



AGENDA
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (Type A)
MONDAY, JUNE 17TH, 2013, AT 6:30 PM
City Council Chambers, 450 Cypress Creek Road, Building # 4, Cedar Park, TX

BOARD MEMBERS

Kerry Watson, President
Steven Foster, Place 1 Kevin Lancaster, Vice President
Bob Ingraham, Place 4 Cobby Caputo, Place 5

1) Call to Order

The meeting was called to order at 6:30.

2) Roll Call

All board members were present except for board members Caputo and Foster.

3) Citizens Communication

There was no citizen's communication.

4) Board Opening Comments

Lancaster happy to be here, nice Father's Day; Ingraham happy to be there; Watson no comments.

5) Presentations

a. Cedar Park Shop Local Campaign – Jennie Huerta, Communications and Media Relations Manager

Huerta presented to the Board on new Shop Local campaign, Got It In Cedar Park which will launch in late summer to coincide with Back to School. The campaign has two goals, to encourage shopping in Cedar Park, and being aware of the benefits of shopping local. Huerta discussed the campaign's logo and noted that campaign will consist of website, posters and also utilize LISD folders, as well as social media. Goal is to increase local spending. Ingraham asked if the website would provide a business directory; Huerta reported that Cedar Park Chamber directory is best resource. Ingraham noted that Chamber directory is open to Chamber members only; Huerta responded that many options were being considered. Watson asked how the campaign is being funded; Huerta responded from Economic Development. Brewer stated that the cost was \$3,500 at this point. Lancaster asked how the campaign was being measured; Huerta reported that campaign was in early stages but hoped that an increase in local sales tax dollars would result. Ingraham recommended a survey sampling opinion of local businesses. Watson

asked if campaign was internal or external; Huerta stated goal was both educational for internal customers and outreach for external customers.

6) Consent Agenda

a. Approval of Minutes from April 15th, 2013, Regular Board Meeting.

Lancaster motioned, Ingraham seconded, and the motion passed unanimously.

7) Reports

a. Finance Report Type A Corporation – Quarterly Revenues, Expenditures and Fund Balance - Aaron Rector

Brewer reported that this was not a quarterly update meeting

b. Update on Current Projects and Upcoming Activities

1.) Update on Opportunity Austin Marketing Trip to San Francisco, California.

2.) Update on Workforce Development Summit.

3.) Update on International Council of Shopping Centers (ICSC) RECON.

4.) Update TexasOne Recruitment trip to Los Angeles, California.

Holt reported that he attended an Opportunity Austin marketing trip in May with several marketing partners, and attended several meetings in the Bay Area. Holt also attended a TexasOne marketing trip to Anaheim in June. Holt reported that both Opportunity Austin and TexasOne are key marketing partners for Cedar Park. Ingraham asked how recognizable Cedar Park is as a name; Holt noted that companies that have an Austin presence are very aware of Cedar Park, however many California companies are unaware of Austin altogether. Lancaster asked how much time in SF, how many meetings and was the trip a success; Holt noted that he felt trip was successful for opportunity to interact with partners, and took in 7 meetings in 3 days, and also noted that CA is main source for relocations. Lancaster asked if the partners were key to success; Holt stated that TexasOne and Opportunity Austin were the sources for relocation leads. Ingraham reported hearing that many states were now recruiting in California and asked how Texas fared. Holt relayed anecdote from consultant who shared how other states noticed all the Texas memorabilia in his office, a testament to Texas frequent outreach.

Brewer then reported on the Workforce Development Summit that was put together by council member Don Tracy. In addition, Texas Workforce commission and ACC officials were there to brief approximately 30 attendees. Brewer also attended the ICSC conference in Las Vegas with Mayor Pro Tem Fuller, Council member Moore and City Manager Eivens. Brewer reported there were 8 meetings with national developers as opposed to meeting individual retailers. Brewer felt meetings were positive and Cedar Park recognition was high. Lancaster asked what information retailers were interested in; Brewer stated they were interesting in population, income and density, and what retailers in the US. Lancaster asked if the 50,000 threshold hurt Cedar Park, Brewer noted that new Census numbers put the city at 58,000.

8) Discussion and Possible Action

a. Discussion and Consideration of FY 2013/2014 Economic Development Department Budget.

Brewer discussed a few notable items in the department budget, beginning with Contract Services, one of the highlights of which was the Cedar Park Prospector software. Lancaster asked what this software did, and Brewer reported that it is a sites and buildings database which is very useful to agents and brokers interested in Cedar Park. Watson asked if the site included demographics, and Brewer noted that it did. Watson asked if it was public, and Brewer said it

was free for anyone to use; but that only challenge is manual updating of product and staff was evaluating use of Xceligent. Lancaster asked if they were similar to Loopnet, and Holt stated that Xceligent was a very similar tool. Lancaster asked if staff was interested in increasing exposure to Prospector, and staff responded enthusiastically. Holt discussed goal of updating front end and the issues of maintaining listings, and was optimistic Xceligent would fulfill those needs. Brewer reported on the other highlights of the budget, such as economic developments funding of city lobbyist, travel & training and marketing, such as TexasOne membership. Lancaster asked if contribution was related to city size, and Brewer stated that it was not. Brewer reported printing and publishing costs were related to TexasOne, Austin Chamber, and Cedar Park Chamber publications as well as sponsorships. Final item was for incentives, related to 1890 Shopping Center rebated. Ingraham asked if project was open-ended, and Brewer reported that it was for 15 years and capped at \$20 million. Lancaster asked about 7% increase in salaries, and Rector noted that this was due to health care costs. Ingraham asked about contingency fund, and Brewer stated that it was for unanticipated items such as travel that isn't budgeted, sponsorships, etc.

b. Discussion and Consideration of FY 2013/2014 Economic Development (Type A) Corporation Budget.

Rector stated that essentially the budget anticipates 8% higher growth in Sales Tax, and a flat budget, and noted that recent sales tax trends were leveling off. Main expense was debt funding of Cedar Park Center; incentives were higher as a result of higher BMC revenues. The total budget change was \$36K in a \$4 Million budget. Fund balance is increasing, and Finance now projects a positive fund balance in 2016. Brewer asked if there was going to be action, and Watson noted that Caputo and Foster were absent and he preferred to delay. Ingraham asked if that worked for staff, and Brewer reported that budget needed to be passed by July City Council budget workshop, which schedule would allow.

9) Executive Session: *In accordance with Chapter 551, Government Code, Vernon's Texas Code Annotated (V.T.C.A.) (Open Meetings Law), "The Economic Development 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:*

a.) Section 551.087 Deliberations Regarding Economic Development Negotiations with a Medical Device Manufacturer.

The board recessed into executive session at 7:25. The board resumed in open session at 8:05.

10) Board Closing Comments

Ingraham was happy with the board meeting and why he got involved, Lancaster thanked everyone for their participation, and Watson had no closing comments.

11) Adjournment

The meeting adjourned at 8:06

PASSED AND APPROVED THIS 16TH DAY OF JULY, 2013.

ATTEST:

Kerry Watson

President

Phil Brewer

Economic Development Director