

MINUTES
ENNIS ECONOMIC DEVELOPMENT CORPORATION
CITY COMMISSION CHAMBER
CITY HALL, 115 W. BROWN
TUESDAY, DECEMBER 13, 2016
4:00 P.M.

1. Call to Order (4:08 Pm CST)
2. Roll Call
 - a. Board Members Present: Montgomery, Newsom, Abram, Glaspy, Haupt, Juenemann
 - b. Members Absent: Thomas
 - c. Staff Present: Nelson, Dixon, Winters, McCarty, Colunga, Heye
3. Pledge of Allegiance was recited and the Invocation offered by Mr. Nelson.
4. Consider approving the minutes of November 8, 2016.
 - a. Motion by Glaspy; second by Haupt to approve the minutes of November 8, 2016.
 - i. Six Ayes
5. Citizens Request for Public Hearing
 - a. No citizen addressed the Board.
6. Finance Review
 - a. Discuss and review current budget and finances.
 - i. Minnie McDowal Park line item should reflect \$400,000 instead of \$250,000 as the budget amount.
 - ii. Project Electricity line item should reflect \$45,000 as the budget amount.
 - b. Capital Improvement Plan
 - i. Scott and City Commission are in discussion of implementing a Capital Improvement Plan.
 - ii. The EDC will participate in this plan with the board members approval.
 - c. Commitments
 - i. There is \$1,700,000 available in New Money.
 1. \$1,440,000 has been allocated for certain projects and programs.
 2. This leaves \$259,400 to be put against the fund balance.
 - ii. The current fund balance is \$9,500,000.
 1. \$8,250,000 is set aside for a bond reserve, projects and programs.
 2. This will leave \$1,250,000 in the fund balance.
7. Goal & Objectives 2017 (3 to 5 years)
 - a. The City Manager has asked the EcDev Team to set goals and objectives, not only professional, but personal goals, to measure progress for the new year.
8. Economic Development Policies update

- a. Tax Abatements
 - i. Reviewed every two years
 - ii. Expires December 31st.
 - iii. City Commission has been asked to make the following changes to the new Tax Abatement Policy:
 - 1. Expand type of business allowed to apply.
 - 2. Application be considered on their own merit "case-by-case".
 - 3. Change the abatement matrix.
- b. Chapter 380
 - i. A City incentive program that does not involve the EDC.
- c. Historic Preservation Grants
 - i. A City program funded by the Economic Development Corporation.

9. Economic Development update

- a. Communications and Marketing update
 - i. Downtown Digest
 - 1. Distributed monthly, and is going to 140 people.
 - ii. Special Events update
 - 1. Battle of the Badges blood drive between the Fire and Police Dept. was held the weekend of Dec. 10th.
 - 2. Working with the Education Foundation on a wine walk to be held the weekend of Bluebonnet Festival.
 - 3. Working on a Cash Mob for after the first of the year.
 - iii. Branding Campaign
 - 1. An RFP for the City Branding Campaign has gone out and responses are due back by January 31st, 2017.
 - iv. Mobile App
 - 1. Received approval from City Commission for a mobile app.
 - v. Here we GROW
 - 1. No update given
- b. Tourism update
 - i. Calls and Visitors
 - 1. No update given
 - ii. Bluebonnet Trails & Festival (Project Bluebonnet)
 - 1. Received two major sponsorships.
 - 2. Several tours have been booked.
 - 3. Placing an ad in the USA Today Go Escape Magazine.
 - iii. Marketing/Events/Social Media

1. Placing an ad in the USA Today Super Bowl Magazine to promote the city.
2. Texas Farm and Home Magazine will have a special feature on the Interstate 45 Corridor Association, and Ennis represents the north city in this corridor. An ad will be placed in this edition to promote the city.

c. Industrial Development

i. Projects Update

1. Project Sterilite, \$17 million, 40 jobs
 - I. Project is completed, and building is occupied.
2. Leggett & Platt, \$14 million, 75 jobs
 - I. Project is completed.
 - II. New equipment is being moved in.
 - III. Operators are actively being hired.
3. Project Scout, \$1.4 billion, 1,500 jobs
 - I. Ennis is in the final round for site selections.
 - II. Site selections are being evaluated by their board of directors.
4. Project Chariot, \$150 million, 1,500 jobs
 - I. Ennis is in the final round for site selections.
 - II. Site selections are being evaluated by their board of directors.
5. Dale Development, \$10 million, 20 jobs
 - I. Purchased property
 - II. In the process of providing an assistance request letter.
6. US Polyco, \$10-\$15 million, 15-20 jobs
 - I. Incentives offer being reviewed by their board of directors.
7. Aokerola Group, \$40 million, 150 jobs
 - I. Site visit is scheduled for January or February 2017.
8. Forum Meat Company, \$1 million, 5-10 jobs
 - I. In the process of closing on property.
9. Project Genesis, \$1.5 million, 15 jobs
 - I. In the process of a due diligence evaluation of the NCPC Factory.

d. Downtown Development update

- i. Project Serenity (Property Acquisitions)
 1. 108 W. Milam
 - I. Waiting on survey completion
 2. 00 West Knox
 - I. Closed on property December 9th.
- ii. Project Visitors Center 2.0 update

1. Met with Architexas regarding a preliminary floor plan.
 2. Mr. Nelson requested three different floor plans consisting of just the main floor being occupied, the main floor and part of the second story being occupied, and the main floor and the whole second story being occupied.
- iii. Downtown Master Plan update
1. Minnie McDowal Park update
 - I. Contractor, West 31, mobilized on December 12th and will begin construction.
 2. Downtown Infrastructure update
 - I. Working on design phase.
 - II. Working with utility companies to understand exactly where their infrastructure is located.
 - III. Will have an update after the first of the year.
 3. Union Pacific Safety Zone update
 - I. An RFQ has been released.
 - II. Internal committee will review the qualifications.
 - III. City Commission will choose the most qualified firm early next year.
 4. Downtown Zoning update
 - I. Working with KSA on the zoning for the city.
 - II. Working with Mesa on the zoning for the downtown district.
 5. Plaza P3 discussion
 - I. Review MESA Concept
 - a. Robin McCaffrey with Mesa presented two concepts for developing the North and South Plaza (Project Plaza P3).
- iv. Main Street Board update
1. The first class of Main St. Board members expires December 31st.
 - I. All members are returning with the exception of two. The Arts Commission seat, and a Property Owner at-large seat is vacant.
 2. In the process of getting their 501 C3.
 3. Sponsoring a carnival as a fundraiser during Bluebonnet Festival.
- v. Farmers Market closing report
1. No report given
- vi. Lights of Ennis update
1. Mr. Nelson presented a video of the Lights of Ennis finale. The Video reached approximately 20,000 people.
- vii. The Livery development update
1. This is an EDC grant program.
 2. The developer, Fran McCarthy, has agreed to operate and manage a private grease trap in the alley behind his building.
 3. The developer may ask the EDC to share in the cost of the grease trap.
 4. Sized appropriately, the grease trap can serve any restaurant occupying space in this block
 5. Water and sewer are to be installed from Dallas and McKinney St.
- viii. Historic Preservation Grants update

1. Provided update – no new grants
- ix. Downtown Façade Grants update
 1. Provided update – no new grants
- e. Commercial/Retail Development update
 - i. Activity update
 1. 19 projects totaling \$13,689,847
 - ii. TIRZ#1 (Downtown) update
 1. Will be presented to County Commission on December 20th.
 - iii. TIRZ#2 (Sonoma Trails) update
 1. Will be presented to City Commission on Dec. 19th for final approval.
 - iv. Sonoma Trail (South ROW) Survey & Agreement
 1. Will be asking for approval from EDC board to conduct a survey that will show how much of the ROW the property owners will need to donate to extend Sonoma Trail to Creechville Rd.
 - v. Kaufman Development District update
 1. Has received approval.
 2. Will start early next year.
 3. Waiting for design standards and guidelines.
 - vi. Kaufman Façade Grant update
 1. Grant funding has been set aside for this project.
- f. Residential Development update
 - i. Activity update
 1. 59 single family projects totaling \$14 million.
 2. 2 Multi- family projects totaling \$456,073.
 - ii. Spyglass, \$20 million, 183 units
 1. The incentive agreement is complete.
 2. Construction to start early next year.
 - iii. Villas at Sonoma, \$24 million, 210 units
 1. The incentives request and project application has been received.
 2. Requesting a 75% tax abatement for 5 years.

10. Actions:

- a. none

11. Meeting adjourned at 5:23 pm CST.



RUSSELL R. THOMAS

Secretary