

City of Rowlett
Economic Development Advisory Board

Tuesday, February 15, 2022
8:30 A.M.

Meeting Minutes

1. CALL TO ORDER.

Mark Hall called the Rowlett Economic Development Advisory Board meeting to order at 8:31 A.M. on February 15, 2022. In attendance: Brian Funderburk, Sheila Hair, Chris Kizziar, Mark Hall, Michael Weaver, Paula Allen, Council Member Whitney Laning and Larry Glick. Staff: Jennifer Stewart, Charles Mazarakes, and Munal Mauladad. Absent was Chairman Mick Donnelly, Michael Gallops, Libbey Tucker and Eva Hummel.

2. PUBLIC INPUT ON ANY AGENDA ITEM.

There was no public input.

3. CONSIDER APPROVING THE MINUTES FROM THE JANUARY 18, 2022 MEETING.

A motion was made by Michael Weaver and seconded by Chris Kizziar to approve the January 18, 2022 minutes. The motion carried unanimously.

4. BOARD MEMBERS SHARE TOPICS AND IDEAS RELATED TO ECONOMIC DEVELOPMENT.

5. CITY KNOWLEDGE AND LEARNING ITEMS.

a. Economic Development Department Update: Charles Mazarakes was introduced as the new Economic Development Specialist and the Board introduced themselves to him as well.

Charles Mazarakes, Economic Development Specialist, provided the BRE update and new businesses. Charles discussed sales tax through December which was 13% more than the same time last year. December was the highest month on record with \$901,236 in taxes collected. He also gave an update on our By the Numbers stats for January, noting there were three new businesses and 24 jobs created.

Next, Charles gave update on workforce development efforts. He noted he would be attending the 2022 Workforce Innovation Tour with Michael Gallops from the Chamber and Emily Stupnik, educator at Rowlett High School.

Charles discussed marketing efforts for North Shore. He noted that there was a great deal of interest on the property to the west of President George Bush Tollway in North Shore. There is a developer who has a prospective tenant who wants to consolidate four locations around the DFW to one for a clean manufacturing project that is still in the early stages of planning.

Relative to marketing, Civic Brand had several engaging posts for Village of Rowlett Downtown, including the giveaway to Bankhead Brewing. Followers were asked to enter the giveaway by following Village of Rowlett Downtown and Bankhead Brewing. Then liking the post and in the comments tag a friend. Two winners were selected the individual liking the post and the friend they tagged in the comments, each was given a \$25 gift card to Bankhead Brewing. Charles also noted the follower counts and engagements are going up each month on our social media accounts.

Brian gave an update on Sapphire Bay Marina. Council approved an amended marina development agreement. He mentioned the development of Baywalk which will be 9000 SF of restaurant space. They have approval to construct a parking area for visitors that includes 20 spaces for boat/trailer parking. Brian also gave an update on the status of the Sapphire Bay development, noting they are still negotiating with the City and arranging for private financing for several projects. Permits will be pulled soon to begin construction of the townhomes and multi-family projects. The lagoon and surf park will be included in Phase 1. Larry Glick asked if there was going to be a new fire station at Sapphire Bay and Brian explained that there is a need for a fire station there.

b. Rowlett Chamber/Chamber Foundation Update: Mark Hall gave the Chamber update; he discussed the awards banquet at the community center. The 2022 committees had meetings to discuss what they wanted to accomplish throughout next year. They are recruiting more ambassadors. Membership and marketing are working together to get the word out to nonmembers. Monthly luncheons are going well; January speaker was Mayor Tammy Dana-Bashain and February was Libbey Tucker from Economic Development. Seven new members signed up for the month. The Chamber has hired Victoria Skinnar, Membership and Sales Retention. One ribbon cutting last month.

Sheila Hair gave the update for the Chamber Foundation; they approved a sign grant for Discover Physical Therapy and Wellness.

c. GISD Update: Larry gave update on GISD, noting that the finance committee discussed their next bond, (their last bond was in 2014). The next bond may be in November 2023. They are back full time and there are no mask mandates. Another thing affecting school districts is teacher retirement and teachers going to private industries. The Board is considering incentives. The school district will be going back to a regular school calendar year for the upcoming school year and no intersession will be offered.

d. Knowledge Topic: City Planning & Development Process

Munal gave a presentation on the planning and development process. She introduced herself and her background. She discussed the organizations within the department, which includes Engineering, Planning and Urban Design, Building Safety Division and Neighborhood Services Division. She discussed what zoning is and why land is divided into specific district or zones. She explained the difference in Traditional Zoning which focuses on specific permitted uses on a subject site versus Form Based Code which emphasizes on the streetscape, passive, and active open space. Next, she discussed the various boards associated with the Department and what they do, which includes Board of Adjustment, The Planning and Zoning Commission, Building Standards Commission, Rowlett Diversity, Equity and Inclusion Commission, and City Council. She then discussed the land development process and standardized review process.

6. 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.

There were no announcements.

7. MEMBERS OF THE BOARD MAY REQUEST TOPICS FOR FUTURE AGENDA MEETINGS. NO MEMBER OF THE BOARD OR COMMISSION MAY DISCUSS ANY OF THE REQUESTED SUBJECTS UNTIL SUCH MATTER HAS BEEN PROPERLY PLACED ON A POSTED AGENDA.

Upcoming topics include Economic Development 101.

8. ADJOURNMENT.

The meeting was adjourned by Mark Hall at approximately 10:02 A.M.

Mick Donnelly

Mick Donnelly, Chairman

3/15/2022

Date Approved

Libbey M. Tucker

Libbey Tucker, Assigned City Staff