

**MINUTES**  
**ENNIS ECONOMIC DEVELOPMENT CORPORATION**  
**CITY COMMISSION CHAMBER**  
**CITY HALL, 115 W. BROWN**  
**TUESDAY, OCTOBER 11, 2016**  
**4:00 P.M.**

1. Call to Order (4:05 Pm CST)
2. Roll Call
  - a. Board Members Present: Montgomery, Thomas, Abram, Glaspy, Haupt, Juenemann
  - b. Members Absent: Newsom
  - c. Staff Present: Nelson, Dixon, Winters, McCarty, Wade, Colunga, Heye
3. Pledge of Allegiance was recited and the Invocation offered by Mr. Thomas.
4. Consider approving the minutes of 13 September, 2016.
  - a. Motion by Juenemann; second by Abram to approve the minutes of 13 September, 2016.
    - i. Six Ayes
5. Citizens Request for Public Hearing
  - a. No citizen addressed the Board.
6. Finance Review
  - a. The current budget and finances were presented by Mr. Dixon.
7. GIS Hosting
  - a. Discuss and consider a GIS hosting contract with Halff in an amount of \$5,000.
    - i. A contract with a yearly renewal.
    - ii. As projects like the comprehensive plan, are put into place, this tool is updated and made available to the public.
8. Economic Development update
  - a. Communications and Marketing update
    - i. Branding campaign
      1. Several different logos are being used throughout the City without a consistent thematic form or identity.
      2. Working on an RFP to be submitted to agencies to assist in establishing a brand for the City.
    - ii. Realtors Conference
      1. The conference will provide an update for the realtors of Ellis County about the school district and new development taking place in the City of Ennis. The intent is to better market the City of Ennis to their clients.
      2. Dr. Chapman will present for the school district, and Mr. Nelson will present about new development taking place in the City.
    - iii. Developers Conference

1. Will work with Retail Coach and other nearby cities to present a developers conference after the first of the year.

iv. Time Lapse Camera

1. Received approval to purchase the camera at the previous meeting.
2. Should receive the camera in the next few weeks, and will install before construction starts on Minnie McDowal Park.

b. Tourism update

i. Touchdown in Downtown

1. Partnered with the school district for this event.
2. There were 100-150 in attendance.
3. A screen was purchased to have more movie nights in the future.

ii. Tourism Marketing Activities

1. Will add Instagram this coming year to the marketing strategy.
2. Gina Rokas will be representing Ennis at the Texas Heritage Trails Booth, at the State Fair, on October 20<sup>th</sup>.

iii. Tourism Events

1. Bluebonnet Trails and Festival

- I. Will be held the 2<sup>nd</sup> weekend in April due to Easter.
- II. Partnering with the Garden Club, and looking for sponsors for the entertainment.

III. Downtown Merchants & Friends may provide a Wine Walk.

a. Meadowview Park

- i. The Parks Dept. is mowing and priming the location, and should be seeding the area within the week.

c. Kaufman Development District update

i. Implementing Ordinance

1. Designates the boundary
  - I. The boundary will be Kaufman St. from Hwy 45 N to Hwy 45 S.
2. Establishing the Board
  - I. May have a N. Kaufman sub-committee and a S. Kaufman committee.
  - II. Will be composed of at least 5, but not more than 9, voting members.

ii. Façade Grant program update

1. Same basic structure and function as the downtown Façade Grant program.
2. Program is going through the approval process.
3. The next steps are to; Seat the Board, Approve the By-Laws, and solicit grant applications.

d. Industrial Development

i. Projects Update

1. Project Sterilite, \$17 million, 40 jobs
  - I. Phase I is underway with the building at 75% completion.
2. Project Grupo (Dalegip), \$10 million, 25 jobs
  - I. The property is in the process of being purchased.
  - II. Will function as a private industrial park.
3. Leggett & Platt, \$14 million, 75 jobs
  - I. Ellis County Tax Abatement Application
    - a. Going before the County Commissioners on October 25<sup>th</sup>.

e. Downtown Development Update

- i. Project Visitors Center 2.0
  1. The contract with Architexas for Phase 1 has been executed.
- ii. Downtown Master Plan Update
  1. Minnie McDowal Park update
    - I. Discuss and consider approving an additional \$150,000 for the project.
      - a. In negotiation with West 31 Construction to bring the bid down to the \$700,000 range. Mr. Nelson recommends that \$800,000 be set aside for any unforeseen costs that may incur once construction starts. Therefore, he is asking for an additional amount of \$150,000 for this purpose.
  2. Downtown Infrastructure Update
    - I. Provided update
  3. Union Pacific Safety Zone
    - I. John Polster with our consulting firm, ITS, recommended we place all of the Union Pacific projects under this umbrella to assist in getting approval from Union Pacific.
    - II. Received communication from Union Pacific they will enter into a lease for ROW on both sides of the main line.
- iii. Historic Preservation Grants
  1. There are no new HP Grants
- iv. Façade Grants
  1. There are no new Façade Grants
- v. Lights of Ennis
  1. Czech It Out Lighting will be wrapping eight trees, with commercial grade LED lights, in Pierce Park for an amount of \$14,544.
  2. The 3 large trees will be placed at the Safeway Parking Lot.
  3. Planning a movie night downtown (Polar Express)

f. Commercial/Retail Development Update

- i. Activity Update
  1. Provided update
- ii. TIRZ #2 (Sonoma Trails)

1. The legal description and survey have been turned in, and is being reviewed by our consulting firm Petty & Assoc. Once the review is complete TIRZ #2 will be scheduled to go before the City Commission.

g. Residential Development Update

- i. III Cardinals, \$18 million, 150 units
  1. Project is in final platting.
- ii. Spyglass, \$20 million, 183 units
  1. Chapter 380
    - I. A Chapter 380 agreement is being drafted that will refund 75% of City taxes paid for 5 years.
    - II. Construction should begin in first quarter 2017.
- iii. Villas at Sonoma, \$24 million, 210 units
  1. Chapter 380
    - I. Negotiating an economic development agreement.
    - II. Construction could begin in mid 2017.

9. Executive Session authorized by the Texas Open Meetings Act, Texas Local Government Code Annotated, Chapter 551.087, Economic Development Negotiations and Chapter 551.072, Real Estate

- a. Mr. Montgomery read the announcement from the Certified Agenda regarding the subjects of the Executive Session, and convened the Executive Session at 5:17pm.
- b. LGC 551.072-Deliberation regarding real property
  - i. Project Serenity, Other opportunities
    1. Project Serenity and other opportunities were discussed.
- c. LGC 551.087-Deliberation regarding economic development negotiation
  - i. Project Golden Chariot, Project Scout, and Project Fortress
    1. Project Golden Chariot, Project Scout, and Project Fortress were discussed.

10. Mr. Montgomery read the announcement from the Certified Agenda regarding the completion of the Executive Session, and reconvened in Open Meeting at 6:00pm.

11. Actions:

- a. Consider approving a GIS hosting contract with Halff and Associates for \$5,000.
  - i. Motion by Haupt, second by Glaspy approving a GIS hosting contract with Halff and Associates for \$5,000.
    1. 6 Ayes
- b. A public hearing was conducted to consider amending the EEDC FY 16-17 budget to appropriate an additional \$150,000 for "Project Minnie McDowal Park", a project whose purpose is to reconstruct the park as envisioned in the Downtown Master Plan and authorize the EDC President to execute any and all documents required to complete the action was opened, no public comment and was closed.

- i. Motion by Haupt, second by Juenemann approving an amendment to the EEDC FY 16-17 budget to appropriate an additional \$150,000 for "Project Minnie McDowal Park", a project whose purpose is to reconstruct the park as envisioned in the Downtown Master Plan and authorize the EDC President to execute any and all documents required to complete the action.
        - 1. 6 Ayes
    - c. Consider approving a grant close out and final payment for 204 W. Knox in an amount not to exceed \$14,611.19.
      - i. Motion by Newsom, second by Juenemann approving the grant close out and final payment for 204 W. Knox in an amount not to exceed \$14,611.19.
        - 1. 6 Ayes
    - d. Consider authorizing the ED Director to negotiate the purchase price and put under contract a certain property whose acquisition supports the Downtown Master Plan.
      - i. Motion by Thomas, second by Glaspy approving the ED Director to negotiate the purchase price and put under contract a certain property whose acquisition supports the Downtown Master Plan.
        - 1. 6 Ayes
12. Meeting adjourned at 6:01 pm CST.

  
RUSSELL R. THOMAS  
Secretary