbacks to narrowing down the qualifications too much.

Mr. Grabenhorst stated that one of the purposes of the ED Incentive Policy is for it to be a marketing tool.

The Board discussed property ownership, return on investment, and removed the requirement of "not to exceed fifteen (15) years" in Section F.

Mr. Grabenhorst summarized the types of incentives.

The Board discussed the possibility of including a header on the policy explaining that the incentive can be one or a combination of tools.

In regards to job creation, the Board decided to remove the "high-wage jobs" qualification in Section G.

Mr. Grabenhorst summarized the "Consideration of the Application" provision. He stated that the goal of the ED Department is to present the incentive policy to City Council on October 13, 2015 at a Work Session. Vice-Chair Tammy Dana-Bashian suggested that a member of the EDAB present the item to City Council.

4. PRESENTATION AND DISCUSSION WITH LA TERRA STUDIOS ON DOWNTOWN ENTRANCE MONUMENT.

Mr. Grabenhorst provided background on previous Downtown Entrance Monument discussions. He stated that the EDAB will be making a recommendation to City Council regarding a Downtown Entrance Monument with a \$100,000 budget.

Brad Moulton, a representative for La Terra Studios, began his presentation of the monument by explaining that the City of Rowlett put the project design on hold in order to further the design elements with the Village of Rowlett project. He reiterated the importance of branding Downtown, he presented character imagery photographs, and he explained the integration of the current monument design and the cotton gin. He presented the design proposal from January 2014 and explained that, after further discussion and finalization of the Village of Rowlett design elements, they had reevaluated the opportunities to create a gateway element at Lakeview Parkway and Martin Dr.

Mr. Grabenhorst stated that one of the concerns with the 2014 design proposal was the limited visibility of any monument on the SE corner of Lakeview Parkway and Martin Dr.

There was discussion amongst the Board regarding future traffic patterns.

Mr. Moulton presented a conceptual drawing for the gateway elements surrounding the traffic signal posts to Downtown.

There was discussion amongst the Board regarding wayfinding, matching/retrofitting existing monuments, uplighting, illuminated visibility, and Texas Department of Transportation (TXDOT) requirements.

The EDAB consensus was in favor of the new monument design.

Mr. Moulton stated that this would be a 2016 project as long as TXDOT approves the design for the signal enhancements. City staff and La Terra studios will coordinate with TXDOT and bring back additional information at an upcoming EDAB meeting.

5. RECEIVE CHAMBER/CHAMBER FOUNDATION UPDATE.

Diane Lemmons, President of the Rowlett Chamber of Commerce, provided the Chamber of Commerce update. She stated that they were beginning to plan the Sunset Santa 5K, but were waiting to find out if the parade/tree lighting would still be located Downtown.

She announced the following events:

- 1. September 24, 2015 – 25th Annual Chamber Golf Tournament*
- 2. October 22, 2015 – Taste and Trade*

She also stated that she was currently recruiting for Leadership Rowlett. Vice-Chair Tammy Dana-Bashian suggested that the City of Rowlett do something special for the leader of the Leadership Rowlett program.

Ms. Lemmons also announced that five grants were recently approved through the Rowlett Chamber Foundation.

6. RECEIVE GISD UPDATE

The GISD representatives were not present at the meeting.

Ms. Lemmons announced that the GISD Superintendent spoke at the Chamber of Commerce Luncheon. She also said that a contractor fair will be coming up for the GISD Bond Election projects.

Vice-Chair Tammy Dana-Bashian requested a follow-up from staff in regards to acquiring a Rockwall ISD member onto the EDAB.

7. PUBLIC ANNOUNCEMENT

City Manager Brian Funderburk made an announcement in regards to the next City Council meeting being the last one for the current fiscal year.

Mr. Grabenhorst announced the following events:

- 1. October 6, 2015 - National Night Out*
- 2. October 13, 2015 – DHI Mortgage/DHI Title Ribbon Cutting Ceremony*

He said that staff was currently planning a date for the Village of Rowlett Groundbreaking Ceremony.

Ms. Lemmons expressed appreciation to all who assisted with the recent 9/11 Ceremony.

Mr. Grabenhorst announced that the Chamber of Commerce building recently received a new roof.

8. TOPICS FOR FUTURE AGENDA MEETINGS

The Board expressed appreciation for the new, standing meetings for the EDAB.

9. ADJOURNMENT:

The meeting was adjourned by Vice-Chair Tammy Dana-Bashian at 11:05 A.M.



Kevin Lawson, Chairman



Jim Grabenhorst, Assigned City Staff

10-20-15

Date Approved