

ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION

REGULAR MEETING
7:00 A.M. – CITY HALL
305 N. ARCH STREET
ROYSE CITY, TEXAS 75189
MINUTES – OCTOBER 22, 2019

APPROVED 11-26-19, 5:0

Members Present	Employees Present	Other:	Members Absent:
Dena Elder	Charles Houk, CDC Director	Vanessa Stahl (RC Chamber Director)	Jesse Vaughn
Bobby Gladu	Tonya Brown, Secretary	Ashlee Burke (RC Chamber)	
Richard Pense		Tanner Dietz (Fire Marshall)	
Clay Ellis		Tim Cypert (Chamber Chairman)	
Michael Holder		Brett Wilson (Chamber Co-Chairman)	
Lee Loveless		Wendy Johnson	

A. CALL TO ORDER

Announce the presence of a quorum.

At 7:02 A.M., Ms. Elder called the meeting to order and Mr. Ellis gave the invocation.

B. DISCUSSION AND ACTION REGARDING MINUTES AND SALES TAX COMPARISON

Sales tax revenue for October 2019 is \$78,893, an increase of 14.3% over October 2018. There was an overall increase of 15.3% over the last 12 months.

ACTION (7:05 A.M.)

- a. Mr. Pense made a motion to approve the corrected September 27, 2019 meeting minutes and the October financials;
- b. Mr. Gladu seconded the motion;
- c. The motion passed 6:0.

C. DISCUSSION REGARDING INCENTIVE DOLLARS SPENT AND ENCUMBERED

The total encumbered amount for incentives (\$247,984) has not changed and includes \$125,000 to Native Station, \$100,000 to SGRE and \$22,984 for Collin Co. Rd. 1031. We are close to having Performance Agreements signed by Resolute Compliance, Smoke Sessions BBQ, and Thirsty Bro.

D. CITIZENS PARTICIPATION

This period is reserved for citizens to discuss items not listed on the agenda. Persons may have three (3) minutes to address the board, however, by law, no action or discussion will be taken on these items.

- No citizen participation.

E. WELCOMED NEW BOARD MEMBER LEE LOVELESS

F. DISCUSSION REGARDING TAKEAWAYS FROM TEDC'S 2019 ECONOMIC DEVELOPMENT ANNUAL CONFERENCE

Mrs. Brown spoke about the importance of having more data on an EDC's website for developers and site-selectors. She also talked about some of the new innovations used to present that data including the use of VR (virtual reality) headsets which allows a user in a remote location to not only view available properties as-is but can also display the property with a specified business using 3D graphics. Mr. Houk shared what we learned about a site-selector's process and how crucial an EDC's website is to them, if the information they seek is not there, they might simply move on to the next community. Many EDCs use interactive maps and targeted data search tools on their websites which allow anyone including developers, site-selectors, small businesses, etc., to perform targeted market and demographics research on a given community. Mr. Houk also spoke about the potential for using reverse analytics to gain knowledge on who is visiting our website and why; in certain cases, this can help us gain leads on new businesses that may have an interest in Royse City.

G. DISCUSSION AND ACTION REGARDING CONTRIBUTION TO THE 2020 CENUS COUNT

Mr. Houk tabled this item until he has confirmation on the city's contribution.

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H. DISCUSSION AND ACTION REGARDING INCENTIVE GRANT TO THIRSTY BRO BREWING COMPANY

Mr. Houk wanted to address the concerns expressed by a few board members surrounding Terry Gordon, owner of Thirsty Bro, who seemingly had not been making much progress toward the pending timelines outlined in the executed Performance Agreement; Mr. Gordon requested a move-in date into the fire station of November 1, 2019. His current lease is up in December and cannot be extended. Mr. Gordon will be moving into the current fire station and the city has had to find temporary accommodations for the fire department. These concerns over Mr. Gordon's progress were addressed with Mr. Gordon prior to the CDC meeting; since that discussion with, he has provided the city with a set of plans.

ACTION

- Mr. Pense made a motion to table this item until next month.
- Mr. Ellis seconded the motion
- The motion passed 6:0.

I. PRESENTATION BY THE RC CHAMBER OF COMMERCE FOR MARKETING PARTNERSHIP

Tim Cypert, Chairman of the Chamber Board made a brief presentation reviewing previous the marketing activities performed by the Chamber on behalf of the City and the CDC and requested to continue the partnership for marketing activities. The Board had several questions for the Chamber representatives regarding how our marketing dollars will be used.

J. RECESSED INTO CLOSED EXECUTIVE SESSION

At 7:45 A.M., regular session recessed into closed executive session in compliance with the Texas Government Code to Wit:

- i) Section 551.087 – Deliberation regarding economic development negotiations
(1) Royse City Chamber of Commerce marketing partnership request

K. ADJOURNED CLOSED EXECUTIVE SESSION

At 7:55 A.M., Ms. Elder adjourned the closed executive session.

L. RECONVENED OPEN SESSION AND TOOK ANY NECESSARY ACTION AS A RESULT OF EXECUTIVE SESSION DELIBERATIONS

At 7:56 A.M., Ms. Elder reconvened open session.

ACTION

Section 551.087 – Deliberation regarding Economic Development Negotiations:

- Royse City Chamber of Commerce marketing partnership request
 - Mr. Ellis made a motion to give \$12,000 to the RC Chamber to continue marketing activities for Royse City
 - Mr. Gladu seconded the motion.
 - The motion passed 6:0

M. DIRECTOR'S REPORT: CHARLES HOUK

SMOKE SESSIONS BARBEQUE

- Smoke Sessions began construction on October 1, as specified in our agreement;
- Council approved their SUP on September 24 and added a stipulation: they must pull a building permit by February 1, 2020;
- Deeds for the land transfer have been signed; we will execute the Performance Agreement after deed documents are filed.

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NATIVE STATION UPDATE

- Plat has been filed;
- Mr. Sanders has a contractor and should be pulling a demo permit at any time.

ELLIOT GERSTENHABER UPDATE

- Construction has begun on the second SGRE building.

RESOLUTE COMPLIANCE LLC UPDATE

- They have started construction;
- Pending inspection, they anticipate a C.O by December 1;
- Performance Agreement: we've received comments back from the attorney; we anticipate agreement to be executed soon.

BUCEEE'S RETAIL PROPERTY

- Buc-ee's is ready to begin development of the additional acreage.
- Due to the nature of their business, there are a lot of deed restrictions regarding what type of business can occupy the additional property.

ROGER SEFZIK PROPERTY

- Proposed a mixed-use development concept plan that includes commercial development along the interstate with fairly high residential density behind the commercial property and diminishing density further away from the interstate.
- It is located along I-30 between FM 551 and Circle Dr.
- He will provide a road to connect the east and west side of RC.

IMPERIUM HOLDING PROPERTY

- Located at the SE corner of I-30 and FM 2642;
- Has had difficulty attracting a grocery store as an anchor;
- Moving towards a multi-level, mixed-use development;
- Developer Steve Shatner has had a lot of interest in the new concept.

NW I-30 & FM2642 PROPERTY

- An unnamed business is showing a lot of interest in a corner lot of the 107-acre property;
- A TIRZ currently dictates that 107-acre property be occupied by some sort of entertainment-type facility;
- The interested party does not fall into that category.

JOHN MARLIN DEVELOPMENT

- North of Walmart and south of the railroad;
- Presented council with a "loose" concept plan containing commercial development along Mercantile plus multi-family and townhomes;
- This property faces a lot of issues;
- Council indicated he should proceed and bring a more detailed plan.

MARK JOHNSON

- Met with Mr. Houk, Development Director Rob Cooper and City Manager Carl Alsabrook to discuss our interest in a public/private partnership in developing downtown Royse City.
- Mr. Johnson will need to acquire downtown property.

YMCA UPDATE

- YMCA's attorneys have the MOU (Memorandum of Understanding);
- They will take over the city's sports programs in 2020 and continue them at the current facilities;
- Capital raise for the facility should begin soon.

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ISE EXPO IN FORT WORTH

- Mr. Houk attended a networking (fiber optics) conference in Fort Worth;
- Made contacts to get our name out there for companies who may be looking to expand or relocate.

DALLAS BUSINESS JOURNAL ARTICLES

- Mr. Houk discussed some interesting information from the DBJ
 - In an interview with Ebby Halliday and Toyota, Toyota indicated that when deciding where relocate, with regard to homes for their employees, not only were supply, variety and affordability important, but also diversity in housing styles (from estate homes to apartments).
 - In a survey of places to do real estate investment Dallas had fallen down the list
 - Don Huffines indicated that millennials delay their decision to move out on their own. They want amenities that save them time. They like active communities and programming. 75% of people purchase a new home verses an existing home, but there is a discrepancy between what a homebuyer wants and can afford.
 - E-sports is billion-dollar industry. North Texas is setting themselves up to be a hub for this industry.

RCCDC DIGITAL FOOTPRINT

- We are reviewing all aspects of our digital footprint.

N. ADJOURNMENT

- At 8:16 A.M., Mr. Pense made a motion to adjourn the meeting.
- Mr. Ellis seconded the motion
- The motion passed 6:0

ATTEST:

Secretary
Tonya Brown

President		Vice President
Dena Elder		Bobby Gladu