



MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, JANUARY 25TH, 2010, AT 6:30 PM
City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

Don Olson, President

Don Tracy, 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 Don Olson at 6:35 PM

2) Roll Call

Present: Steve Foster, Don Tracy, Matt Schaefer and Don Olson. Kelly Brent arrived after roll call at 6:50

3) Citizens Communication

None

4) Board Opening Comments

Foster still worried about effects of healthcare reform on economic development. Schaefer stated he was glad to be there. Olson noted a water pipe had burst at the church, resulting in some unwanted, though needed spending. Tracy wished everyone a Happy New Year.

5) Agenda was mis-numbered. There was no item 5.

6) Consent Agenda

a. Approval of Minutes from December 21st, 2009, Regular Board Meeting

A motion to approve the minutes as presented was made by Tracy, seconded by Schaefer and passed unanimously

7) Reports

a. Finance Report – Josh Selleck – Provide Summary of 4A

Revenues, Expenditures and Fund Balance.

Finance Director Josh Selleck discussed fund summary. Noted a change in fund balance of -\$286,052 year to date. Selleck then covered the board's fiscal pro forma, and noted that reserve for debt payments has been removed. Selleck then provided an updated sales tax collection document that forecasts based on two year trend. As of right now, city is down -2.6% through November 2009. Schaefer asked if this was based on the budget, or last year's budget. Selleck noted that fast growth makes trend forecasting difficult, and anticipates improvement in the

economy. Olson asked how the economy affects the forecast, if there was a need to revise budget. Selleck noted that there was no need to adjust until budget time & that board is still under budget.

b. Update on Current Projects and Activities – Phil Brewer

1.) Status on Report on Water Park Resort Project

Brewer reported that on Thursday the City Council has an agenda item concerning action on the water park.

2.) Status of Leander Independent School District and Williamson County Adopting the Freeport Exemption.

Last Tuesday Williamson County commissioners unanimously approved Freeport exemption. Final numbers have been turned into LISD, who will provide an updated formula for the companies. PILOT (Payment In Lieu Of Taxes) agreements go to the companies for approval; final approval by the school board is the last step in securing triple Freeport status. A positive for recruiting and a benefit for existing companies. Olson asked what the effect was on economic development efforts, and Brewer responded that triple freeport makes the city attractive to companies who previously wouldn't have considered the city. Olson asked if there was a process for making this known, and Brewer noted that the state maintains a list of triple freeport communities, as do other partner agencies.

8) Discussion and Possible Action

a. Consideration of the Annual Economic Development Incentives for BMC West Building Materials Facility

Brewer introduced Doug Davidson, general manager from BMC. Brewer reported that BMC documentation far exceeded normal submittals and thanked Davidson. Brewer noted that BMC was heavily exposed to the construction industry, one of the weakest parts of the economy. Brewer then discussed BMC's performance measures necessary to reach incentive payments. BMC exceeded performance for property and payroll-maintained \$10 million of real and personal property, above the \$9 million threshold, and had 111 Full Time Equivalent positions and a payroll of \$5.2 million, above the requirements of 90 FTE's and \$3.5 million of payroll. Sales and use tax collections were \$15.3 million, below performance measure of \$20 million. Brewer then noted that lower sales tax was due to external factors, and noted that BMC is a great corporate citizen, providing a testimonial for the city's bond rating, and provided a letter of support top CAMPO in favor of infrastructure improvements. Doug Davidson then spoke, and thanked the city for being a partner in its relocation. Davidson noted that the company was concerned about the Cedar Park location, as Cedar Park generated half the general public sales as previous location in Austin, but that BMC was focused on the long term. Further noted that their 2 biggest customers were tax exempt. Davidson expects an increase of 19% in sales in 2010, and that Millworks location on 1431 continues to perform well. Olson asked how long the company had been in the area; Davidson reported 44 years, including acquisition of another Austin company that was in town for 40 years as well. Olson appreciated the wide range of supplies available to the public. Brent noted that maintaining employment in current environment is difficult, and thanked

Davidson. Foster asked what the incentive was, and Brewer responded that the incentive was a five year agreement for BMC road, and was not to exceed \$175,000 a year, and capped overall at \$850,000. Foster noted that the company has provided the infrastructure, and that BMC is a good company. Olson inquired if executive session was an option for incentive discussions, and upon being informed that it is by Brewer, adjourned into executive session at 6:55.

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 (4A)" 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:*

§ 551.087 Deliberation Regarding Economic Development Negotiations:

A. Legal Issues Concerning Incentive Negotiations Related To BMC West.

8) Discussion and Possible Action

a. Consideration of the Annual Economic Development Incentives for BMC West Building Materials Facility

Board reconvened into regular session at 7:15. Schaefer made a motion for an incentive of \$115,000. Tracy seconds. Brewer asks that the specific amount be in the motion, Schaefer amends number to \$115,239.94, Tracy seconds. Foster notes that BMC has substantially met all performance measures. Olson stated he appreciates the work in challenging times. Olson calls for a vote, motion carries unanimously. Davidson thanks 4A board.

b. Consideration of Agreement for Economic Development Promotional Services

Josh Selleck reported that the City's agreement with the Economic Development Corporation expires in March, and that agreement remains the same except for one change. EDC will now reimburse city for services rendered, not to exceed 15%. Brent motioned to accept the new agreement, Olson seconded. Foster noted that the agreement looks the same, and maintains priority for 4A of using funds only for economic development. No further discussion, and motion carries unanimously.

c. Consideration of the Economic Development Strategic Map

Brewer noted that board came out of strategic planning retreat with goals of increasing revenue streams, and develop and expand business relationships that diversify city revenue streams. Under goal 1, the action steps are to attract retail and development to Cedar Park Center, attract primary employers to the city, and enhance Cedar Park's status as a destination city. Under the second main strategy, the action steps are to work with existing employers, market and enhance relationships with brokers and commercial developers to raise visibility of the city, support Opportunity Austin and Texas One efforts, and develop a network of support for entrepreneurs. Further action steps include maintaining an inventory of sites, and marketing the city at ICSC. Olson asked where people can obtain a copy of the strategic plan, and Brewer noted copies are available at City Hall. Olson asked if action was necessary, Brewer stated board could review and vote

next month on adoption. Tracy suggested an in depth discussion of the community framework, review current industry mix, and explore targeting opportunities, with a focus on startup's as well. Brewer noted that startup outreach is on the current plan, Tracy suggested including startup focus in mission statement. Schaefer discusses board's work at the Labor Day session, and notes the plan has been worked on for a few months. Foster motions to table discussion, Tracy seconds. Motion to table action item passes with no objection.

10) Board Closing Comments

Tracy is looking forward to continuing discussion of strategic plan, particularly as it relates to primary employers. Brent noted in 1999 voters in Cedar Park voted for 4A and 4B, and much has taken place in 10 years, as quality of life and tax base have improved. The Cedar Park Center has been built, as well as many smaller projects, parks and roads. Brent stated citizens made a good decision. Olson agreed with Brent and states it has been a good decision, and that he was glad to be Texas compared to other states. Schaefer stated that Cedar Park was holding its own. Foster had no closing comment.

11) Adjournment

The meeting adjourned at 7:25 PM

APPROVED THIS 22nd DAY OF FEBRUARY 2010.

Don Olson
President

ATTEST:

Phil Brewer
Director, Economic Development



**MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, FEBRUARY 22ND, 2010, AT 6:30 PM**

City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

Don Olson, President

Don Tracy, 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 6:36 PM

2) Roll Call

Present: Steve Foster, Don Tracy, Matt Schaefer and Kelly Brent. Don Olson was absent.

3) Citizens Communication

None

4) Board Opening Comments

Foster has no comments, both Schaefer and Tracy were happy to be at the meeting.

5) Agenda was mis-numbered. There was no item 5.

6) Consent Agenda

a. Approval of Minutes from December 21st, 2009, Regular Board Meeting

A motion to approve the minutes as presented was made by Schaefer, seconded by Tracy and passed unanimously

7) Reports

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

Brewer instructed the board to expect quarterly finance reports in the future from Josh Selleck, as the budget numbers did not change that much month to month.

b. Update on Current Projects and Activities – Phil Brewer

1.) Status on Report on Water Park Resort Project

Brewer reported that the City Council unanimously passed the agenda item on the water park, and that final equity partners were being added and final design completed. Brewer reported he will keep the 4A board up to date on the project.

2.) Status of Leander Independent School District and Williamson County Adopting the Freeport Exemption.

Williamson County commissioners have approved Freeport Exemption, and all company estimates of Freeport taxes have been turned into LISD. LISD will provide an updated formula for the companies to generate PILOT (Payment In Lieu Of Taxes) agreements, which should take place next week.

3.) Status report on designating ETS-Lindgren as an Enterprise Zone Project

Holt provided an overview of the Texas Enterprise Zone program, and the differences between an Enterprise Zone and Enterprise project. Holt then addressed how ETS met the requirements of at least \$5 million in capital investment and maintain 1,820 hours annually of employment. Holt described how the project provides benefits to the community of capital investment and possibly increased employment, and doesn't require revenues from the city-the program rebates state sales and use taxes. Holt reported this will be an excellent marketing tool for city economic development staff, and is making its way through the city council at this time. Schaefer asked if the \$5 million was new investment; Holt reported that it was and that the company must maintain headcount. Brent asked how many projects a city was allowed; Holt reported the number was 6 per biennium, and that after ETS city will be able to do 5 more. Brent asked how long the period was, Holt responded 5 years. Schaefer asked about the type of investment and qualifications, Holt responded the main investment was property plant and equipment. Brewer noted that it was capital investment that they are reimbursed for, and Holt noted that additional dollars were available for increasing their payroll. Schaefer asked if it was mainly for existing companies, or relocating companies; Holt noted that it was up to the City to nominate. Tracy asked if it was either/or for the payroll or capital investment, Holt noted that as long as they invested at least \$5 million and maintained their payroll, they were eligible, but additional dollars were available for increasing payroll. Tracy asked if they had indicated what their plans were; Holt noted they intended to meet the requirements, but no specific details were available. Brewer noted that it was primarily capital investment, but that that this typically results in additional headcount. Brent asked if we might exhaust program, but Brewer felt it was mostly applicable to very large companies.

8) Discussion and Possible Action

a. Consideration of the Economic Development Strategic Map

Brewer reported that the motion had been tabled last month to give the board more time to consider the strategic map. Under goal 1, the action steps are to attract retail and development to Cedar Park Center, and Brewer noted that he had met developers in Dallas last week regarding the continued development of the CPC. Further, staff is continuing to work on inventory of available sites, which can be useful for marketing at conventions such as ICSC, and also that the new Water Park can be included in future marketing material. High end family restaurants as well as suitable commercial opportunities remain prime targets. Under the second main strategy, the EDC is to continue working with existing employers, and maintain focus on primary employers in the advance manufacturing, life sciences & pharma, renewable energy, and high tech industries, as well as focus on regional and/or corporate HQ's. Enhancing the city's efforts at becoming a destination city was also mentioned, and utilizing the CPC to

market the community presents a key opportunity as well. Efforts should be focused on the broker developer community to raise visibility of the city, and encourage greater use of the Prospector tool. Continuing to market the center to all landowners, and to maintain city outreach via tradeshows and forums is important as well. Other partnerships such as Texas One, Austin Showcase, and the Texas, Wide Open for Business publication were mentioned as well. Foster stated that he hoped to see future support for entrepreneurs such as the work done with Tech Ranch, and Brewer noted that recent efforts have focused more on enlarging the community with other partners. Brent noted that there was no further discussion, and Brewer stated the need for a motion. Foster motioned for the board to adopt the strategic plan, and Schaefer seconded. The motion passed unanimously.

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 (4A)" 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:*

§ 551.087 Deliberation Regarding Economic Development Negotiations:

A. The board did not convene into executive session.

10) Board Closing Comments

Tracy thanked everyone for their work on the strategic plan. Schaefer noted the board's forward thinking on issues, and believed the city has increased its opportunities for when the economy recovers, and Brewer noted the improving pipeline at the end of the year. Foster noted that this was a very challenging economic environment. Brent had no comment.

11) Adjournment

The meeting adjourned at 7:10 PM

APPROVED THIS 22nd DAY OF MARCH 2010.

Don Olson
President

ATTEST:

Phil Brewer
Director, Economic Development



MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, APRIL 19th, 2010, AT 6:30 PM

City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

Don Olson, President

Don Tracy, 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 Don Olson at 6:31 PM

2) Roll Call

Present: Don Olson, Don Tracy, and Kelly Brent. Matt Schaefer and Steve Foster were absent.

3) Citizens Communication

None

4) Board Opening Comments

Both Schaefer and Tracy were glad to be back having missed the previous month.

5) Consent Agenda

a. Approval of Minutes from February 22nd, 2010, Regular Board Meeting

A motion to approve the minutes as presented was made by Brent, seconded by Tracy and passed unanimously

6) Reports

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

Aaron provided the 2nd quarterly update. Olson inquired about debt transfers, which Rector noted were in February and March; 4A repays the city for debt. Rector reported Sales Tax projections were off by \$32 thousand, and Fund Balance is projected at \$6.3 million. Olson asked about neighbor city comparisons, and Rector noted they were holding steady. Olson asked if budget decreased, and Rector reported there was a modest decrease. Olson request color printouts of slides for future meetings.

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

1.) Status on Report on Water Park Resort Project

Brewer reported Schlitterbahn is working on construction plans and fundraising, and the 25 investment groups have received investment packets, 15 of which they had worked with in the past, and 10 new groups who expressed interest following

the project's announcement. The group's construction goal is the 4th quarter of 2010.

2.) Update on Austin Business Journal's Best Real Estate Awards

This year the Austin Business Journal added the Government and Public category for its annual real estate awards, and that the Cedar Park Center was submitted and won. Further, many real estate brokers attended the Center, and informed Brewer that the vote was unanimous.

3.) Status of Leander Independent School District and Williamson County Adopting the Freeport Exemption.

Williamson County commissioners have approved Freeport Exemption, and all company estimates of Freeport taxes have been turned into LISD. LISD will provide an updated formula for the companies to generate PILOT (Payment In Lieu Of Taxes) agreements.

4.) Update on Williamson County Entrepreneur Efforts

Holt reported that the Williamson County Entrepreneur's group is off to a good start, and held a recent event at the Leander Library featuring Gary Hoover.

5.) Report on Opportunity Austin California Marketing Trip, May 2nd-5th

Holt also reported on upcoming San Francisco marketing trip that will involve numerous HQ visits for attendees. Brent asked who was organizing, and Holt noted that it was organized by the Austin Chamber, a key benefit of belonging to Opportunity Austin. Brewer noted that time spent with real estate brokers was invaluable. Tracy inquired if there were companies that were more important to Cedar Park; Holt related that the visits were often those Austin companies with Headquarters in the Bay area, and that furthermore attention would be paid to those companies identified through economic development's suppliers initiative.

8) Discussion and Possible Action

No items.

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 (4A)" 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:*

§ 551.087 Deliberation Regarding Economic Development Negotiations:

A. The board did not convene into executive session.

10) Board Closing Comments

Tracy excited about trip to California, and thanks ED staff for being proactive. Olson reported that he had met an individual in Round Rock who hadn't heard of the hockey or the events center-Brewer noted that upcoming graduations should expose an even larger group to the Center-however Olson met another individual who was terribly excited about the Hockey and the new Center. Tracy noted the Stars were performing well in the playoffs, and Olson was excited about the 10 graduations. Brent had no comment

11) Adjournment

The meeting adjourned at 6:55 PM

APPROVED THIS 17th DAY OF MAY 2010.

Don Olson
President

ATTEST:

Phil Brewer
Director, Economic Development



MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, May 17th, 2010, AT 6:30 PM

City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

Don Olson, President

Don Tracy, 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 Don Olson at 6:32 PM

2) Roll Call

Present: Don Olson, Kelly Brent and Matt Schaefer were present; Don Tracy arrived at 6:35. Steve Foster was absent.

3) Citizens Communication

None

4) Board Opening Comments

Schaefer stated he was glad to be at the meeting and congratulated LISD seniors. Brent and Olson both congratulated Matt on his newborn.

5) Consent Agenda

a. Approval of Minutes from April 19th, 2010, Regular Board Meeting

A motion to approve the minutes as presented was made by Brent, seconded by Schaefer and passed unanimously

6) Reports

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

Aaron provided the Board with a handout on the state of the fund balance. Brent asked when the City Manager needed the budget approved. Brewer noted that the council's budget retreat is June 16-18. Brent asked if that meant August for 4A, Brewer noted we are ahead of schedule this year, and Rector stated that July is preferred, as Council would make any changes in August.

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

1.) Status of Leander Independent School District Adopting the Freeport Exemption.

Brewer has followed up with the school board, and an updated report from their consultant contained errors regarding current Freeport paying entities such as 3M. The board has requested that the consultant update the report.

2.) Report on Opportunity Austin California Marketing Trip, May 2nd-5th

Holt reported that there were several area ED agencies on the trip (Austin, Round Rock, etc.), and his team took in 10 meetings. Holt noted that 3 of these had active projects in the Austin area, and reported that he was able to discuss Brushy Creek Corporate with the president of Aquila. Schaefer asked why so many companies remained in San Jose; Holt noted that it was the cachet of Silicon Valley, but that most expansion plans were not in California.

3.) Report on Upcoming International Council of Shopping Centers (ICSC) Conference

Phil reported that he and the City Manager, Brenda Eivens are attending this year's ICSC conference, and that more attendees and exhibitors are expected. Brewer noted that Schlitterbahn had provided him with a packet aimed at hotels, and that many real estate deals take place at ICSC. Olson asked where the conference took place, Brewer reported the conference was in Las Vegas.

4.) International Economic Development Council's "How You Build It Conference" Speaking Opportunity

Brewer noted that Kelly Brent and Lowell Moore attended the IEDC conference 3 years ago, and that he has been asked to present a case study on the Cedar Park Center. Brewer noted the center architect will also be on the panel and that the conference takes place Sunday through Tuesday.

8) Discussion and Possible Action

a. Review and Discuss FY 2010-2011 Economic Development Budget

Rector provided an overview of revenues and expenses for the budget, there were no questions. Brewer reviewed the line item budget and noted that economic impact studies was reduced, advertising and marketing was reduced due to the cancellation of a Book of Lists ad, that there was now a line item for City Suite expenses at the Cedar Park Center, and postage was also reduced. The incentive reimbursement for 1890, currently \$600,000, should be increasing due to new stores opening, but contingency remains the same. Office supplies, telephones to go down, audit fees to go up. Brewer also addressed the various subscriptions such as Hoover's, Dun and Bradstreet and GIS Planning. Economic development also responsible for some of city's lobbying fees; Travel and Training budget inline with last year. Olson stated that the Board should debate next month.

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 (4A)" 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:*

§ 551.087 Deliberation Regarding Economic Development Negotiations:

A. The board did not convene into executive session.

10) Board Closing Comments

Tracy noted that his campaign for City Council has been fun, and congratulated the Stars on a great first year. Brent also congratulated the Stars and wished them luck in their upcoming series. Olson noted that it was nice to see roads being widened in Liberty Hill, good for Cedar Park shopping. Schaefer also wished the Stars luck.

11) Adjournment

The meeting adjourned at 7:00 PM

APPROVED THIS 21st DAY OF JUNE 2010.

Don Olson
President

ATTEST:

Phil Brewer
Director, Economic Development



MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, June 21st, 2010, AT 6:30 PM

City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

Don Olson, President	Vacant, 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 Don Olson at 6:33 PM

2) Roll Call

Present: Don Olson, Kelly Brent, Steve Foster and Matt Schaefer were present.

3) Citizens Communication

None

4) Board Opening Comments

Foster welcomed his mother in from Washington who was in attendance. Schaefer congratulated Don Tracy, former 4A board member on his City Council victory. Brent and Olson both congratulated Tracy as well.

5) Consent Agenda

a. Approval of Minutes from April 19th, 2010, Regular Board Meeting

A motion to approve the minutes as presented was made by Brent, seconded by Schaefer and passed unanimously

6) Reports

a. Finance Report – Aaron Rector – Provide Quarterly Summary of 4A Revenues, Expenditures and Fund Balance.

Brewer noted that this was not the quarterly revenue report, and Aaron noted that he was there for any questions, and that the full report is next month.

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

1.) Status of Leander Independent School District Adopting the Freeport Exemption.

Brewer has received an updated Payment in Lieu of Taxes formula from LISD, and was optimistic that the item is progressing.

2.) Update on Corvalent's 4A Performance Based Incentive Agreement

Brewer reported that Corvalent was eligible for an incentive with the creation of 45 jobs. The company had 15 jobs in Year 1 of the agreement, and in Year 2 added another 32, which was verified by the company's Texas Workforce

Commission employment report. Brewer reported that he has written a memo for the Dept of Finance to release the funds

3.) ETS-Lindgren Enterprise Project Designation

Brewer reported that ETS-Lindgren was awarded Enterprise Project designation status by the Governor's office for the next 5 years, entitling the company to sales and use tax rebates up to \$1.25 million that are tied to the company's capital investment, job creation and job retention. The program is state funded, which is a benefit to Cedar Park, and is also being proposed to other large Cedar Park employers.

4.) Report on International Council of Shopping Centers (ICSC) Conference

Brewer reported that he and the City Manager, Brenda Eivens attended this year's ICSC conference in Las Vegas, hoping to promote the recently announced Schlitterbahn Waterpark. Brewer stated that their efforts were successful, with upcoming meetings with Hilton and Marriott.

5.) International Economic Development Council's "How You Build It Conference" Conference

Brewer presented a case study on the Cedar Park Center at the recent IEDC conference, and was able to share Cedar Park's insights on with attendees, notably the importance of retaining outside counsel. He also noted that the architect of the center, Don Deflett was on the panel.

7) Discussion and Possible Action

a. Review and Discuss FY 2010-2011 Economic Development Budget

Rector noted one recent change to the budget presented in May, as administrative expenses paid to the city (such as accounting and IT services) now amount to 1% of their respective budgets. Rector also highlighted the increased payments to the 1890 Ranch, as a result of their continued expansion. Olson asked when the 1431 road expansion project would be finished, and Brewer stated that it was unlikely to occur in the next 6 months. Brent made a motion to approve the budget, Foster seconded the motion, and noted that it was a positive for the city that 1890 was opening new businesses. Olson stated that the incentive money increase means increased sales, benefitting the city. The motion passed unanimously.

8) Board Closing Comments

Brewer noted that July 15th is a joint 4A/4B/City Council meeting. Brent asked if this would be the July meeting, and Brewer stated if there were no action items that would be appropriate. Brent noted that it had been a great year for the Texas Stars who advanced to the Calder Cup, and that the Cedar Park Center was a model for other communities. Olson made note of the High School Graduation traffic at the center. Schaefer congratulated both the Stars and the Schlitterbahn announcements, and Foster hoped for better scheduling at the Cedar Park Center for High School Graduations.

9) Adjournment

The meeting adjourned at 6:50 PM

APPROVED THIS 15th DAY OF JULY 2010.

Don Olson
President

ATTEST:

Phil Brewer
Director, Economic Development



**MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (4A)
MONDAY, AUGUST 16th, 2010, AT 6:30 PM**

City Council Chambers, Cedar Park Public Library, 550 Discovery Blvd.

BOARD MEMBERS

Don Olson, President

Vacant, 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 Don Olson at 6:33 PM

2) Roll Call

Present: Don Olson, Kelly Brent, and Matt Schaefer were present.

3) Citizens Communication

None

4) Board Opening Comments

Schaefer commended the Cedar Park Center on adding the Austin Toros, Brent stated that was a nice announcement for the Cedar Park Center, Olson agreed and stated it would be nice to get an NBA exhibition game. .

5) Consent Agenda

a. Approval of Minutes from June 21st, 2010, Regular Board Meeting

A motion to approve the minutes as presented was made by Schaefer, seconded by Brent, and passed unanimously

6) Reports

a. Finance Report – Aaron Rector – Provide Quarterly Summary of 4A Revenues, Expenditures and Fund Balance.

Rector reported that the city had collected 75.2% of sales tax year to date, slightly ahead of the 75% average collected. Olson asked if this was adjusted for allocation issues, Rector responded that there were no issues this year. In other budget items, Rector noted that CPEC consultant fees were finished, as well as all other expenditures. Rector also made note of a decrease in the fund balance as a result of allocation, decreasing from \$6.1 million to \$5.7 million. Brent asked if budget was even with last year, Rector responded that we are, but negative impact of prior years allocation issues means the budget is actually ahead. Olson asked how the city compares to peers, Rector responded that Cedar Park didn't have as much of a dip as compared to others. Brent asked if others were experiencing percentage increases, Rector replied that some are, though news has slowed lately.

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

1.) Status of Leander Independent School District Adopting the Freeport Exemption.

Brewer reported all Payment in Lieu of Taxes formulas and agreements are done, and 3 finalized agreements from Freeport companies have been received. Three others are being reviewed, with one stakeholder in Taiwan. Brewer also noted that smaller companies have taken more time to review the agreements, and indeed some are not even taking advantage of current Freeport exemption. Olson asked if Williamson County currently offers the Freeport exemption, and Brewer noted Williamson County had passed the exemption in January. Olson also asked if this involved extensive time with LISD, and Brewer reported that LISD has been very proactive in monitoring finalized agreements.

2.) Update on Texas One Recruitment Mission to Atlanta

Holt reported that he had just returned from a Texas One recruitment mission to Atlanta with economic development agencies throughout the state, and met with several well established site selection consultants based in Georgia. The Texas delegation was also joined by First Lady Anita Perry for some of the meetings, and reported the overall trip as productive. Olson asked whether Texas was viewed as attractive, and Holt noted that Texas is an oasis of growth, a major population center with key access to Mexico; though there were some issues reported with obtaining state assistance on projects. Brewer noted that Holt was the only Austin MSA representative on the trip. Schaefer asked what type of questions people ask about Cedar Park, and Holt stated that what sets Cedar Park apart is one of the highest educated workforces in the state, and also noted that the site consultants know Texas well. Schaefer asked if there was an indication of what the growth sectors were, and Holt noted that the consultants indicated that cleantech projects were very strong, but that most manufacturing projects were consolidations, as opposed to expansions.

3.) Coreslab Enterprise Zone Project Designation

Holt reported that the City Council passed the ordinance in February that enabled the city to participate in the states Enterprise Zone program and at that time nominated ETS Lindgren as its first enterprise project. The city has now nominated Coreslab, a major local manufacturer as its next enterprise project. Enterprise Project designation status by the Governor's office for the next 5 years, entitling the company to sales and use tax rebates up to \$1.25 million that are tied to the company's capital investment, job creation and job retention. The program is state funded, which is a benefit to Cedar Park, and is also being proposed to other large Cedar Park employers. Holt noted that this was popular economic development program for retention. Brewer attended the council meeting and the resolution passed unanimously. Brewer noted that the state program has no local cost, and economic development staff is discussing pursuing the program with several local companies, and that hopefully more would take advantage of the program as this is the final quarter of the biennium. Olson asked what the official name of the program was, and Brewer reported that the official name is the Texas Enterprise Zone program, but that individual companies were known as enterprise zone projects.

4.) Prospect Activity Level Update

Brewer noted activity looks positive right now, but that companies are primarily looking at existing space; available flex space at Rundberg in Austin and the Braker area by the Domain have won several projects where Cedar Park was on the shortlist. Currently, economic development proposals include a rent subsidy to balance cost of greenfield construction. Brewer stated he was pleased overall with project activity, with significant expansions under consideration at existing Cedar Park businesses.

7) Discussion and Possible Action

8) Board Closing Comments

There were no closing comments from either Brent, Olson or Schaefer.

9) Adjournment

The meeting adjourned at 6:57 PM

APPROVED THIS 20th DAY OF SEPTEMBER 2010.

Don Olson
President

ATTEST:

Phil Brewer
Director, Economic Development