



MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, JANUARY 24th, 2011, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

| | |
|-----------------------------|------------------------|
| Don Olson, President | Kerry Watson, Place 2 |
| Kelly Brent, Vice President | Matt Schaefer, Place 4 |
| Steve Foster, Place 1 | |

1) Call to Order

The meeting was called to order by Kelly Brent at 6:31.

2) Roll Call

All Board Members were in attendance with the exception of Don Olson.

3) Citizens Communication

There was no citizen's communication.

4) Introduction of New Board Member Kerry Watson

Brent welcomed Kerry Watson to the board, who expressed his thanks.

5) Board Opening Comments

Foster noted that he was looking forward to 2011, Schaefer noted the same, Watson stated he was pleased to serve, a fan of free markets, and wants to see Cedar Park a better place to do business.

6) Consent Agenda

a. Approval of Minutes from October 18th, 2010, Regular Board Meeting

Foster motioned for the minutes to be approved, Schaefer seconded, motion passed. Watson abstained.

7) Reports

a. Finance Report – Aaron Rector/Josh Selleck – Provide 4th Quarter Summary of 4A Revenues, Expenditures and Fund Balance.

Rector reported that the FY 2010 Budget came in slightly higher than projected. Brent asked what the implications were, and Rector stated that it was too early to tell without all-important December numbers, but year-end fund balance is higher than projected. Brent asked if the number was \$5.9 million, Rector reported that was correct. Rector concluded FY 2010 report and began FY 2011 reports. Rector stated that FY 2011

is off to a better than anticipated start, and that switching to a quarterly payment system for 4A should enable higher interest on fund balance. There were no questions.

b. Update on Current Projects and Upcoming Activities – Brewer/Holt

1.) Status of Adoption of Freeport Exemption By Leander Independent School District.

Brewer reported that the Freeport exemption was passed by the LISD school board in December, and that Cedar Park is now a Triple Freeport community.

2.) Report on CTCAR (Central Texas Commercial Association of Realtors) Cedar Park Bus Tour.

Brewer reported to the board that Economic Development staff had hosted over 100 commercial brokers at a luncheon at the CPC in November, providing a great outreach opportunity to discuss Cedar Park and available incentive programs.

3.) Report On Upcoming Cedar Park Executive Summit

Brewer stated that one of the takeaways from the Austin Chamber's Intercity Visit to Minneapolis was having a regular forum for executives to meet with government. Brewer noted that attendance was encouraging for Cedar Park's first luncheon, and that the program would feature Brenda Eivens City Manager and Clint Smith of Hillco partners.

c. Report on Analysis of Available Retail Space in Cedar Park – Holt

Holt provided an analysis of area retail trends, and informed the board that Cedar Park's current vacancy and rental rates were competitive within the region. Brewer noted recent activity at 1890 Ranch as further demonstration of area strength.

8) Discussion and Possible Action

There were no action items. Foster asked what the impact of healthcare was on the Minneapolis trip, an issue with major economic development ramifications. Brewer noted that livability and sustainability were key themes in Minneapolis, encouraging more compact development through regional governance. Foster noted that Minneapolis went HMO before the rest of the country, and is a leader on these issues.

9) Board Closing Comments

Watson offered congratulations on Freeport exemption, and was interested in the executive participation at the forthcoming executive summit. Brewer noted it was an opportunity to thank our business leaders for their investment and these are frequently our best recruiters. Foster took the opportunity to welcome Watson to the board, and noted the impact of Freeport and its ability to draw primary employers. Schaefer welcomed Watson as well, and was glad to have Freeport done. Brent echoed the comments of other board members, and noted he thought the Executive Summit was a good idea.

10) Adjournment

The meeting adjourned at 7:00 p.m.



AGENDA
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, FEBRUARY 28th, 2011, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

| | |
|-----------------------------|------------------------|
| Don Olson, President | Kerry Watson, Place 2 |
| Kelly Brent, Vice President | Matt Schaefer, Place 4 |
| Steve Foster, Place 1 | |

1) Call to Order

The meeting was called to order at 6:30 by Don Olson.

2) Roll Call

All board members were in attendance, with the exception of Steve Foster.

3) Citizens Communication

There was no citizen's communication.

4) Board Opening Comments

There were no opening comments from the board.

5) Consent Agenda

a. Approval of Minutes from January 24th, 2011, Regular Board Meeting

Olson made the motion to accept the minutes, Brent seconded, the motion was passed unanimously.

6) Reports

a. Finance Report – Aaron Rector/Josh Selleck – Provide Quarter Summary of 4A Revenues, Expenditures and Fund Balance.

There was no finance report this month.

b. Update on Current Projects and Upcoming Activities – Brewer/Holt

1.) Report On Cedar Park Executive Summit

Brewer reported on the recent Cedar Park Executive Summit, noting that the event was successful, with 16 business leaders in attendance. Staff provided the group with a marketing piece designed just for that event, and the City Manager provided a State of the City report. Clint Smith of Hillco was the main speaker and reported on current Texas legislative issues. The event was a good networking opportunity, and the goal was to have a semi-regular event. The next event was to be held at Guidelight Business Solutions.

2.) Report on I-35 Life Sciences Consortium Conference

Holt reported that he had attended the I-35 Life Sciences workforce event in Austin, which brought together physicians, hospitals and community colleges with the goal of improving the quality of the health sciences workforce.

3.) Update on TexasOne Site Selectors Event

Holt reported on the recent Texas One Site Selectors Events that drew in corporate site selection consultants from around the US. Holt attended events at Parkside, the Broken Spoke and the ACL opening, all of which were valuable opportunities to spend time with key decision-makers, and a good use of economic development marketing dollars.

Brewer reported that he attended the welcome reception with Mayor Leffingwell of Austin, and the employers panel featuring Dimensional Fund Advisors and others who had selected Austin for relocations and expansions. Brewer thought these were good events for the site selectors, and the Holt had in fact attended the grand opening of the Austin City Limits dinner, and that it was in fact an exclusive event.

7) Discussion and Possible Action

a. Consideration of Annual Economic Development Incentive for BMC West.

Brewer reported on the incentive payment for BMC West, noting that as the company had not met all of the performance measures, it was the decision of the board to provide any grants. The numbers for BMC Millworks were as follows. AV requirement was \$5 million, \$8 million actual. Employment measure was 75 employees, 83 actual. Payroll measure was \$1.95 million in payroll, \$2.97 actual. Taxable sales was \$12 million, 2 year average was \$9.7 million. Company produces \$92,000 into the 4A fund. Similarly, BMC Materials surpassed AV and employment, Sales was \$20 million, 2 year average of sale tax was \$12.7 million. Brewer noted there was an additional company that a large builder made \$5 million in purchases from a purchasing corporation that was not taxed. Brewer noted this was a major legislative issue for the city that the city lobbyist monitors for the city. Olson invited Doug Davidson of BMC West to speak on the issue. Davidson noted that he was especially pleased with the 1st Quarter, that even with the freeze homebuilders are increasing starts. Custom homes are up for the year as well. Davidson reported that the overall strength of Central Texas was important, and that the company loves being in Cedar Park, and participates in the business community. Schaefer thanked Davidson for his advocacy for the community. Brewer provided the annual BMC performance report and noted that it was very thorough and timely. Brent made a motion to approve BMC for an incentive, Schaefer seconded. Olson asked what the board did last year. Brewer noted that the millworks was eligible for a full grant last year, and Brent recommended a percentage grant, stating that the company had met the payroll numbers in a bad economy. Watson asked what the incentive amount was, and Brewer stated that it was 75% of the 4A recommendation, or \$69,743 for Millworks and \$114,857 for Distribution. The motion passed unanimously.

8) Board Closing Comments

Olson attended an Austin Toros basketball game and reported that it was great family entertainment. Schaefer thanked the staff for the work on the Summit, and Brent noted that it was great work as well. Brent also thanked Doug Davidson for being in the community, and Watson had no comments.

9) Adjournment

The meeting adjourned at 6:54.

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 4A 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 4A Corporation Board, non-agenda items under the headings of “Citizen Communications”, and “Board Comments” 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 (4A) Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:

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

The Cedar Park Library Meeting Rooms are wheelchair accessible and 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.

Phil Brewer
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.



AGENDA
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, APRIL 18th, 2011, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

| | |
|-----------------------------|------------------------|
| Don Olson, President | Kerry Watson, Place 2 |
| Kelly Brent, Vice President | Matt Schaefer, Place 4 |
| Steve Foster, Place 1 | |

- 1) **Call to Order**
The Meeting was called to order at 6:31 p.m.
- 2) **Roll Call**
Matt Schaefer was absent.
- 3) **Citizens Communication**
None.
- 4) **Board Opening Comments**
Foster stated that he was glad to be at the meeting, and the other board members concurred.
- 5) **Consent Agenda**
 - a. **Approval of Minutes from February 28th, 2011, Regular Board Meeting**
Brent motioned to approve the minutes, Foster seconded, and the motion passed unanimously.
- 6) **Reports**
 - a. **Finance Report – Aaron Rector/Josh Selleck – Provide Quarter Summary of 4A Revenues, Expenditures and Fund Balance.**
Brewer finance report is on quarterly basis; Olson asked if there was an overview. Brewer noted that there was not, but sales tax collections are up. Brent asked about the budget, and Brewer reported that preliminary budgets were due to city managers office. Brent asked if that meant 4A would discuss budget at May meeting, which Brewer confirmed.
 - b. **Update on Current Projects and Upcoming Activities – Brewer/Holt**
 - 1.) **Report on 4B Agreement with Fallbrook Technologies**

Holt reported to the board that the 4B board had voted unanimously to expend funds for Fallbrook Technologies to expand at the former Foxworth facility on Brushy Creek. Holt provided an overview of the incentive agreement, and stated that retaining a key industry target in the clean technology sector is a major achievement for the city. Brewer congratulated J.P. LeCompte and Larry Holt for their hard work on the agreement.

2.) Update on 4B Reimbursement Agreement for Richard Blount's Restaurant Development

Holt briefed the board on 4B's recent approval of an infrastructure reimbursement for Richard Blount Investments. The board will reimburse the developer for upgrading CR 180 to commercial collector standards. Olson asked if they were currently in Austin, and Holt noted that the group has developed Peche, Moonshine and the Cedar Street Courtyard in Austin, and that the group was particularly interested in Cedar Park due to the recent opening of the Cedar Park Center.

3.) Update on Los Angeles Business Recruitment Trip With Governor's Office of Economic Development

Brewer updated the board on his recent recruitment trip to Los Angeles that was led by the Texas Secretary of State. This trip was hosted by Texas One, and took place April 6-8, 2011. The format was different from recent Texas One Trips, allowing for greater interaction with the site selection consultants. The delegation held meetings with Deloitte, Ernst & Young, CBRE and RHS Group. The group received feedback that incentives are important to projects, and that NC and FL are particularly competitive on this front. The consultants also mentioned that CA is seen as particularly hostile right towards business right now.

4.) Presentation at Gracy Title's Annual Update on the City of Cedar Park

Gracy Title hosts an annual City of Cedar Park update at the Cinemark Theatre that attracts close to 100 residential real estate agents. City department heads representing Planning and Engineering participated, and Brewer provided an update on current Economic Development projects and took questions. Brewer reported the event was success for the community.

Olson asked if the Texas One delegation included CA officials visiting Austin, and Brewer responded they were unrelated, though the TX delegation was covered in the CA media. Olson noted that Texas news was much more positive than California's, and Brewer noted that a recent high ranking for Austin for 'Mojo' factor inspired the Secretary of State to jokingly offer to get a tattoo to assist with business relocation.

7) Discussion and Possible Action

Brewer noted that next month would be a budget discussion.

8) Board Closing Comments

Watson was happy that Cedar Park was represented on the CA recruitment trip. Brent thanked Holt & Fallbrook Technologies for the expansion news. Olson is doing his part by spending money at 1890 Ranch. Foster expressed his approval of the Fallbrook expansion on Brushy Creek.

9) Adjournment

The Meeting adjourned at 6:55 p.m.

PASSED AND APPROVED THIS 16th DAY OF MAY, 2011.

Don Olson
President

ATTEST;

Phil Brewer
Economic Development Director



AGENDA
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, May 16th, 2011, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

| | |
|-----------------------------|------------------------|
| Don Olson, President | Kerry Watson, Place 2 |
| Kelly Brent, Vice President | Matt Schaefer, Place 4 |
| Steve Foster, Place 1 | |

1) Call to Order

The meeting was called to order at 6:35

2) Roll Call

There were no absences.

3) Citizens Communication

None.

4) Board Opening Comments

Foster noted that it was good to be here, Schaefer and Olson said the same. Brent congratulated Watson on having a baby, and Watson thanked Brent.

5) Consent Agenda

a. Approval of Minutes from April 18th, 2011, Regular Board Meeting

Brewer noted that he had sent the incorrect minutes over email & asked board to review. Brent motioned to accept the minutes, Foster seconded, and the motion passed unanimously.

6) Reports

a. Finance Report – Aaron Rector/Josh Selleck – Provide Quarter Summary of 4A Revenues, Expenditures and Fund Balance.

Rector gave a presentation on 4A finances, and noted that currently revenue is at \$1.6 million. Rector reported that revenues were slightly higher than anticipated.

Brewer pointed out to Rector that the Corvalent incentive is due next year. Olson noted that sales tax appears stable, and Rector responded that even maintaining sales tax levels in a trying economy was positive. Brent pointed out that these were record revenues, and Rector acknowledged that revenues were actually higher after Comptroller remittances. Foster asked if end of year payments were higher, Rector noted the impact of quarterly filers on the budget.

b. Update on Current Projects and Upcoming Activities – Brewer/Holt

1.) Attendance at upcoming ICSC (International Council of Shopping Center) RECON, on May 22-25, 2011.

Brewer reported that the annual ICSC conference is next week, and that he is attending with City Manager Eivens and Matt Powell of the City Council. Notable among the appointments was a hotel meeting driven by the planned water park. Brewer reported that In and Out and Trader Joes, 2 major California companies, are not currently considering the Austin area for expansion.

7) Discussion and Possible Action

a. Discussion and Consideration to Adopt the FY 2011/12 Economic Development Department Budget.

Rector noted that the budget decreased next year \$190,000. Brewer provided an overview of the budget and the various expenses. Brewer reported that Tourism and CVB managers now fell under the economic development budget. Olson asked if there were moving or rental rate increases in the new building, Rector responded that it was not. Brent noted that there was only a \$20,000 increase in the overall budget, and Brewer stated that was correct. Brent stated this was positive and Olson noted the challenges in the budget years. Brent noted that the 1890 development has supported sales tax revenue, and Brewer noted that the Cinemark and Target stores at 1890 are among the top stores in Austin. Brewer stated this was a positive as previously these dollars were going out of the community, either south or east. Brent stated this was a great story to tell. Foster noted that the incentive wouldn't increase if sales tax wasn't going up. Foster asked what the difference was between the department budget and the allocated projects, which was previously just a 15% budget for the department. Foster noted that the current projects budget still shows the 15% allocation. Brewer stated that the budget is now on a cost basis, and it could be taken out. Foster stated that it was a legislative mandate at one time, but thought it could be removed. Brent thought it would have a positive impact, and Foster asked if it could be changed. Foster felt budget would grow with the city over time. Brent asked when the budget was due, Brewer reported that preliminary budget had been submitted to City Manager, but that budget meeting was next week. Budget retreat is in June, and budget is approved by council in September. Budget will be brought back to 4A board next month, and Olson noted the board would discuss the budget further next month.

8) Board Closing Comments

Watson noted it was a good start on the budget, Brent was very please with the new marketing piece, which Olson echoed. Olson was looking forward to the 183A corridor developing further. Schaefer congratulated staff on marketing piece and a solid budget, and was pleased to see City working on roads and getting ahead of growth. Foster noted that Cedar Park is doing this without raising debt, and Olson thanked Aaron Rector for hard work.

9) Adjournment

The meeting was adjourned at 7:20.

PASSED AND APPROVED THIS 20th DAY OF JUNE, 2011.

Don Olson
President

ATTEST;

Phil Brewer
Economic Development Director



AGENDA
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, JUNE 20th, 2011, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

| | |
|-----------------------------|------------------------|
| Don Olson, President | Kerry Watson, Place 2 |
| Kelly Brent, Vice President | Matt Schaefer, Place 4 |
| Steve Foster, Place 1 | |

1) Call to Order

The meeting was called to order at 6:30.

2) Roll Call

Steve Foster and Kelly Brent were absent.

3) Citizens Communication

There was no citizen's communication.

4) Board Opening Comments

Schaefer noted we need some rain, Olson stated that he was going to the upcoming rodeo, and Watson had no comment.

5) Consent Agenda

a. Approval of Minutes from May 16th, 2011, Regular Board Meeting

Schaefer motioned to accept the minutes, Watson seconded the motion, and the vote was unanimous.

6) Reports

a. Finance Report – Aaron Rector/Josh Selleck – Provide Quarter Summary of 4A Revenues, Expenditures and Fund Balance.

Rector noted that this was not a quarterly update, but discussed a Hill Country News article that inaccurately reported a 19% sales tax increase. Rector noted that the 19% number did not include any reallocations and the correct number was a 5% increase. Olson asked if Lakeline Mall was included in that number, and Rector reported that any reallocations were already taken out of the 4A Budget.

b. Update on Current Projects and Upcoming Activities – Brewer/Holt

1.) Report on Attendance at ICSC (International Council of Shopping Center) RECON, on May 22-25, 2011.

Brewer reported on the recent ICSC conference in Las Vegas which he attended with the City Manager and Matt Powell of the City Council. Brewer noted that the conference was very upbeat this year, and that many projects seemed back on track. Brewer developed a lead that represents a 20-30\$ million dollar project. Olson asked if there were any concerns, and Brewer noted that very large capital intensive projects were having issues but there was still an overall improvement.

2.) Status of Cedar Park Community Profile Update.

Holt noted that the Community Profile had been updated with 2010 data, and that the new publication was available for download on the City's website.

3.) Update on 4B Consideration of Performance Based Incentive for DHMS (Dental Health Management Services).

Holt reported on a recent project approved by the 4B Board for Dental Health Management Services (DHMS). The company provides outsourced dental services and equipment to the assisted living and military communities, and also refurbishes x-ray equipment. The project calls for DHMS to expand and remain in Cedar Park, and was passed unanimously by the 4B board.

7) Discussion and Possible Action

a. Discussion and Consideration to Adopt the FY 2011/12 Economic Development Department Budget.

Brewer noted that there were only a few minor changes to the budget, notably moving a line item for contractual services in the amount of \$29,500 that has been moved to the Corporation budget. Other notable changes, previously discussed were increasing the Texas One investment from Tier 4 to Tier 5, and adding a line item for Food and Beverage expense for events at the events center. There was also an increase in the 1890 incentive of \$50,000 based on increased sales taxes. Olson made a motion to accept the budget, and Watson seconded. Watson noted that the budget was reasonable and will promote the city effectively, and Olson stated budget will pay for itself in the long run. The motion passed unanimously.

b. Discussion and Consideration to Adopt the FY 2011/12 4A Corporation Budget.

Rector noted to the board that sales tax has increased slightly, and that printing and other contract expenses have decreased. There were no significant changes. Brewer noted that office space at the new city hall includes meeting space. Olson made a motion to accept the Budget, Schaefer seconded and the motion passed unanimously.

8) Board Closing Comments

Watson congratulated staff on the budget, and felt they would help the city attract business. Olson stated that in his work with the military more people know of Cedar Park, and Brewer noted that at ICSC many had heard of Cedar Park. Schaefer also congratulated staff on the budget, positioning the city well for future growth.

9) Adjournment

The meeting adjourned at 6:55.

PASSED AND APPROVED THIS 18th DAY OF JULY, 2011.

Don Olson
President

ATTEST;

Phil Brewer
Economic Development Director



NOTICE OF CANCELLATION

**THE CITY OF CEDAR PARK
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
REGULAR SCHEDULED MEETING OF
MONDAY, JULY 18, 2011, AT 6:30 P.M.
HAS BEEN CANCELLED**

ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)

Don Olson, President
Steven Foster, Place 1
Kerry Watson, Place 2

Kelly Brent, Vice President
Matt Schaefer, Place 4

Please Be Advised:

The July 18, 2011 Regular Scheduled Meeting Of The Cedar Park Economic Development Sales Tax Corporation (“4A”) Has Been Cancelled.

The next regular scheduled meeting will be held on August 15, 2011. An agenda for the August 15, 2011 Regular Scheduled Meeting will be posted 72 hours prior to the date of the meeting.

Note: A special called joint meeting between the Cedar Park City Council, 4A Board and 4B Board has been scheduled for August 4, 2011.

CERTIFICATE

I certify that the above Notice of Cancellation of 4A Corporation of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:

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

LeAnn M. Quinn, TRMC
City Secretary

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)
Council, 4A & 4B Joint Meeting
July 7, 2011
Page 1 of 1



NOTICE OF CANCELLATION

**THE CITY OF CEDAR PARK
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
REGULAR SCHEDULED MEETING OF
MONDAY, AUGUST 15, 2011, AT 6:30 P.M.
HAS BEEN CANCELLED**

ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)

Don Olson, President
Steven Foster, Place 1
Kerry Watson, Place 2

Kelly Brent, Vice President
Matt Schaefer, Place 4

Please Be Advised:

The August 15, 2011 Regular Scheduled Meeting Of The Cedar Park Economic Development Sales Tax Corporation ("4A") Has Been Cancelled.

The next regular scheduled meeting will be held on September 19, 2011. An agenda for that meeting will be posted 72 hours prior to the date of the meeting.

CERTIFICATE

I certify that the above Notice of Cancellation of 4A Corporation of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:

AUG 8 '11 PM 1:06

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

LeAnn M. Quinn, TRMC
City Secretary

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)



AGENDA
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, SEPTEMBER 19th, 2011, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

| | |
|-----------------------------|------------------------|
| Don Olson, President | Kerry Watson, Place 2 |
| Kelly Brent, Vice President | Matt Schaefer, Place 4 |
| Steve Foster, Place 1 | |

- 1) **Call to Order**
- 2) **Roll Call**
- 3) **Citizens Communication**
- 4) **Board Opening Comments**
- 5) **Consent Agenda**
 - a. **Approval of Minutes from June 20th, 2011, Regular Board Meeting**
- 6) **Reports**
 - a. **Finance Report – Aaron Rector/Josh Selleck – Provide Quarter Summary of 4A Revenues, Expenditures and Fund Balance.**
 - b. **Update on Current Projects and Upcoming Activities – Brewer/Holt**
 - 1.) **Update of Fallbrook Technologies project.**
 - 2.) **Report on Primary Employer Luncheon.**
 - 3.) **Report on 8th Annual Showcase Austin.**
 - 4.) **Austin Chamber’s InterCity Trip on September 25th-27th**
- 7) **Discussion and Possible Action – no items**
- 8) **Board Closing Comments**
- 9) **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 4A 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 4A Corporation Board, non-agenda items under the headings of "Citizen Communications", and "Board Comments" 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 (4A) Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:

SEP 16 '11 PM 3:34

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

The Cedar Park Library Meeting Rooms are wheelchair accessible and 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.



Phil Brewer
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.



MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, OCTOBER 17th, 2011, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

| | |
|-----------------------------|------------------------|
| Don Olson, President | Kerry Watson, Place 2 |
| Kelly Brent, Vice President | Matt Schaefer, Place 4 |
| Steve Foster, Place 1 | |

- 1) **Call to Order**
The meeting was called to order 6:30 PM.
- 2) **Roll Call**
Present: Don Olson, Kelly Brent and Kerry Watson
Absent: Steve Foster and Matt Schaefer
- 3) **Citizens Communication**
None
- 4) **Board Opening Comments**
None
- 5) **Consent Agenda**
 - a. **Approval of Minutes from September 19th, 2011, Regular Board Meeting**
A motion to approve the minutes as present was made by Brent, seconded by Watson and passed unanimously.
- 6) **Reports**
 - a. **Finance Report – Aaron Rector/Josh Selleck – Provide Quarter Summary of 4A Revenues, Expenditures and Fund Balance.**
Rector reviewed the financials through the end of August noting the collections were up 18% over projections. He said that some of this is attributable to the fact there were some quarterly payments made during the month. He will have a year end report at next month's meeting.
 - b. **Update on Current Projects and Upcoming Activities – Brewer/Holt**
 - 1.) **Report on Austin Chamber InterCity Trip to Charlotte, N.C.**
Brewer reported that he recently accompanied the Mayor and Councilmembers Powell and Tracy on the Austin Chamber's Annual InterCity Trip to Charlotte, N.C.. Some of the key presentations by Charlotte officials addressed their

attempts to establish a medical school, managing mobility, public education, motorsports destination projects, functional consolidation and cultural partnerships.

2.) Participation at Game Developers Conference at Austin Convention Center.

Several hundred game developers from around the country converged on Austin last week (Monday, October 10th thru Wednesday, October 12th) at the Austin Convention Center. The Governor's Office of Economic Development and Texas Film Commission shared a booth at show and were able to provide a limited number of free passes to the Expo component of the conference. Brewer said he was able to get one of the Expo passes and spent Wednesday afternoon at the Expo visiting with exhibitors and staff from the Governor's Office and the Texas Film Commission.

7) Discussion and Possible Action

a. Consider Amendment to FY 2011-12 Budget to Accommodate Participation in City Hall Finish Out Expenses.

Brewer said 4A is being asked to fund their pro rata share of the finish out for the Economic Development Department and the City Council Chambers at the new City Hall complex. He stated that the Finance Department has allocated the cost for finish out of two offices and a shared conference room for the ED Department on a sq. ft. basis along with 10% of the finish out costs associated with the City Council Chambers based on the average annual use of 13 times a year. The amount of the funding request totals \$223,000. Brewer said that the Economic Development Department currently pays \$15,000 a year in rent. This will eliminate the annual rent charge.

Olson recommended accepting the amendment to the FY 2011-2012 budget to participate in the City Hall finish out costs which was seconded by Watson. Olson opened the floor for discussion there being none the motion passed unanimously.

8) Board Closing Comments

None

9) Adjournment

The meeting adjourned at 6:58 pm.

PASSED AND APPROVED THIS 23rd DAY OF JANUARY, 2012.

Don Olson
President

ATTEST:

Phil Brewer
Economic Development Director