



**REGULAR MEETING  
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (Type A)  
MONDAY, JULY 20, 2020, AT 6:30 PM  
BY FREE-OF CHARGE VIDEO CONFERENCE ONLY**

***IN THE INTEREST OF PUBLIC HEALTH & SAFETY,  
PLEASE DO NOT COME TO THE CITY HALL CAMPUS***

**Link for Meeting:** <https://mtg.cedarparktexas.gov/TypeA>

**Event Password:** CedarPark2020

**United States Toll Free:** 1-844-992-4726

**Access Code:** 126 815 8819

**BOARD MEMBERS**

Eric Boyce, President (Place 4)

Kelly Brent, Vice President (Place 7)

Sudip Giri, Place 1

Petri Darby, Place 2

Haley Siddons, Place 3

Hulyne Christopher, Place 5

Christine Blair, Place 6

**I. OPEN MEETING**

**A) Call to Order**

**B) Board Opening Comments**

**C) Public 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.)

**D) Consent Agenda**

a. Approval of Minutes from May 18, 2020, Regular Board Meeting

**E) Directors Report**

- 1. Report on Economic Development Director Activities and Contacts, Which Includes Updates On the Following:
  - a. Business Attraction
  - b. Business Retention and Expansion

**F) Discussion and Possible Action**

- a. Overview of FY 21 Cedar Park Economic Development (Type A) Corporation Budget – Kent Meredith, Finance Director.

**G) Board Closing Comments**

**H) 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 Type A Board*

*All unscheduled closed executive sessions may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultation with the City Attorney.*

*At the discretion of the Type A Corporation Board, non-agenda items under the headings of “Citizen Communications” may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of 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.*

**CERTIFICATE**

I certify that the above notice of the Regular Scheduled Economic Development Sales Tax Corporation (Type A) Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 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 Council Chambers is wheelchair accessible and disabled 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 for further information.

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Ben White  
Economic Development, Director

Notice Removed: \_\_\_\_\_  
*Date Stamped (Month, Day, Year, AM/PM, Time)*

*Any item on this posted agenda may be discussed in Executive Session 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



**Economic Development Sales Tax (Type A) Corporation  
July 20, 2020**

**Agenda Item F(a)**

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**Item/Subject:** Approval of Minutes from May 18, 2020, Regular Board Meeting.

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**MINUTES  
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (Type A)  
MONDAY, MAY 18, 2020, AT 6:30 PM  
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Eric Boyce, President (Place 4)  
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Sudip Giri, Place 1	Petri Darby, Place 2
Haley Siddons, Place 3	Hulyne Christopher, Place 5
Christine Blair, Place 6	

**AGENDA**

**A) Call to Order**

The meeting was called to order at 6:38. Christine Blair was on the line, but not able to participate. All other members present.

**I. EXECUTIVE SESSION**

*In accordance with Chapter 551, Government Code, Vernon's Texas Code Annotated (V.T.C.A.) (Open Meetings Law), "The Economic Sales Tax Corporation (Type A)" Board may meet in a Closed Executive Meeting pursuant to provisions of the Open Meetings Law, Chapter 551, Government Code, V.T.C.A. in accordance with the authority contained in the following section:*

**B) 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, Section 551.072 Discussion Regarding Real Property, And Section 551.087 Deliberation Regarding Economic Development

1. Update Regarding Negotiations With An Economic Development Prospect Related To 13.411 Acres In The Cedar Park Town Center.

**Close Executive session at 7:20PM.**

## **II. OPEN MEETING**

### **C) Board Opening Comments**

No comments

**D) Citizens Communication.** (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.)

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

### **F) Consent Agenda**

- a. Approval of Minutes from January 27, 2020, Regular Board Meeting
- b. Approval of Minutes from April 9, 2020, Special Board Meeting

*Brent motions to approve the consent agenda & Siddons seconds, motions carries*

### **G) Directors Report**

1. Finance Report. – Kent Meredith, Finance Director

**Mr. Meredith provides the Directors with an overview of the Type A Economic Development Budget. Meredith notes that FY 2020 Revenue was \$6.08M and the Expenses were \$5.54M. Actual sales tax collected for the second quarter were 1.6% higher than budgeted. At the end of the second quarter, 43% of the budget was spent. The expected ending fund balance for FY 2020 is \$14.1M, which may be amended, as there will be adjustments made to the budget due to COVID-19. Meredith presents a graph with projections of the impact of COVID-19 to the Type A sales tax.**

**Giri asks if the next finance report can show a breakdown of necessary City expenses. Meredith explains that in the PDF given to the Board there is a breakdown of all expenses and each line item. Giri, suggest looking for ways to cut the budget. White explains that with the lack of trips and hosting**

**prospective business that this has helped with counteracting some of the impacts of the loss of revenue.**

2. Report on Economic Development Director Activities and Contacts, Which Includes Updates On the Following:
  - a. Business Attraction
  - b. Business Retention and Expansion
  - c. Small Business Assistance Program
    - **72 total accepted applications**
    - **63 of applications received grants**
    - **Loans given to maximize funding to small businesses**
    - **Grants ranged from \$1,000-\$5,000**
    - **Majority of grants received over \$3,000**

#### **H) Discussion and Possible Action**

- a. Consideration Of A Resolution Authorizing An Agreement To Purchase 13.411 Acres In The Cedar Park Town Center Owned By The City Of Cedar Park At A Price Not To Exceed Three Million Five Hundred Thousand Dollars (\$3,500,000). – Ben White, Economic Development Director  
**Mr. White provides an overview of the property. White noted that the City of Cedar Park currently owns the land. The properties adjacent to the 13.4 acres are proposed for a Hampton Inn and an office building. White noted that the site would be well suited for attracting future economic development projects.**  
*Brent motions to approve and Darby seconds, motion carries.*
- b. Consideration Of A Resolution Amending The FY 2020 Cedar Park Economic Development (Type A) Corporation Budget By \$3,500,000 For Property Purchase And By \$200,000 For The Small Business Assistance Program. – Kent Meredith, Finance Director.  
**Mr. Meredith noted that the \$200,000 is for the Small Business Assistance Program, which has already been approved and the \$3.5M is for the Town Center Property Purchase. Boyce clarifies that this is a cosmetic change for amending the \$200,000, which they did not do when they approved it previously.**  
*Brent motions for approval, Christopher seconds, motion carries.*
- c. Consideration Of A Resolution Authorizing An Amendment To The Economic Development Performance Agreement With MSB Consulting Group, LLC. – Ben White, Economic Development Director

**White explains that the agreement is to adjust the location of the headquarters to better meet the square footage needs of MSB. Additionally, White request approval to delay the occupancy date of the first performance report by three months (from Dec. 31, 2020 to March 31, 2021) and change the deadline for the annual report by three months as well (from April 30 to June 30), due to COVID-19**

*Siddons motions to approve, Giri seconds, motion carries.*

- d. Consideration Of A Resolution Authorizing An Amendment To The Economic Development Performance Agreement With Red Horn Brewery & Roastery, LLC. – Randall Malik, Economic Development Assistant Director

**Malik requests the occupancy date to be extended by six months (August 30, 2020 to Feb. 28, 2020), due to the impact that COVID-19 has had on Red Horn. He also recommends a five-month extension on the start date for the fifteen full time employees (from Sept. 31, 2021 to Jan. 31, 2021).**

*Christopher motions to approve, Giri seconds, motion carries.*

**I) Board Closing Comments**

**Brent, Boyce thank staff for putting together the data presented. Christopher thanks staff and Boyce for their work on the small business program. Darby praises the small business program and how it exemplifies the heart of the community.**

**J) Adjournment**

**The meeting adjourned at 8:17PM.**

**PASSED AND APPROVED THIS 20<sup>th</sup> DAY OF JULY 2020.**

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**Eric Boyce  
President**

**ATTEST:**

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**Randall Malik  
Assistant Director Economic Development**