

City of Rowlett
Economic Development Advisory Board

Tuesday, February 16, 2016

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 9:33 A.M. on February 16, 2016 in the Rowlett Chamber Building at 4418 Main Street, Rowlett, Texas. In attendance: Drew Howard, Barry Young, Rick Sheffield, Elaine Ritchie, Eva Hummel, Kevin Lawson, Tammy Dana-Bashian, Bobby Montgomery, Larry Glick, Diane Lemmons, Brian Funderburk, Jim Grabenhorst, Nathan Weber, Lola Isom, John Rees and Noelle Salerno of Avalanche Consulting.

2. CONSIDER APPROVING THE MINUTES FROM THE DECEMBER 15, 2015 MEETING.

Bobby Montgomery motioned to approve the minutes from the December 15, 2015 meeting. Barry Young seconded the motion. The vote passed unanimously.

3. PRESENTATION AND DISCUSSION WITH AVALANCHE CONSULTING ON THE NORTH SHORE DISTRICT TARGET INDUSTRY STUDY AND BUSINESS RECRUITMENT STRATEGY.

Nathan Weber introduced John Rees and Noelle Salerno of Avalanche Consulting and gave an overview of their tour in Rowlett.

John and Noelle provided background on Avalanche Consulting, their experience, their clientele, and their marketing process. John and Noelle also provided a presentation on their early findings regarding the North Shore District Competitive Assessment. This presentation included information on demographics and statistics on Rowlett and the Dallas Metroplex.

The Board had a discussion regarding infrastructure in the North Shore District. The Board also asked for clarification of what comprised the Dallas Metroplex. Avalanche Consulting stated that for the purposes of this study, the Dallas Metroplex was considered a 20 minute radius surrounding Rowlett.

Avalanche Consulting showed that Rowlett is rich with talent but that a majority of its population travel outside of Rowlett for work.

The Board had a discussion on mixed-use developments and the importance of offering diverse housing choices in Rowlett.

Avalanche Consulting presented the preliminary targets for Rowlett: business and professional services, corporate headquarters, advanced manufacturing, healthcare and life science, and education. The Board discussed the strengths and weaknesses of these targets.

The Board had a discussion on possible obstacles for target companies to come to the North Shore District, as well as land use in the North Shore District.

John and Noelle stated that they are working on the Business Recruitment Strategy and are tentatively planning to present that to the Board at the April or May 2016 meeting.

4. DISCUSSION ON GREEN RIBBON PROJECT (GRP) FUNDS AND DOWNTOWN ENTRANCE MONUMENT.

Jim Grabenhorst provided an update on the Green Ribbon Project (GRP) funds and the City's conversations with TxDOT. He stated that TxDOT requires full construction documents by May 2016 to be considered for GRP funds in 2016. TxDOT has encouraged the City to take its time in designing the master plan to be ready for a May 2017 submission. Keep Rowlett Beautiful is in support of not rushing to try and make the May 2016 deadline, but moving forward to submit by May 2017. La Terra is working to provide the master plan scope of the GRP project.

5. DISCUSSION ON ECONOMIC DEVELOPMENT ADVISORY BOARD MISSION STATEMENT.

The Board had a discussion on the EDAB mission statement. The following talking points were discussed:

- *The statement should include language regarding the Board's advisory capacity.*

- *The conciseness of the current mission statement is a benefit.*
- *The mission statement should advise City Council on economic development strategies and promote economic development in the community.*

Chairman Drew Howard stated that he would work with Economic Development staff to revise the mission statement and bring it back to the Board at the March 2016 meeting.

6. RECEIVE CHAMBER/CHAMBER FOUNDATION UPDATE.

Diane Lemmons stated that the Chamber has made it a priority to conduct a true business survey of the entire business community and use this data to better serve the businesses in Rowlett. She said that they have begun data gathering and plan to share their findings with the EDAB.

Bobby Montgomery provided the Chamber Foundation update on the Rowlett Long Term Recovery Committee (LTRC). He shared that the Chamber Foundation has set up a separate account for Rebuild Rowlett. The Foundation is also working on a logo and website fundraising. At the time of the meeting, the Rebuild Rowlett fund has raised approximately \$128,000.

Brian Funderburk shared that the LTRC would host a forum on February 20, 2016 for the community to discuss the recovery from the December 2015 tornado. He also discussed FEMA's approval of Public Assistance, their denial of Individual Assistance, and that Governor Abbott is working towards an appeal on the denial of Individual Assistance.

There was discussion on the relaxing of City building code for tornado victims, the concern of speculators purchasing damaged homes and their impact on effected neighborhoods. Brian Funderburk also shared that Habitat for Humanity raised approximately \$50,000 for Garland and Rowlett tornado victims.

7. RECEIVE GISD UPDATE

Larry Glick provided the GISD Update. He said that the career and tech center construction is scheduled to begin in May.

Due to the growth of GISD, additional security is underway and additional School Resource Officers (SRO) have been hired. Every GISD high school will now have two SRO's.

Larry Glick shared that on March 2, 2016, all high school juniors in GISD will take the SAT test for free. He also shared that every AP test and international baccalaureate test that a GISD student wants to take will be covered by GISD.

Kahn Academy will supply follow-up educational training following the SAT test for GISD students. GISD is only the second school district in the nation to partner with Kahn Academy on this initiative.

The Board discussed checkpoints to review how students improve following these new resources.

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 the annual Rowlett Chamber Community Awards Banquet will be held on March 17, 2016 at the Hyatt Place Garland.

9. TOPICS FOR FUTURE AGENDA MEETINGS

The Board discussed the Harmony Hill development's access roads and the possibility of additional access roads throughout North Shore.

Chairman Drew Howard asked for an update on the Catalyst Commercial report to be discussed at the next meeting. He also asked the Board to begin thinking about how the EDAB can assist with property owner negotiations with potential developments.

10. ADJOURNMENT:

The meeting was adjourned by Chairman Drew Howard at 11:45 A.M.



Drew Howard, Chairman

3/15/16

Date Approved



Jim Grabenhorst, Assigned City Staff