

## MINUTES

**REGULAR CALLED MEETING OF THE  
CEDAR PARK COMMUNITY DEVELOPMENT CORPORATION (4B)  
Wednesday, February 15, 2012 at 6:30 PM  
Cedar Park Library, 550 Discovery Boulevard, Cedar Park TX 78613**

BOARD MEMBERS

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Audrey Wernecke, Place 1    | <input checked="" type="checkbox"/> President Brian Rice, Place 5 | <input checked="" type="checkbox"/> Vice President John Allen, Place 4 |
| <input checked="" type="checkbox"/> David Scott Burger, Place 2 |   | <input checked="" type="checkbox"/> Secretary Ryan Wood, Place 6       |
| <input checked="" type="checkbox"/> Kevin Harris, Place 3       |   | <input checked="" type="checkbox"/> Mo Jahadi, Place 7                 |

- A.1 Call to Order, Quorums Determined, Meeting Declared Open  
Meeting was called to order at 6:35 PM by Vice President Allen noting that a quorum was present. President Rice arrived at 6:40 PM during Item D1a.
- A.2 Consider Approval of the January 10, 2012 Regular Called 4B Board Meeting Minutes  
**MOTION: Secretary Wood made a motion to approve the January 10, 2012 Regular Called 4B Corporation meeting minutes as submitted. Director Burger seconded the motion. The motion passed unanimously, 6-0, with 1 absent.**
- A.3 Citizen Communications. *(Not For Items Listed On This Agenda. Three Minutes Each. No Deliberations With 4B. 4B May Respond With Factual Information.)* **None.**
- A.4 Board Members' Opening Comments. **None.**
- Vice President Allen called up Item B4 out of order. See Item B4.  
Vice President Allen called up Item B3 out of order. See Item B3.  
Vice President Allen called up Item C1 out of order. See Item C1.  
Vice President Allen called up Items D1a1 and D1a2 out of order. See Items D1a1 and D1a2.  
President Rice arrived during Items D1a1 and D1a2.  
President Rice called up Item A5 out of order. See Item A5.  
President Rice called up Item B1 out of order. See Item B1.  
President Rice called up Items D2b1 and D2b2 out of order. See Items D2b1 and D2b2.*
- A.5 Presentation, Katie Krampitz, Tourism Services Manager  
a. Review of Tourism Marketing Program  
Duane Smith, Tourism and Community Development Manager, introduced Katie Krampitz to the Board. Katie Krampitz provided handouts of the Cedar Park Restaurant Guide and Cedar Park Fun brochure. She explained that the Tourism Advisory Board funds advertising in different publications. She tracks leads, focusing on the best responses to get the most return on their investment. She advised that a mobile version of CedarParkFun website is now available. She described past marketing efforts which included the Texas Events Calendar, print advertising in the Fort Hood area, *Tour Texas* advertising, *San Antonio Magazine* e-blasts, and web highlights. They are currently advertising in *Tour Texas* and *Texas Highways*. She advised that the general information brochure and the Restaurant Guide are updated quarterly. She provides a list of current events to each hotelier. Vice President Allen stated that he had enjoyed talking to Katie Krampitz about tourism opportunities in Cedar Park and suggested that the other Board Members make time to talk to her.
- B.0 STAFF REPORTS (DISCUSSION ONLY)

- B.1 Finance Report, Aaron Rector, Budget Manager.  
 a. Quarterly Report On Sales Tax Revenues, Expenditures, and Fund Balance  
**Aaron Rector, Budget Manager, provided corrected budget information to the Board. The interest came in after the presentation was sent out causing some of the numbers to change. He reviewed the revenues and expenditures. He advised that the December tax revenue was collected in February. He advised that \$41,200 in sales tax had been collected which is higher than budgeted. A comparison to other benchmark cities was provided. He advised that he had removed Dental Health Management Services (DHMS) from the project line item list since their agreement had been cancelled.**
- B.2 Parks Project Report, Curt Randa/Parks Director. **None.**
- B.3 Transportation Report, Alan Green, Sr. Engineering Associate  
 a. Update On Sidewalk Gap Closure Project  
 b. Update On the Park Street / US 183 Intersection Project  
 c. Update On the Brushy Creek Road (183A to Parmer Lane)  
**Duane Smith, Tourism and Community Development Manager, advised that a status report was included in their packet. He stated that the sidewalk gap project had started and was on schedule. He advised that Tom Gdala, Transportation Planner, would provide an update on the ILSN sign project next month. Director Wernecke advised that the Park Street/US 183 Intersection project is essentially complete.**
- B.4 Update On Economic Development Projects – Larry Holt, Economic Development Specialist  
**Larry Holt provided a copy of the “Economic Development & Tourism 2011 Update” to the Board members. He advised that Fallbrook Technologies has met or exceeded all of their requirements. Reunion Grill’s deadline for completing construction is March 24, 2012 and they anticipate opening by October 24, 2012. Dental Health Management Services (DHMS) cancelled their agreement with 4B. They thanked the Board for working with them.**

**C.0 PUBLIC HEARING.**

- C.1 Consider Acceptance Of Funding For Buttercup Creek Neighborhood Park Improvement Project Proposal Located at 411 Twin Oaks Trail In An Amount Not To Exceed \$100,000.  
**Duane Smith advised that it is a statutory requirement that the 4B Corporation conduct public hearings on projects prior to final Council approval and the expenditure of funds.**

**A public hearing was held on the above item. There being no public testimony, the public hearing was closed.**

**D.0 DISCUSSION AND POSSIBLE ACTION**

***Vice President Allen called up Items D.1.a.1 and D.1.a.2 together.***

- D.1 Community Enhancement Project - Neighborhood Park Improvement Program  
 a. Buttercup Creek Park Improvement Project Located at 411 Twin Oaks Trail  
 1) Consider Authorization For the 4B Board President To Execute the Project Agreement For Buttercup Creek Neighborhood Park Improvement Project Proposal In An Amount Not To Exceed \$100,000  
 2) Consider Authorization For the 4B Board President To Execute The Resolution Recommending Funding to City Council For Buttercup Creek Neighborhood Park Improvement Project Proposal

**MOTION: Secretary Wood moved to authorize the 4B Board President to execute the Project Agreement for the Buttercup Creek Neighborhood Park Improvement Project located at 411 Twin Oaks Trail in an amount not to exceed \$100,000 and to execute the Resolution to recommend funding to City Council. Director Burger seconded the motion. The motion passed unanimously, 7-0.**

**President Rice called up Items D.1.b.1 through D.1.b.2 together.**

- b. Elizabeth Milburn Park Improvement Project Located at 1901 Sun Chase Boulevard
  - 1) Consider Acceptance Of Funding Elizabeth Milburn Park Basketball Court Shade Project Proposal In An Amount Not To Exceed \$75,000 - Curt Randa
  - 2) Consider Authorization For Staff To Set Public Hearing Date And Publish 60-day Project Notice For Elizabeth Milburn Park Basketball Court Shade Project

Curt Randa, Parks and Recreation Department Director, made the presentation. He requested funding of \$75,000 for a project that would add a 6,270 square foot, eight post, fabric shade structure over the Milburn Park basketball court. The project would include the engineered drawings, materials and installation of the new structure. He responded to concerns voiced by the Board at the January meeting. His presentation included a dimensional diagram showing that the shade structure extends beyond the boundary of the court. There is a twenty foot clear zone. The warranty is twenty years on the steel frame and ten years on the commercial fabric and Teflon stitching. He talked to the Eanes Independent School District and Killeen Independent School District because they have similar structures. He advised that a sewn on logo would affect the warranty. A painted logo would be allowed, but he was unsure of fading and adhering issues on the fabric. He advised that staff was comfortable with the dimensions.

There was general discussion among the Board concerning the need for the project. Secretary Wood asked where this project ranked among other park projects. Curt Randa advised that this project provided the best value because of the amount of use it would receive. It would also allow additional uses for multiple activities. He stated that Milburn Park receives the highest use. Secretary Wood stated that the fabric structure would provide a synergy with the mobile performance stage. Curt Randa advised that the Parks Department has an ongoing tree planting replacement program in place.

A project matrix was completed for the project. The project scored 66 points, exceeding the matrix goal of 50 points.

**MOTION:** Vice President Allen made a motion to approve funding for the Elizabeth Milburn Park Basketball Court Shade Project, located at 1901 Sun Chase Boulevard, in an amount not to exceed \$75,000 from Community Enhancement funds and to authorize City Staff to set date for public hearing and to publish 60-day project notice. Director Jahadi seconded the motion. The motion passed unanimously, 7-0.

**D.2 Consider Update From Sign Replacement Subcommittee (Allen, Burger, and Jahadi)**

Vice President Allen advised that the packet included sign costs from previous Corridor Enhancement projects. A list of the non-compliant signs was also included. He provided a summary of the subcommittee's suggestions. The suggestions included: 1) No change to the funding cap. 2) Wait for City Council's input to determine how aggressive the Board moves. 3) Costs covered - Leave the current program in place, but allow 100% funding for pole sign replacement if a corresponding corridor enhancement project is also brought to the Board. The project funding would remain as a reimbursement of 75% of approved expenditures. If a pole sign replacement project is requested without a corresponding project, then a maximum of 75% would be funded. 4) Expand the Corridor Enhancement program to include RM 1431 and Cypress Creek Road. Consider including the entire City for the pole sign replacement.

There was considerable discussion among the Board concerning the expansion of the program, the purpose and intent of the program, and marketing of the program. President Rice stated that he supported the subcommittee's suggestions. Vice President Allen advised that the subcommittee would meet before the March meeting date. He anticipated that they will be able to present a Mission Statement and goals at the next Board meeting. They will discuss how the program could help all businesses in the City. The program would need to be renamed if it expands outside of US 183 area. Vice President Allen advised that he would present the changes to Council when completed.

No action was taken on this item.

- D.3 Consider Update From Gateway Sign Steering Committee (Wernecke)  
**Director Wernecke advised that the subcommittee met with staff on February 10, 2012. She provided the Board copies of the drawings for the gateway signs. The design team narrowed the selection down to two options. Director Wernecke advised that the design selections will be presented to Council on February 23, 2012. The public will be able to provide input for thirty to forty-five days before the project comes back to the 4B Board. Until a design has been chosen, there are too many variables to determine project costs.**

No action was taken on this item.

- D.4 Consider Liaison Assignments (Jahadi)  
**Director Burger stated that he would like to be the liaison to the Parks and Recreation Advisory Board. The 4B Strategic Plan and Goals Subcommittee was no longer needed because the annual review was complete. The US 183 Corridor Enhancement Program Subcommittee and the Sign Replacement Subcommittee were combined. Vice President Allen, Director Burger and Director Jahadi serve on both subcommittees. All other liaison assignments to Boards/Committees and subcommittees remained the same.**

- D.5 Excuse Absences From 4B Board Meetings. **None.**

- E.1 LIAISON UPDATES / REPORTS **None.**

F.1 ADMINISTRATIVE ITEMS

*(4B Board members and staff may discuss items related to the board member's general duties and responsibilities. The 4B Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action.)*

- a. Delegate Report on City Council Actions Directly Related to 4B Items of January 12, 2012, January 26, 2012 and February 2, 2012.

**Vice President Allen stated that the Buttercup Creek Neighborhood Park Improvement Project was on the January 26<sup>th</sup> consent agenda. No questions were asked by City Council.**

- b. Director And Staff Comments

**Duane Smith requested that Director Jahadi, Director Harris and Director Wernecke remain after the meeting was adjourned for a quick discussion on gateway signs.**

- c. 4B Board Member Closing Comments

**Director Harris was pleased to announce that Henry Middle School's 8<sup>th</sup> grade boy's basketball team had a great year. Vice President Allen made a presentation at Leadership Cedar Park concerning the Community Development Board. Director Burger stated that he has participated on several boards and he thought the 4B Board was a Board that does a lot of work and makes responsible decisions.**

- d. Board Member Request For Future Agenda Items.

**President Rice requested that a ranking of parks projects be provided for the April or May meeting. He requested that an update from the Corridor Enhancement/Pole Sign Replacement Subcommittee be provided at the March meeting. He also asked for suggestions on the advertisement of the Corridor Enhancement program. Secretary Wood requested an update on the gateway sign project. Director Wernecke asked for an update on the Pecan Grove project. Director Jahadi asked for an update on the Art, Food and Wine event.**

- e. Designate Delegate to Attend Next Council Meeting on February 23, 2012 and March 8, 2012


**Vice President Allen volunteered to attend the February 23, 2012 Council meeting. Director Wernecke volunteered to attend the March 8, 2012 Council meeting. Director Jahadi advised that might be able to attend the March 8, 2012 meeting.**

**Next Regular Scheduled 4B Meeting: Tuesday, March 13, 2012 at 6:30 P.M. in the Cedar Park Public Library.**

G.1 ADJOURNMENT

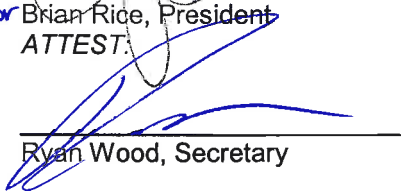
**Meeting was adjourned at 8:41 PM.**

PASSED AND APPROVED THIS 13<sup>TH</sup> DAY OF MARCH, 2012.



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Brian Rice, President  
ATTEST:

John  
Allen for

  
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Ryan Wood, Secretary