



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

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| <input checked="" type="checkbox"/> Tom Moody, Place 1 | <input checked="" type="checkbox"/> Ryan Wood, Place 6, President | <input checked="" type="checkbox"/> Dick Lewis, Place 2 |
| <input checked="" type="checkbox"/> Ginger Goodin, Place 3 (V.P.) | <input checked="" type="checkbox"/> Kevin Harris, Place 4 | <input checked="" type="checkbox"/> Lance Gunn, Place 7 |
| <input checked="" type="checkbox"/> Mark Ayotte, Place 5 | | |

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.

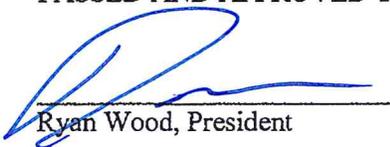
President Wood thanked the new board members and City staff and reminded the Board of the joint meeting on December 11.

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.

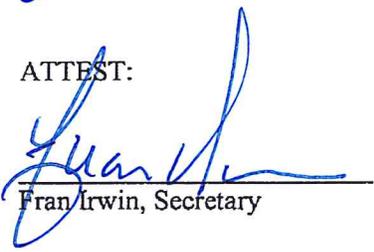
The meeting adjourned at 8:55 P.M.

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



Ryan Wood, President

ATTEST:



Fran Irwin, Secretary