



ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION  
 REGULAR MEETING – FRIDAY, FEBRUARY 14, 2025 – 7:00 A.M.  
 ROYSE CITY TRI-COUNTY CHAMBER CONFERENCE ROOM  
 216 N. ARCH ST., SUITE D – ROYSE CITY, TX 75189

<u>CDC STAFF - PRESENT</u>	<u>BOARD MEMBERS - PRESENT</u>
CDC DIRECTOR CASEY BINGHAM, CECd	PRESIDENT, RICHARD PENSE
CDC SECRETARY TONYA BROWN	MEMBER, MAYOR CLAY ELLIS
<b>CITY STAFF</b>	TREASURER BLAIR JOHNSON
CITY ATTORNEY JASON DAY	MEMBER, COUNCILMAN MICHAEL HOLDER
HR DIRECTOR TAUNA RATLIFF	VICE PRESIDENT, RUSSELL THOMAS
	MEMBER CRAIG LAWRENCE SR.
	MEMBER DAN MCREYNOLDS

THE ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION (RCCDC) BOARD OF DIRECTORS RESERVES THE RIGHT TO REALIGN THE ORDER OF THE AGENDA OR ADJOURN INTO EXECUTIVE SESSION TO DISCUSS ANY OF THE MATTERS LISTED ON THE AGENDA, AT ANY TIME PRIOR TO ADJOURNMENT AS AUTHORIZED BY THE FOLLOWING TEXAS GOVERNMENT CODES: § 551.071 CONSULTATION WITH ATTORNEY

§ 551.072 DELIBERATIONS ABOUT REAL PROPERTY

§ 551.074 PERSONNEL MATTERS

§ 551.087 DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATION

§ 551.071 Consultation with Attorney

#### AGENDA TOPICS:

- A. CALL TO ORDER: AT 7:00 A.M. MR PENSE CALLED THE MEETING TO ORDER.
- B. INVOCATION: MR. ELLIS GAVE THE INVOCATION
- C. CITIZENS PARTICIPATION: CITIZEN PRESENT. NO CITIZEN PARTICIPATION.
  - i. Persons may have three (3) minutes to address the board. By law, the board: (1) may not deliberate on items not listed on the agenda and (2) may only respond with a statement of fact, state policy regarding the issue, or propose placing the item on a future agenda for deliberation.
- D. CONSENT AGENDA:
  1. APPROVE THE DECEMBER 19, 2024 REGULAR MEETING MINUTES
  2. RECEIVE FINANCIAL REPORTS & SALES TAX DATA
 

MR. BINGHAM REPORTED THE SALES TAX REVENUE FOR JANUARY 2025 AS COMPARED TO JANUARY 2024, DECREASED BY 1.5% RESULTING IN A 7% OVERALL INCREASE FOR THE ROLLING 12-MONTH PERIOD.

    - MR. MCREYNOLDS MADE A MOTION TO ACCEPT THE DECEMBER 19, 2024 MEETING MINUTES AS PRESENTED.
    - MR. HOLDER SECONDED THE MOTION.
    - THE MOTION PASSED 7:0
- E. NEW BUSINESS:
  1. CONSIDER AND ACT REGARDING ELECTING RCCDC OFFICERS.
 

PER THE RCCDC BYLAWS, BOARD OFFICERS MUST BE ELECTED/APPOINTED EACH YEAR IN JANUARY. ALL THREE CURRENT OFFICERS STATED THEIR DESIRE TO CONTINUE SERVING IN THEIR CURRENT ROLES.

    - MR. ELLIS MADE A MOTION TO RE-APPOINT RICHARD PENSE AS PRESIDENT.
    - MR. JOHNSON SECONDED THE MOTION.
    - THE MOTION PASSED 7:0
    - MR. ELLIS MADE A MOTION TO RE-APPOINT RUSSELL THOMAS AS VICE PRESIDENT.
    - MR. MCREYNOLDS SECONDED THE MOTION.
    - THE MOTION PASSED 7:0
    - MR. ELLIS MADE A MOTION TO RE-APPOINT BLAIR JOHNSON AS TREASURER.
    - MR. LAWRENCE SECONDED THE MOTION.
    - THE MOTION PASSED 7:0

2. CONSIDER AND ACT REGARDING SPONSORSHIP OF EATS AND EDUCATION.

- MR. ELLIS MADE A MOTION TO SPONSOR THE (RCISD EDUCATION FOUNDATION EVENT) “EATS AND EDUCATION”
- MR. THOMAS SECONDED THE MOTION.
- THE MOTION PASSED 7:0

3. CONSIDER AND ACT REGARDING ENGINEERING COSTS RELATED TO THE TRAIL EASEMENTS FOR THE SMOKE SESSIONS LAND CONVEYANCE AND MATTERS RELATED THERETO.

CONVEYANCE OF LAND FROM THE CDC TO SMOKE SESSIONS WAS PART OF THE ORIGINAL PERFORMANCE AGREEMENT WITH THE BUSINESS. AN AMENDMENT TO THE ORIGINAL AGREEMENT WAS APPROVED BY THE RCCDC BOARD IN JANUARY 2024 AND BY COUNCIL IN JANUARY 2025. THE AMENDMENT RELEASED SMOKE SESSIONS FROM HAVING TO PROVIDE OUTDOOR SEATING FOR 40 IN EXCHANGE FOR WALKING TRAILS, A DELINEATED PARKING LOT, AND PERPETUAL USE OF THE PARKING LOT FOR PUBLIC PARKING. AS ADVISED BY MR. DAY, THE AMENDMENT SHOULD ONLY BE SIGNED AFTER THE PARAMETERS OF THE AMENDMENT, DELINEATING THE PARKING LOT AND DETERMINING THE EASEMENT FOR TWO WALKING TRAILS, HAVE BEEN ESTABLISHED BY AN ENGINEER, IN COORDINATION WITH CITY DEVELOPMENT DIRECTOR LACEY RODGERS AND SMOKE SESSIONS OWNER CHAD SESSIONS AS THEY SERVE AS EXHIBITS TO THE AMENDMENT. CITY STAFF SUGGESTED THIS SHOULD BE THE RCCDC’S EXPENSE.

- MR. THOMAS MADE A MOTION TO APPROVE THE \$9,100 GENERAL ENGINEERING SERVICES TASK (AS PRESENTED IN THE CONTRACT FROM BIRKHOFF, HENDRICKS, & CARTER LLP).
- MR. ELLIS SECONDED THE MOTION.
- THE MOTION CARRIED 7:0.

4. CONSIDER AND ACT REGARDING ENTERING INTO AN AGREEMENT WITH PLACER.AI FOR ANALYTICAL DATA.

MR. BINGHAM DISCUSSED THE TYPES OF DATA PLACER.AI PROVIDES SUCH AS GEOFENCING AND CELL PHONE TRACKING WHICH RESULTS IN A MORE ACCURATE PICTURE OF OUR RETAIL DEMOGRAPHICS VERSUS DEMOGRAPHICS BASED ON CITY LIMITS OR A SPECIFIC DRIVE TIME. THE SERVICE ALLOWS US TO MAKE A COMPARISON OF SPECIFIC BUSINESSES OR INDUSTRIES AND SEE HOW SALES OR TRAFFIC IN OUR COMMUNITY DIFFER FROM THE SAME BUSINESS OR INDUSTRY IN OTHER COMMUNITIES. THIS SERVICE ESSENTIALLY ALLOWS US TO CUT OUT THE MIDDLEMAN WHEN IT COMES TO DATA MINING. THE DATA COULD ALSO BE HELPFUL TO THE CITY’S MAIN STREET DEPARTMENT AND CHAMBER OF COMMERCE TO PAINT A BETTER PICTURE OF HOW MANY PEOPLE ARE ATTENDING THEIR EVENTS AND WHAT COMMUNITIES THEY ARE COMING FROM.

- MR. MCREYNOLDS MADE A MOTION TO ENTER INTO A ONE-YEAR CONTRACT WITH PLACER.AI.
- MR. LAWRENCE SECONDED THE MOTION.
- THE MOTION CARRIED 7:0.

5. CONSIDER AND ACT REGARDING ADVERTISING IN THE DALLAS REGIONAL CHAMBER ECONOMIC DEVELOPMENT GUIDE.

MR. BINGHAM DISCUSSED THE IMPORTANCE OF ADVERTISING IN THE YEARLY PUBLICATION. HE WAS ABLE TO NEGOTIATE AN EXTENSION HOWEVER WE WOULD NEED TO RUSH THE CREATION OF AN AD FOR THE PUBLICATION WHICH INCLUDES ADVERTISEMENTS FROM MANY CITIES AND EDC OF SURROUNDING COMMUNITIES.

- MR. MCREYNOLDS MADE A MOTION TO REJECT THIS ITEM BUT REVISIT IT IN THE FUTURE.
- MR. ELLIS SECONDED THE MOTION.
- THE MOTION CARRIED 7:0.

## F. STAFF REPORT:

1. **1 ON 1S WITH BOARD:** MR. BINGHAM PLANS TO FINISH UP WITH THE CDC BOARD 1-ON-1S AND MOVE ON TO 1-ON-1S WITH CITY COUNCIL. AFTERWARDS, HE PLANS HOLD A JOINT MEETING/WORKSHOP WITH THE RCCDC BOARD AND CITY COUNCIL TO GAIN A UNIFIED VISION AND GOALS FOR THE COMMUNITY.
2. **BYLAWS UPDATE:** MR. BINGHAM THANKED BOARD MEMBERS CRAIG LAWRENCE, BLAIR JOHNSON, AND CITY ATTORNEY JASON DAY FOR THEIR HELP IN REVIEWING AND REVISING THE RCCDC'S BYLAWS. THEY HAVE COMPLETED TWO-THIRDS OF THE REVISIONS; THE FINAL THIRD WILL BE REVIEWED THURSDAY, FEBRUARY 20<sup>TH</sup>. THE ROLE OF THE SECRETARY IS ONE OF THE ITEMS BEING ADDRESSED AS THE BYLAWS CURRENTLY STATE THE SECRETARY IS AN EMPLOYEE OF THE CITY VS. THE BYLAWS OF OTHER EDCS WHERE THE SECRETARY IS A VOTING BOARD MEMBER. THE REVISIONS TO THE BYLAWS WILL NEED TO BE APPROVED BY THE RCCDC BOARD AND CITY COUNCIL.
3. **ICSC RED RIVER:** THIS EVENT IS FAR MORE INFORMAL. MR. BINGHAM REPORTED HE HAD GOOD MEETINGS AT THE EVENT. HE IS FOLLOWING UP WITH REPRESENTATIVES FROM SOME OF THOSE MEETINGS.
4. **INCENTIVE UPDATE REPORT:** MR. BINGHAM REPORTED HE HAS ASSIGNED THE INCENTIVE UPDATES TO MRS. BROWN. HE FEELS IT IS IMPORTANT TO ENSURE NOT ONLY COMPLIANCE WITH THE AGREEMENT BUT THAT WE ARE BUILDING RELATIONSHIPS WITH THE BUSINESSES, HELPING US UNDERSTAND ANY NEEDS FOR GROWTH OR POTENTIAL RED FLAGS WE CAN HELP THEM ADDRESS.
  - a) **DARRELL LAKE AND ROAD BOND:** THE RCCDC HAS REACHED ITS \$2.3 MILLION FOR THE MERCATILE BLVD. EXTENSION. THE LAST INVOICE FOR \$27,605 WAS SPLIT BETWEEN THE CDC AND DARRELL LAKE. THE CDC'S PORTION WAS APPROXIMATELY \$24,177 AND THE REMAINDER WAS MR. LAKE'S RESPONSIBILITY. HE PROMPTLY PAID US HIS PORTION, AND WE PAID THE CONTRACTOR THE FULL AMOUNT. THE CITY INSPECTORS INCLUDING FIRE, ARE SCHEDULED TO PERFORM A WALK-THROUGH AT 9 A.M. TODAY.
  - b) **NUTEX:** THEY SUBMITTED THEIR PAPERWORK FOR THEIR FIRST ANNUAL GRANT AND RECEIVED PAYMENT ON JANUARY 28, 2025.
  - c) **SMOKE SESSIONS:** DISCUSSED EARLIER UNDER ITEM E3.
  - d) **DUST FREE:** MR. PENSE ASKED WHO WOULD RECEIVE PAYMENT FOR THIS INCENTIVE. (THE OWNER WITH WHOM WE HAVE A SIGNED AGREEMENT SOLD THE BUSINESS BEFORE AN AMENDMENT WAS APPROVED BY CITY COUNCIL OR EXECUTED BY THE PARTIES). MR. DAY EXPLAINED THAT THE PREVIOUS OWNER, GREG BURNETT WOULD ASSIGN THE AMENDMENT TO THE NEW OWNERS WHO WERE AWARE OF THE INCENTIVE AT THE TIME THEY PURCHASED THE BUSINESS. THE NEW OWNERS WILL RECEIVE THE INCENTIVE GRANT.

## G. RECESS INTO CLOSED EXECUTIVE SESSION IN COMPLIANCE WITH TEXAS GOVERNMENT CODE TO WIT: AT 8:01 A.M.

## i. 551.087 – DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS

## 1) DELIBERATE REGARDING ANVIL BREWING NO. 2

## ii. 551.074 – PERSONNEL MATTERS

## 2) DELIBERATE REGARDING CDC DIRECTOR, CASEY BINGHAM, 90-DAY REVIEW.

## H. ADJOURN EXECUTIVE SESSION. AT 9:40 A.M.

## I. RECONVENE REGULAR SESSION AND TAKE ANY ACTION NECESSARY AS A RESULT OF EXECUTIVE SESSION DELIBERATIONS. AT 9:43 A.M.

## 1) ANVIL BREWING NO 2.

- NO ACTION

## 2) CDC DIRECTOR, CASEY BINGHAM, 90-DAY REVIEW

- MR. ELLIS MADE A MOTION FOR THE PRESIDENT AND VICE PRESIDENT TO DISCUSS THE EMPLOYMENT OF THE CDC DIRECTOR AS SET IN THE PARAMETERS OF THE EXECUTIVE SESSION.
- MR. THOMAS SECONDED THE MOTION.

- THE MOTION CARRIED 7:0.

**J. ADJOURN**

- MR. ELLIS MADE A MOTION TO ADJOURN.
- MR. MCREYNOLDS SECONDED THE MOTION.
- THE MOTION PASSED 7:0.
- THE MEETING ADJOURNED AT 9:44 A.M.

PASSED AND APPROVED BY THE ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION ON THE 25th DAY OF FEBRUARY, 2025, 7:0.

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RICHARD PENSE - PRESIDENT

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ATTEST: TONYA BROWN SECRETARY