REGULAR CALLED MEETING OF THE
COMMUNITY DEVELOPMENT (Type B) CORPORATION
Tuesday, January 14, 2020 at 6:30 p.m.
City Council Chambers
450 Cypress Creek Road, Building Four
Cedar Park, Texas 78613

BOARD OF DIRECTORS

☐ Ryan Wood, Place 6, President

☐ Tom Moody, Place 1
☐ Dick Lewis, Place 2
☐ Ginger Goodin, Place 3 (V.P.)
☐ Kevin Harris, Place 4
☐ Mark Ayotte, Place 5
☐ Lance Gunn, Place 7

AGENDA

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

A.2 Citizen Communications. (Regarding items not listed on this agenda. Three Minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)

A.3 Preliminary Public Comment. (Regarding items listed on this agenda. Pursuant to Government Code, Section 551.007, the public may address the Type B Board before or during the Board's consideration of the item, subject to the Board's Rules of Procedure.)

A.4 Board Members' Opening Comments.

STAFF REPORTS
(DISCUSSION ONLY)

B.1 4th Quarter Report And Year-End Financial Report For FY 2019 (Chad Tustison, Assistant Director Finance)

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

CONSENT AGENDA

(Pursuant To Community Development Board Rule, the Consent Agenda consists of all items set forth on Agenda Item C.1. The Consent Agenda May Be Approved By A Single Motion.)

C.1 Approval Of The Minutes Of The November 12, 2019 Regular Called Meeting.

PUBLIC HEARINGS

D.1 Conduct Public Hearings On The Following Projects:

a. Transformational Projects - **$3,020,000.**

1) A Request For Funding For Lakeline Park Phase 1 Project In An Amount Not To Exceed $1,000,000.
2) A Request For Funding Of The Bell Redevelopment Project In An Amount Not To Exceed $1,720,000.
3) A Request For Funding For Bell Boulevard Park Planning In An Amount Not To Exceed $300,000.

b. Community Enhancements - **$2,150,000.**

1) A Request For Funding For A Trail Connection Project Associated With The Location Of The James Avery Artisan Jewelry Second Headquarters Location in Cedar Park In An Amount Not To Exceed $500,000.
2) A Request For Funding For The Design And Installation For Replacement Of Pole Mounted Street Signs In An Amount Not To Exceed $150,000.
3) A Request For Funding For The Design And Construction Of A Right Turn Lane On South Bound Bell Boulevard At West Bound Cypress Creek Road In An Amount Not To Exceed $400,000.
4) A Request For Funding For Matching Funds For A Possible Wilco Bond Project To Extend The Wilco Regional Trail To Lakeline Park And A Pedestrian Bridge Over Bell Boulevard (US 183) In An Amount Not To Exceed $500,000.
5) A Request For Funding Of Improvements To The Veterans Dog Park In An Amount Not To Exceed $100,000.
6) A Request For Funding For Engineering And Related Services For The Brushy Creek North Fork Trail In An Amount Not To Exceed $500,000.

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

E.1 No Items Scheduled.

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

F.0 **EXECUTIVE SESSION**

In accordance with Chapter 551, Government Code, the Community Development (Type B) Corporation Board will now convene in a Closed Executive Session pursuant to the following provisions of the Texas Open Meetings Act, Chapter 551, of the Texas Government Code:

F.1 Section § 551.071 (2) Consultation With Attorney Regarding Matters In Which The Duty Of The Attorney To The Governmental Body Under The Texas Disciplinary Rules Of Professional Conduct Of The State Bar Of Texas Clearly Conflict With This Chapter:

a. The Bell Boulevard Redevelopment Project.

b. The Indigo Ridge North Project.

F.2 Section § 551.072 Deliberation Of The Purchase, Exchange, Lease, Or Value Of Real Property.

a. The Bell Boulevard Redevelopment Project.

F.3 Section § 551.087 Deliberation Regarding Economic Development Negotiations.

a. The Bell Boulevard Redevelopment Project.

b. The Indigo Ridge North Project.

The Community Development Corporation (Type B) Board reconvenes into Open Session

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The 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.)

G.1 Board Member Closing Comments.

Next Regular Scheduled Board Meeting **Tuesday, February 11, 2020 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

H.1 Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Community Development (Type B) Corporation Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

Any final action, decision, or vote on a matter deliberated in Closed Executive Session shall be made in an open meeting pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code.

Certain information may be presented to and by the Community Development (Type B) Corporation Board, under the headings of "Citizen Communications", and "Board Members' Comments" however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

The City Attorney has approved the Executive Session Items on this agenda, if any.

CERTIFICATE

I certify that the above notice of the Regular Called Community Development (Type B) Corporation Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building 4, Cedar Park, Texas. This notice was posted on:

_____

Date Stamped (Month, Day, Year, AM/PM, Time)

The Cedar Park City Hall Campus and Council Chambers are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (512) 401-5002 or FAX (512) 401-5003 for further information.

_____

Fran Irwin,
Community Affairs Director

Notice Removed: '20 JAN 10 AM 11:45

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

CITY OF CEDAR PARK
2018-2020 STRATEGIC GOALS

DISTINCTLY CEDAR PARK

PURPOSE

Cedar Park is a unique location with a distinct identity shaped by its distinguishing projects and programs.

OBJECTIVES

- Encourage unique and distinctive developments
- Revitalize Bell Boulevard area
- Create gathering places, including parks and library
- Design special events that attract people to Cedar Park
- Leverage the value of aesthetics on community culture

OPEN HERE, GROW HERE

PURPOSE

Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

OBJECTIVES

- Identify markets and actively recruit targeted industries and employers
- Evaluate economic development tool box
- Protect areas already designated for business
- Develop and launch business retention program

SAFETY IS TOP-OF-MIND

PURPOSE

Our community feels safe, secure and comfortable.

OBJECTIVES

- Ensure timely and appropriate response for calls for service
- Provide resources necessary to meet community expectations
- Enhance citizen safety level

OPERATIONAL & FISCAL EXCELLENCE

PURPOSE

Deliver high-quality services in a fiscally-responsible manner.

OBJECTIVES

- Provide high-value services to our community
- Demonstrate fiscal responsibility
- Improve and ensure a well-maintained infrastructure, including storm water
- Attract and retain a qualified workforce

LINK PEOPLE, PLACES & THINGS

PURPOSE

Improve mobility through multi-modal transportation options that best serve the community's needs.

OBJECTIVES

- Continue implementing Roadway Master Plan
- Expand pedestrian and bike networks
- Complete Transit Study
- Use technology to improve traffic/mobility
- Advance 183A frontage road project

STRONG COMMUNITY CONNECTIONS

PURPOSE

Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

OBJECTIVES

- Develop and leverage innovative ways to engage the community
- Evaluate and enhance current engagement programs
- Support development and recognition of board and commission members

SUSTAINABLE FUTURE

PURPOSE

Demonstrate responsible stewardship of community and natural resources.

OBJECTIVES

- Use our resources wisely
- Explore environmental programs
- Update Comprehensive Plan
- Support neighborhood maintenance

CEDAR PARK

CEDAR PARK

COMMUNITY DEVELOPMENT CORPORATION

AGENDA ITEM B.1.

January 14, 2020

Item/Subject: 4th Quarter Report and Year End Financial Report for FY 2019

Initiating Dept.: Finance Department

Commentary:

Chad Tustison, Assistant Director Finance will present the quarterly and year-end financials.

CEDAR PARK

COMMUNITY DEVELOPMENT CORPORATION

CONSENT AGENDA ITEM C.1.

January 14, 2020

Item/Subject: The Consent Agenda Consists of Items C.1

Initiating Dept.: Staff

Commentary:

C.1 Approval Of The Minutes Of The November 12, 2019 Regular Called Board Meeting.

All items on Consent may be approved with a single motion to "Approve the Consent Calendar". Individual items may be pulled for further discussion prior to other agenda items.

CEDAR PARK

MINUTES

REGULAR CALLED MEETING OF THE COMMUNITY DEVELOPMENT (Type B) CORPORATION

Tuesday, November 12, 2019 at 6:30 p.m.
City Council Chambers
450 Cypress Creek Road, Building Four
Cedar Park, Texas 78613

BOARD OF DIRECTORS

☑ Ryan Wood, Place 6, President
☑ Tom Moody, Place 1
☑ Dick Lewis, Place 2
☑ Ginger Goodin, Place 3 (V.P.)
☑ Kevin Harris, Place 4
☑ Mark Ayotte, Place 5
☑ Lance Gunn, Place 7

AGENDA

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

President Wood called the meeting to order at 6:30 p.m. noting that a quorum was present

A.2 Welcome And Introduce New Board Members.

President Wood introduced the new board members

A.3 Citizen Communications. (Regarding items not listed on this agenda. Three Minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)

None

A.4 Preliminary Public Comment. (Regarding items listed on this agenda. Pursuant to Government Code, Section 551.007, the public may address the Type B Board before or during the Board's consideration of the item, subject to the Board's Rules of Procedure.)

None

A.5 Board Members' Opening Comments.

None

STAFF REPORTS
(DISCUSSION ONLY)

B.1 No Items For Consideration

CONSENT AGENDA

(Pursuant To Community Development Board Rule, the Consent Agenda consists of all items set forth on Agenda Item C.1. The Consent Agenda May Be Approved By A Single Motion.)

C.1 Approval Of The Minutes Of The September 10, 2019 Regular Called Meeting.

Director Lewis motioned to approve the Consent Agenda. Director Goodin seconded the motion and it passed with a 7-0 vote.

PUBLIC HEARINGS

D.1 No Items Scheduled.

None

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

E.1 Discussion Regarding The Bell Redevelopment Project Update And Presentation From RedLeaf Partners, LLC.

Katherine Caffrey, Assistant City Manager, introduced RedLeaf Partners, LLC to present an update on The Bell Blvd Redevelopment Project. Rob Shands with RedLeaf Partners explained who they are, what their company focuses on, and the projects that they have completed. Progress in 2019 includes, site investigation, land planning, and financial analysis. A couple areas that RedLeaf would like to focus on is Community Feedback and Market Analysis. They took information and updated their strategies based on the feedback from the June community meeting. Some of the themes that popped up was fine dining restaurants, brewpubs, and people wanted an urban setting geared to the pedestrian experience. From this feedback, they came up with a few takeaways - Vibrant, Urban and Destination. RedLeaf then conducted a market feasibility study and came back with the following suggestions; For Retail, there is high demand for food & beverage, focus on neighborhood serving tenants (as opposed to regional) and to be competitive, retail space needs to be affordable and offer tenants and customers a unique experience. For Offices, there is a projected demand for new office space and to be competitive, office space needs to have efficient floorplans, accessibility and abundant parking.

Director Harris asked when the study was done because there is another project (Indigo Ridge) that's in development and was curious about the timing on those studies. Katherine Caffrey, Assistant City Manager, explained that Indigo Ridge is a different project which focuses on USTA and entertainment on a larger scale. These projects are not similar and therefore had different studies done. Indigo Ridge is privately funded and Bell Blvd. is a community project. Red Leaf also explained that the study took into consideration the 183 corridor and the demand for this type of development from the community. They also want to work with Economic Development and be mindful of their project and be flexible in the land plan.

The conclusions that RedLeaf took away to from the land plan are that they want to have the right mix of major components such as, parks and green space, experiential retail, engaging the consumers, and commercial and civic development. RedLeaf wants to be a catalyst for the area, which will create a meaningful impact for everything around it. They want to take an early focus on retail (food & beverage), create district parking (urban style development), create connections between all of these components (library, parks, retail, office space) and be flexible to adapt to market changes. To conclude, they will continue to work with City leadership and engage with the community to turn the vision into a reality.

President Wood asked about the phases of the project, will RedLeaf be able to meet the expectations of the community? From a philosophical standpoint, how does RedLeaf see the phases of the project moving forward?

Matt Whelan with RedLeaf explained that they are trying to balance vision and the demands of the market to get something started. RedLeaf wants to have amenities on the front end that will support office and residential as opposed to the amenities solely creating a market for residential and office space. From a philosophical standpoint, they want to bring the amenities online as soon as possible, so that the bar will be set and subsequent phases can meet and exceed that early level of quality. Rob Shands with RedLeaf also mentioned the governance documents and the design book. The design book will have the community input that will guide them on what the end result will look like. The phases will all be based on the initial phase and the design book. It will all be cohesive as later phases roll out. President Wood wanted to make sure that as they go through the phases that we continue to meet and exceed what the community asked for.

Director Gunn asked what is RedLeaf most excited about on this project and what is their biggest concern. Rob Shands explained that they are excited about the opportunity to bring a quality project that doesn't exist today and to be building a great partnership with the City. The engagement of the community is also exciting too. Matt Whelan with Red Leaf added that he enjoyed working and learning about Cedar Park. The concerns are that it isn't an easy project, there is a long road ahead, there is high expectations, and meeting those expectations is something that is important and that they want to focus on.

Director Harris mentioned that the Board is going to be looking to make sure that this development keeps consistent with what the community wants as the phases are completed and that it's unique to the area. Red Leaf mentioned that they have benchmarks in place, but also wants to make sure they meet expectations, not just financially, but as a success in the community.

F.0 **EXECUTIVE SESSION**

In accordance with Chapter 551, Government Code, the Community Development (Type B) Corporation Board will now convene in a Closed Executive Session pursuant to the following provisions of the Texas Open Meetings Act, Chapter 551, of the Texas Government Code:

F.1 Section § 551.071 (2) Consultation With Attorney Regarding Matters In Which The Duty Of The Attorney To The Governmental Body Under The Texas Disciplinary Rules Of Professional Conduct Of The State Bar Of Texas Clearly Conflict With This Chapter:

a. The Bell Boulevard Redevelopment Project.

F.2 Section § 551.072 Deliberation Of The Purchase, Exchange, Lease, Or Value Of Real Property.

a. The Bell Boulevard Redevelopment Project.

F.3 Section § 551.087 Deliberation Regarding Economic Development Negotiations.

a. The Bell Boulevard Redevelopment Project.

The Board convened into executive session at 7:01 PM.

OPEN MEETING

The Community Development Corporation (Type B) Board reconvenes into Open Session at 8:34 p.m.

The Board opened up questions and discussion on item E.1, no other action taken from the Board.

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The 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.)

G.1 Board Member Closing Comments.

President Wood thanked the new board members and City staff and reminded the Board of the joint meeting on December 11.

Next Scheduled Board Meeting Is A Joint Meeting With City Council And The Economic Development Sales Tax Corporation (Type A) Board Of Directors on **Wednesday, December 11, 2019 At 7:00 P.M.** In The Multipurpose Rooms At 450 Cypress Creek Road, Building Three.

H.1 Adjournment.

The meeting adjourned at 8:55 P.M.

PASSED AND APPROVED THIS THE 11th DAY OF DECEMBER 2019.

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Ryan Wood, President

ATTEST:

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Fran Irwin, Secretary

CEDAR PARK

COMMUNITY DEVELOPMENT CORPORATION

AGENDA ITEM D.1.

January 14, 2020

Item/Subject: Public Hearings on FY 2020 Projects

Initiating Dept.: Staff

Commentary:

As a requirement for funding release, Public Hearings for the FY 2020 4B Community Development projects will be held on January 14, 2020. These projects have been previously vetted, recommended for approval by the 4B Board of Directors and approved by the City Council during the budget adoption process. The required public notices were published on November 19, 2019.

Project staff will be in attendance for questions, however, no additional presentations are planned.