

City of Rowlett
Economic Development Advisory Board

Tuesday, July 19, 2022
8:30 A.M.

Meeting Minutes

1. CALL TO ORDER.

Mick Donnelly called the Rowlett Economic Development Advisory Board meeting to order at 8:30 A.M. on July 19, 2022. In attendance: Blake Margolis, Brian Funderburk, Chairman Mick Donnelly, Larry Glick, Eva Hummel, Chris Kizziar, Mark Hall, Michael Gallops, Michael Weaver and Paula Allen. Staff: Libbey Tucker, Charles Mazarakes and Claudia Frausto. Absent was Sheila Hair.

2. CONSIDER APPROVING THE MINUTES FROM THE JUNE 21, 2022 MEETING.

A motion was made by Chris Kizziar and seconded by Eva Hummel to approve the June 21, 2022 minutes. The motion carried unanimously.

3. PUBLIC INPUT ON ANY AGENDA ITEM.

None.

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

Larry Glick spoke about the need for more public art around the city.

5. City Knowledge and Learning Items

a. Economic Development Department Update:

Charles Mazarakes, Economic Development Specialist, provided the business retention update and new business information. There were three new businesses Wolverine Martial Arts, Hacienda Del Centro, Salad and Go with 33 jobs created. He is working with Michael Gallops to set up a manufacturing summit and possible work force development summit or program. Charles and the Mayor met with representatives from Guzman Manufacturing and learned a great deal about their business and challenges they face due to their location by the Dart station. Charles assisted Winfield's Cookies by connecting them with Dallas College SBDC to help them with their website. We also helped promote their 4-year anniversary and they reported their largest sales day ever. Other businesses he met with include Minced Meal Prep, Wing Aero and Fast Track CDL. Ribbon cuttings included Ephesus Bistro and AR Workshop.

Libbey Tucker, Director of Economic Development, gave an update on sales taxes which came in strong for the month of May at 14% above forecast by \$88,621 and 15% more than the same month in year 2021 by \$97,104. Latest report for internet sales tax revenue came in at \$44,553 for April 2022, which is higher than the previous two years. Libbey discuss the By the Numbers report showing Q3 ending with 19 Cos, 4 new construction permits (\$1.749 M value) and 18 existing structure permits (\$3.585M Value). 15 BRE visits were conducted this quarter.

Charles shared knowledge he gained from his IEDC Core Training Course in Business Retention and Expansion. He plans to update the BRE survey questionnaire to say up to date with current strategies to build stronger connections with Rowlett businesses. Representatives from the Texas Downtown Association; Tyler, Texas; and Civic Brand toured and meet with most business on Main Street as part of an Assessment project for the City. They provided some initial insights and ideas on their observations and will have the full assessment report in 12 weeks.

Finishing up the Economic Development marketing update, Libbey spoke about key social media posts about Sammy Lou's new location on Lakeview and the Fire Department's new multi-story training in preparation for Sapphire Bay. Local businesses highlighted included Winfield's Cookies, Covington's Nursery and La Hacienda del Centro. Marketing for Downtown Rowlett featured a blog post on "20 Things to Do This Summer in Downtown Rowlett" as well as the monthly giveaway promotion to Modern Well that received a lot of positive feedback. The quarterly "big picture" report on commercial real estate showed Office at 10.6% vacancy, Industrial at 1.2% vacancy, Retail at 3.3% vacancy and Multi-Family at 6.4% vacancy. Projects featured that are under construction included Lake Pointe Women's Health Center, Valvoline, 151 Coffee and NAPA Auto Parts.

b. Rowlett Chamber/Chamber Foundation Update: Mark Hall, Chairman of the Chamber of Commerce, gave the Chamber update. He announced the Chamber's only 5K for the year, the Freedom 5K, was a successful event. The Chamber welcomed eighteen new members for the month of June; programs and events are on track. Ribbon cuttings hosted included Sammy Lou's and ContracSur. He noted the June luncheon with Meteorologist Dan Henry was very successful, who spoke about his experiences with Texas weather in his book and interviews with people that also experienced life changing weather. In June, the Chamber Board approved the Strategic Plan. No Chamber luncheon meetings will be held in July or August due to traditionally low attendance. Mark announced that a series of eight classes targeted to small business owners or aspiring entrepreneurs will be hosted though out the remaining of the year. Classes will cover topics like marketing, financing a business, budgeting, and paying taxes, etc.

c. GISD Update: Larry Glick, GISD Board member, gave the update on school district. He mentioned that the Rowlett High School art department would be a great partner to ask for any future city beautification efforts as they have been recognized statewide and won many art

awards. Larry spoke about the issues approaching the new school year, primarily being a national teacher shortage. They currently have 435 teacher positions vacant to fill district-wide. The district's decision to raise teacher's pay has helped, and they work diligently to recruit in a variety of ways. Larry shared he was happy to be appointed to the Safety Committee, which provides central coordination of safety efforts and assists with drills and exercises, school safety and security audits, policy development, and training. The last bond election for the district was in 2014, and Larry stated they are developing a bond committee to be formed at the end of August that will begin evaluating projects to include in a low- or no-tax increase bond.

d. Knowledge Topic – A presentation on the City's Capital Improvement Projects was made by Jeff Cohen, Interim Director of Engineering.

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.

Libbey reminded members that their joint meeting with City Council is on Tuesday, August 2. Mick and Mark will make the presentation, and members are encouraged to attend.

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.

Update on Sapphire Bay at a future meeting.

8. ADJOURNMENT.

The meeting was adjourned at approximately 10:32 A.M.



Mark Hall, Chamber Member, Vice Chair



Libbey Tucker, Assigned City Staff

8/16/22

Date Approved