

City of Rowlett
Economic Development Advisory Board

Tuesday, February 21, 2023
8:30 A.M.

Meeting Minutes

1. CALL TO ORDER.

Chairman Mick Donnelly, called the Rowlett Economic Development Advisory Board meeting to order at 8:32 A.M. on February 21, 2023. In attendance: Chairman Mick Donnelly, Brian Funderburk, Blake Margolis, Tori Owens, Chris Kizziar, Mark Hall, Brian Galuardi, Eva Hummel and Paula Allen. Staff: Libbey Tucker, Charles Mazarakes and Claudia Frausto. Absent were Michael Gallops, Michael Weaver and Larry Glick.

2. CONSIDER APPROVING THE MINUTES FROM THE JANUARY 17, 2023 MEETING.

A motion was made by Brian Galuardi and seconded by Paula Allen to approve the January 17, 2023 minutes. The motion carried unanimously.

3. PUBLIC INPUT ON ANY AGENDA ITEM.

Dave Holl, Rowlett Business owner and resident, requested to speak on a non-agenda item. He shared his achievements in Stone Mountain Park.

Michael Schupp, city council candidate for Place 5, requested to speak on a non-agenda item. He briefly introduced himself to the Board.

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

None.

5. City Knowledge and Learning Items

a) **Knowledge Topic** – Economic Update-CoStar Economist Bill Kitchens provide an economic over of the DFW market and discussed how it related to Rowlett.

b) **Economic Development Department Update:** Charles Mazarakes, Assistant Director, provided the business retention update and new business information. New businesses listed from January –Sway Barber Lounge with 7 new jobs and a new auto sales business (BIM Auto Sales), reported 3 new jobs. BRE visits were with Pope Plumbing, Corvette Corner and Elite Cigars. Pope Plumbing is looking for workforce, currently trying to find a way to partner up with trade schools to be able to employ more Journeyman. Elite Cigar location in Rowlett is the flag ship

location, and the owner expressed plans of possible expansion.

Libbey continued the report with sales taxes showing 13.6% above forecasted amount by \$119,016, which is 10.2% more than the same month last year in 2022 with \$91,639. Seven Certificates of Occupancy were granted; no new Commercial Building Permits were issued. Melinda Bartram was announced as the replacement for the new Downtown Manager position with a start date in March. Regarding the Main Street landscaping, the Parks Department is working on a new sprinkler/irrigation system on the south side of the road as well as repairing the north side as new development might have damaged lines. The current plan is to replace the shrubs in the median and planters with colorful plants to help beautify the area. Mulch being thrown in the fountain is causing a blockage of the filter system for the main fountain near Bankhead; plans for a mulch substitute for that specific location to come to allow it to be operational.

Charles spoke about his trip to the MD&M trade show and conference in southern California with Team Texas to help market the state of Texas to outside industries. It was a successful trip with high interest seeking out the Texas market, walking away with more than 200 leads. Website update-coming along with the finishing adjustments being made, delays on company end. Libbey informed the board of the purchase of an ad in the Dallas Regional Economic Development Guide to feature the City of Rowlett as we have been notably absent. It's sent to developers and site location consultants across the country. We are preparing to do a social media LinkedIn marketing campaign with Wavteq as part of a two-part campaign. There will be two distinct ads marketed to specific professions and site selectors that are more active on LinkedIn for a testing length of six months to acquire leads. Overall goal is to market City of Rowlett as a strong offering to all business types.

Libbey indicated there is high interest from hotel developers, but the cost of land in Rowlett is a challenge. It was suggested that staff help businesses get a better idea of how the Planning process works and to gauge the viability of the project before they invest too much in the rezoning or development process. Updated photos of Sapphire Bay showing progress of site. Marketing highlights of business include La Casita Coffee which is doing well in Rowlett, and Spoons, a family-owned yogurt business. Family owned Counter Culture coming to Rowlett from Louisiana as their first Texas location, which will serve frozen yogurt, but also sandwiches and soups. Additionally, opening of two new coffee shops soon - 151 Coffee and Dutch Bros - which both should open in the next month or so.

c) Rowlett Chamber/Chamber Foundation Update:

Tori Owens, Chairman of the Chamber of Commerce, gave the Chamber update. The Chamber had an untraditional board meeting, taking place as part of the Annual Awards Banquet. The Annual Awards Banquet held had a great turn out with high member attendance.

Mark Hall gave the update for the Chamber Foundation. Mark spoke about the Foundation moving forward with US Chamber for a grant for Civics Bee partnering with East Field College as Rowlett is hosting the event. Still accepting 500-word essays from students on the subject “How to solve a problem using Civics”. In hope to encourage economic and civics in the younger community.

d) GISD Update:

Libbey Tucker gave Larry Glick, GISD Board members update on school district. Libbey informed that Tuesday February 14th the Board of Trustees formally called for a bond election on May 6, 2023. Larry was honored to be given the opportunity to make the motion. The Bond will have 3 distinct Propositions. Prop A is for \$1.1 Billion and is the most comprehensive of the three. Highlights (Larry’s words) include 4 new state of the art elementaries; a significant expansion of our Gilbreath Reed Career and Tech Center; a new Intake High School replacing Memorial Pathway and our new family processing offices; important safety measures including removal of all elementary portables, perimeter fencing at all schools, and bullet resistant film at all school entrances; a new Network Operations Center; dramatic enhancements to our high school auditoriums; improvements to athletic fields and field houses; and major HVAC and roof replacements. Every school in the district will be improved. Prop B is \$136 million for multipurpose facilities at all 7 high schools. Almost every surrounding district has built these facilities in recent years for the use of marching bands, football, soccer, drill teams. Prop C is \$41 million and will be for device replacements for all the kids and staff.

6. Discussion Regarding EDAB Composition

Libbey presented information on the composition of the EDAB board and the discrepancies that exist between the Ordinance, the Boards and Commissions Handbook and the Agreement with the Chamber of Commerce.

The current composition of the 11 EDAB members is as follows:

Current Composition

- **City Council Appointees (4 by Ordinance):**

City Council appointees: Mayor Blake Margolis, Councilmember Brian Galuardi, Mick Donnelly, Michael Weaver (terms ending in 2024) and Paula Allen who was appointed by previous mayor Tammy Dana-Bashain in 2021. Her term will expire this coming October (2023). It appears that Tammy didn’t appoint a Councilmember to serve but a resident instead.

The Ordinance states that the Mayor shall serve as one of the appointed, a Councilmember (selected annually) and two citizens with two-year alternating terms. (Michael and Mick are on the same term length.)

- Chamber of Commerce Voting Member Appointees (3 by Ordinance):
Chris Kizziar, Eva Hummell, & Tori Owens (2023 Chamber Chairperson)

The ordinance states that the Chamber Board may appoint three voting members by Ordinance on two-year alternating terms. The Handbook says one appointee should be the Chamber Chair, but the ordinance doesn't reference this. Additionally, the Chamber Chairperson typically changes annually, so a two-year term isn't possible.

- Ex-Officio Members (appointed by their job role-there are currently four):
Brian Funderburk, City Manager
Michael Gallops, Executive Director, Rowlett Chamber of Commerce
Larry Glick, GISD Trustee

Mark Hall (past chair) is representing the Chamber Foundation, per the Agreement with the City, which is not referenced in the Ordinance or the Handbook.

The Ordinance also states that the GISD Superintendent is to appoint an administrative staff person. We do not have this representative.

After discussion, the board came to the following consensus and asked that it be brought back at the March meeting for final approval to send to City Council for consolidation into an ordinance and the Handbook.

- Beginning with the reappointment process of October 1, 2023, one additional resident representative will be added for a total of three residents, serving alternating terms. Paula Allen will continue to serve out her existing term ending September 30, 2023.
- Indicate a preference for having at least one resident representative be working in the field of development or commercial real estate.
- Chamber Foundation position is redundant, so remove from Chamber Agreement. (This was not in the ordinance or handbook.)
- Remove ex-officio GISD administrative staff representative from ordinance and handbook.
- Chamber of Commerce representatives - Update ordinance and handbook language to indicate that one of the Chamber of Commerce appointees will be the Board Chairman (or their designee) appointed on an annual basis. The other two representatives should be appointed to two-year alternating terms.

They also requested that a staff representative from the Planning Department attend the meetings and provide a report on development activity.

7. 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.

- Tori Owens reminded board members of the “Show Your Heart Some Love” Event at the hospital and reminded of them of the Chamber’s Tuscany trip.

8. 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.

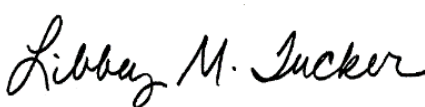
- Staff will work to arrange a tour of Sapphire Bay for the April meeting possible May Meeting, moved from March meeting.

9. ADJOURNMENT.

The meeting was adjourned at approximately 10:40 A.M.



Mick Donnelly, Chairman



Libbey Tucker, Assigned City Staff



Date Approved