

MINUTES

REGULAR CALLED MEETING OF THE CEDAR PARK COMMUNITY DEVELOPMENT CORPORATION (4B)

Tuesday, August 14, 2012 at 6:30 PM

Cedar Park Council Chambers, 450 Cypress Creek Road, Building 4, Cedar Park, TX 78613

BOARD MEMBERS

- | | |
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| <input checked="" type="checkbox"/> Audrey Wernecke, Place 1
<input checked="" type="checkbox"/> David Scott Burger, Place 2
<input checked="" type="checkbox"/> Kevin Harris, Place 3 | <input checked="" type="checkbox"/> President Brian Rice, Place 5
<input checked="" type="checkbox"/> Vice President John Allen, Place 4
<input checked="" type="checkbox"/> Secretary Ryan Wood, Place 6
<input checked="" type="checkbox"/> Mo Jahadi, Place 7 |
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- A.1 Call to Order, Quorums Determined, Meeting Declared Open
Meeting was called to order at 6:33 PM by President Rice noting that a quorum was present. Director Harris arrived at the end of Item A2.
- A.2 Consider Approval of the Minutes
 a. July 10, 2012 Regular Called 4B Board Meeting
MOTION: Vice President Allen moved to approve the July 10, 2012 Regular Called 4B Corporation meeting minutes as provided. Secretary Wood seconded the motion. The motion passed as follows:
Yes: Rice, Allen, Wood, Wernecke, Jahadi
No: None
Abstain: Burger
Absent: Harris
- 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.
Vice President Allen congratulated the Finance Department for receiving the GFOA Award. The Parks Department was also congratulated because the Cedar Park Team placed fifth in the state lifeguard competition.
- A.5 Presentation
 a. Presentation On Potential Corridor Enhancement Project (Will Blair)
Will Blair, Blair-Hill Landscape Architects, made the presentation on a potential project at 711 North Bell Boulevard. He advised that it would be a simple project providing landscaping, a monument sign, a larger turning radius, lighting improvements, pedestrian amenities and a possible tree island. He advised that the project had a lot of potential. The owner is currently pursuing the costs. There was general discussion among the Board concerning
- b. Presentation On Potential Corridor Enhancement Project (Denise Reid)
Will Blair handed out preliminary plans for the project. Denise Reid, representing the owners, also addressed the Board. Discount Electronics will be locating at 604 North Bell Boulevard and they are exploring the possibility of submitting a Corridor Enhancement Project application.
- B.0 STAFF REPORTS (DISCUSSION ONLY)

- B.1 Finance Report, Aaron Rector, Budget Manager
 a. Review Of FY 2011-2012 4B Revenues, Expenditures, and Fund Balance
Aaron Rector, Budget Manager provided a third quarter (through June) report. He advised that the sales tax they have collected is 10.2% higher than the same time in fiscal year 2011. Revenues were \$2.9 million and expenditures were \$1.8 million.
- B.2 Parks Project Report, - Curt Randa – **None.**
- B.3 Transportation Report – **None.**
- C.0 PUBLIC HEARING - **NONE.**
- D.0 DISCUSSION AND POSSIBLE ACTION

President Rice called Items D1a through D1b up together.

- D.1 Consider Funding Economic Development Incentives For Service Tech AV, Inc. In An Amount Not To Exceed \$202,325 (Larry Holt, Economic Development Specialist)
 a. Accept Economic Development Incentives Proposal For Service Tech AV, Inc.
 b. Authorize Staff To Schedule Public Hearing And Publish Project Notice.
Larry Holt, Economic Development Specialist, advised that a funding request for Economic Development incentives had been received from Service Tech Audio Visual. Chris Pearson, owner and founder, provided background information on Service Tech AV. He started the business in 2006 in his garage. The business continues to grow. He has a high retention rate for employees. He wants to expand the headquarters in Cedar Park. Currently there are two satellite offices (Dallas and San Antonio).

There was general discussion among the Board concerning salaries for the new positions that would be added. Chris Pearson advised that they will need to the positions would have \$50,000+ salaries. The company has added employees every quarter for the past five years. He anticipated that they would add ten to fifteen employees before moving. Larry Holt advised that the Performance Agreement would require that Service Tech AV remain in Cedar Park through December 31, 2017 and they would have to expand their headquarters. The Board agreed with the matrix scored by the Economic Development department. Larry Holt advised that upon reaching 100 employees at the end of the agreement, Service Tech AV would be one of the top ten Cedar Park employers. He explained that the funding request would require three individual payments from three different fiscal years. The payments would be as follows: 1) Headquarters grant – FY 2013 - \$67,365 – No later than June 1, 2013. 2) Employment grant – FY 2015 - \$67,480 – No earlier than June 1, 2015. 3) Employment grant – FY 2017 - \$67,480 – No earlier than June 1, 2017.

MOTION: Vice President Allen moved to approve funding Economic Development incentives for Service Tech AV, Inc. in an amount not to exceed \$202,325 from Economic Development Funds and to authorize staff to set public hearing date and to publish 60-day project notice. Director Burger seconded the motion. The motion passed unanimously, 7-0.

- D.2 Consider Subcommittee Update On Potential Corridor Enhancement Project Located At 700 West Whitestone Boulevard (Good Shepherd Lutheran Church)
Vice President Allen advised that TxDOT installed a large railing along the front of the Church's property at 700 West Whitestone Boulevard. There is a steep drop off. TxDOT has advised that they will remove the railing. The Good Shepherd Lutheran Church would need to provide landscaping from driveway to driveway. The Corridor Enhancement subcommittee discussed the possibility of the removal of the visibility barrier, sign relocation, landscaping, and pedestrian amenities. The Church is working with staff on determining the costs. There was general discussion among the Board that this project was worth consideration. They were in agreement that this would be a great first project for RM 1431.

President Rice called Items D3a through D3c up together.

- D.3 Consider Revisions To Corridor Enhancement Program Application
- a. Current Enhancement Application
 - b. Eligibility Criteria
 - c. Funding Criteria

Duane Smith, Tourism and Community Development Manager, advised that he reviewed the application. Proposed changes to the application include changing the logo and adding high incident locations. Vice President Allen suggested that the subcommittee review the changes. President Rice agreed that it would be best if the subcommittee reviewed. He advised the Board to send their suggestions to Duane Smith. Secretary Wood stated that he would like to see the high priority list defined in a more general way, such as using categories instead listing specific roads. Vice President Allen advised that the subcommittee will try to have a report ready for next month's meeting.

President Rice called Items D4a through D4b up together.

- D.4 Consider Revisions To Corridor Enhancement Program Matrix
- a. Review Current Program Matrix
 - b. Review Proposed Revisions

Vice President Allen suggested that this item go to a subcommittee too. President Rice agreed. Director Jahadi wanted to discuss it. There was not a consensus from the Board on the changes so it will go to the subcommittee to discuss.

- D.5 Authorize The Vice-President To Represent 4B For A September Presentation To The Cedar Park Rotary Club (Allen)

Duane Smith advised that the Board's approval was needed to authorize Vice President Allen to represent the Board at the September Rotary Club meeting. Director Wernecke advised that she is the President of the Rotary Club.

MOTION: Secretary Wood moved to authorize the Vice President to represent 4B for a September presentation to the Cedar Park Rotary Club. President Rice seconded the motion and the motion passed as follows:

Yes: Rice, Wood, Wernecke, Scott, Harris, Jahadi
Abstain: Allen

- D.6 Excuse Absences From 4B Board Meetings.
- a. Director David Scott Burger From July 10, 2012 Meeting

MOTION: Vice President Allen moved to excuse Director Burger's absence from the July 10, 2012 4B Board Meeting. Secretary Wood seconded the motion. The motion passed unanimously, 7-0.

- E.1 LIAISON UPDATES / REPORTS

- a. Update On Science Center Committee Meetings (Wernecke)

Director Wernecke advised that the committee is meeting several times a month now. They anticipate that they will be making a presentation to City Council in the next couple of months to request funds for a feasibility study for the Science Center. Charles Rowland, City Attorney, asked if the subcommittee had officers. She said that there were no officers. He suggested that they be appointed because no one had the authority to speak for the committee. Director Wernecke advised that there is a lot of potential for this project.

- 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 July 26, 2012 And August 9, 2012. **(No Items)**

Vice President Allen advised that he had been reappointed. Director Jahadi stated that a transportation project may be coming to 4B in the future.

- b. Director And Staff Comments
 i) Status Of Gateway Site Location Process

Duane Smith advised that Director Wernecke, Director Harris and Director Jahadi were on the subcommittee. He advised that Darwin Marchell, Engineering Director, and Garret Bonn, Project Manager, were going to be scheduling a meeting. They will be contacting the subcommittee directly. Duane Smith suggested that all departments that have received funding provide status reports in September or October. The departments include: Economic Development, Planning, Parks, and Engineering. President Rice stated that September would be good for the status reports.

- c. 4B Board Member Closing Comments.

Vice President Allen stated that a shade structure at the dog park is really needed. Due to the large amount of population that uses the park, it would provide a great service. Director Jahadi stated that the Chamber had a new director. He was advised that the position was still open. Director Wernecke invited all City staff to the Rotary Club. They meet Tuesday morning at the Twin Creeks Country Club.

- d. Board Member Request For Future Agenda Items.

President Rice requested that the previously discussed status reports be included on the September agenda. Vice President Allen stated that the subcommittee reports on revisions to the Matrix and the Corridor Enhancement application need to be included on the September agenda. Director Jahadi requested authorization for him to represent 4B in welcoming the next Chamber of Commerce director.

- e. Designate Representative To Attend Next Council Meeting On August 23, 2012.
 There are no 4B related items on the Council agendas.

Next Regular Scheduled 4B Meeting: Tuesday, September 11, 2012 At 6:30 P.M. In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

G.1 ADJOURNMENT

Meeting was adjourned at 7:42 PM.

PASSED AND APPROVED THIS 11TH DAY OF SEPTEMBER, 2012.

 Brian Rice, President

ATTEST:

 Ryan Wood, Secretary