

**City of Rowlett**  
**Economic Development Advisory Board**

Tuesday, May 16, 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 8:46 A.M. on May 16, 2023. In attendance: Chairman Mick Donnelly, Michael Weaver, Brian Funderburk, Brian Galuardi, Michael Gallops, Tori Owens, Chris Kizziar, and Eva Hummel. Staff: Libbey Tucker, Charles Mazarakes, Melinda Bartram, and Claudia Frausto. Absent were Paula Allen, Larry Glick, and Mayor Blake Margolis.

**2. PUBLIC INPUT ON ANY AGENDA ITEM.**

None.

**3. CONSIDER APPROVING THE MINUTES FROM THE APRIL 18, 2023 MEETING.**

A motion was made by Michael Weaver and seconded by Eva Hummel to approve the April 18, 2023 minutes. The motion carried unanimously.

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

None.

**5. City Knowledge and Learning Items**

**a) Economic Development Department Update:** Charles Mazarakes, Assistant Director, provided the business retention update and new business information. New businesses listed for April are Counter Culture Yogurt with four new jobs, Kwik Car Rowlett with four new jobs, Elevation Chiropractic three new jobs, L&J Auto Sales and Repair two new jobs, Crumbl Cookies showing 40 new jobs, and Dutch Bros Coffee showing four new jobs as well. BRE visits for the month of April were with Spoons Frozen Yogurt, Accelerate Auto, Cheesesteak House, Xcel Health Club, and Spice Village Asian Food Mart.

Charles continued the report with sales taxes showing 6% above forecasted amount by \$51,504, which is 2% more than the same month last year in 2022 by \$13,489. Eleven Certificates of Occupancy were granted with four new Commercial Building Permits issued valued at \$22,446,447.88. No existing commercial building/remodel permits pulled for the month of April. Webpage views for April were 7,373 with website downloads 227. Seven new businesses with 69 new jobs created were reported.

Melinda Bartram, Downtown Manager gave the Downtown Rowlett updates. She announced the attainment of GO TEXAN certification for the City of Rowlett to promote local businesses selling products/food made in Texas. Melinda attended the Texas Downtown Association's North Central Texas Roundtable on Friday, April 28 in Cleburne, Texas. She has also organized a Northeast DFW Downtown Managers Consortium with a kickoff meeting scheduled for July 2023 in Downtown Rowlett. The businesses organized the first business-driven event in Downtown Rowlett for Cinco de Mayo, taking advantage of the open container ordinance. Discussed branding strategy assessment with Civic Brand for downtown. She has organized a small business marketing training with downtown consultant Jon Schallert called Destination Creation, in partnership with the Rowlett Area Chamber and Visitors Center (July 2023). She reported she is working on several economic revitalization activities, including the vacant spaces in The Village and several infill projects.

Libbey gave a brief update on the building at 3901 Main St., which formerly was a city-owned building for community development. It is now occupied by EXCEL Physical Therapy with plans to expand, and other uses will include a restaurant wrap around on the west side of the building. Salon suites are filling up as the building renovations are being completed. She continued with the marketing updates as the department is collaborating with the Chamber to welcome "Dine. Shop. Play. Texas" as they experience local restaurants, shops and venues. They will use videos, photos and blog posts that highlight the uniqueness Rowlett has to offer. In the month of June, they will start with the curated list of businesses that offer the most promotional opportunities possible. Next, a publication named Business View Magazine will feature the City of Rowlett, including discussions with City representatives, the Mayor and local businesses that will be at no cost to the department. Charles updated the board with the progress of the Rowlett Economic Development website launch with minor delays due to IP address location. The LinkedIn ad campaign is being finalized for publication. Quality of life, workforce and business attraction will be the focal points of the campaign.

Libbey relayed that the new EDAB composition was approved by the city council, which included the changes and suggestions made in the April board meeting. Economic Development staff are also working on an industrial project located on Enterprise Dr that will house service industry businesses such as electricians, plumbers and HVAC repair companies. The site is currently zoned half C-2 (Commercial/Retail) with the other half as PD (Planned Development). Commercial zoning in the area hinders development as it is a low visibility area with limited to no foot traffic. This rezoning will go before planning commission in June.

**b) Rowlett Chamber/Chamber Foundation Update:**

Tori Owens, Chairman of the Board for the Chamber of Commerce, gave the Chamber and Chamber Foundation updates. Baylor Scott & White Lake Pointe, partnered with the Chamber, hosted the Hometown Heroes Awards Event to honor members of the community in early May. The event was very successful with many in the community in attendance. Leadership Rowlett Class 32 applications are being accepted for the new year, anyone interested may find the application on the [Leadership Rowlett](#) website. 10<sup>th</sup> annual [Freedon 5K](#) is being held July 4<sup>th</sup> with a start time of 7:00am. Registration is open to anyone that would like to get their sweat on and support the Chamber at the same time. There are still a few openings for the Tuscany Trip in October; sign up is available at the Chamber if interested.

c) **GISD Update:**

Libbey Tucker read for Larry Glick, GISD Board member update for the school district. Each of the 3 bond propositions passed with wide margins. First tranche of bonds to sell this summer. GISD has the highest bond rating in the State of Texas. Each bond will also carry the insurance component offered by the Permanent School Fund. Larry thanked the EDAB members who served admirably on the citizens bond committee. He will keep EDAB apprised of steps taken to implement each component of the bond, with specificity to Rowlett schools and projects. GISD is using in-house expertise to manage the multitude of projects and believes this will result in significant cost savings. Two trustee places were also on the ballot- both incumbents were re-elected- Ms. Daphne Stanley and Mr. Jamie Miller.

d) **Knowledge Topic – Knowledge Topic - Home 2 Suites Tour**

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.**

- Mick Donnelly, of D4 Construction, made a Donation to the Chamber Foundation

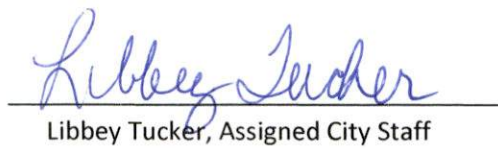
7. **MEMBERS OF THE BOARD MAY REQUEST TOPICS FOR FUTURE AGENDA MEETINGS. NO MEMBER OF THE BOARD OR COMMISSION MAY DISCUSS ANY OF THE REQUESTED SUBJECTS UNTIL SUCH MATTER HAS BEEN PROPERLY PLACED ON A POSTED AGENDA.**

- Staff will work to arrange a tour of Sapphire Bay and Sapphire Bay Marina for the future meeting.

8. **ADJOURNMENT.**

The meeting was adjourned at approximately 9:55 A.M.

  
Mick Donnelly, Chairman

  
Libbey Tucker, Assigned City Staff

  
Date Approved