

**MINUTES**  
**ENNIS ECONOMIC DEVELOPMENT CORPORATION**  
**CITY COMMISSION CHAMBER**  
**CITY HALL, 115 W. BROWN**  
**TUESDAY, MAY 10, 2016**  
**4:00 P.M.**

1. Call to Order (4:00 Pm CST)
2. Roll Call
  - a. Board Members Present: Abram, Glaspy, Haupt, Jones, Newsom & Thomas
  - b. Members Absent: Montgomery
  - c. Staff Present: Nelson, Dixon, McCarty & Welch
3. Pledge of Allegiance was recited and the Invocation offered by Mr. Nelson
4. Consider approving the minutes of 12 April 2016.
  - a. Motion by Mr. Abram; second by Mr. Newsom to approve the minutes of 12 April 2016.
    - i. Six Ayes
5. Citizens Request for Public Hearing
  - a. No citizen addressed the Board
6. Finance Review
  - a. A review of the EEDC's current budget and finances was presented by Mr. Welch and Mr. Nelson.
7. Staffing review
  - a. New staff positions were reviewed and discussed in terms of the timeframe to hire the Executive Assistant and Communications & Marketing specialist
8. Administrative Services agreement (City & EEDC)
  - a. The Directors discussed the merits of increasing the administrative services transfer to the City from the current \$190,000 to \$220,000 (+\$30,000) with an eye toward considering further increases as appropriate during the FY 16-17 Budget. Discussion settled on an 80/20 – 75/25 range of reimbursement.
9. Professional Development update
  - a. Mr. Nelson presented a review of his recent attendance at the Texas Economic Development Council (TEDC)
  - b. Mr. Nelson discussed sending a representative to the Historic Preservation Conference due to the requirement by the Certified Local Government program to have a Historic Preservation Officer.
10. Director appointments / reappointments discussion
  - a. Directors Jones, Montgomery, Newsom and Thomas terms are expired. Director Jones tendered his resignation. The Directors thanked Mr. Jones for his many years of exceptional service to the Citizens of Ennis.

- b. Directors Montgomery, Newsom and Thomas expressed their desire to be reappointed and continue their service. Directors expressed their desire to have a representative from the City Commission, fill Mr. Jones vacated seat.

11. Brand Development discussion

- a. Mr. Nelson presented and facilitated discussion about the challenges with the current image, brand, communications and marketing being disjointed and incongruent. There are several logos used at the preference of various departments and organizations. Communications and marketing efforts, however good intentioned are poorly synchronized.

12. Parks Policy discussion

- a. The Directors discussed the appropriateness of the EDC funding different types of park projects. Opinion settled on park projects that have a link to the outcomes listed below. Mr. Nelson provided a legal opinion letter to be used when the Directors decide to support a parks project.
  - i. LGC 505.152: Quality of Life projects that support the creation and retention of primary jobs. (Neighborhood park projects)
  - ii. LGC 505.158: Park projects that support new and expanded business development. (Downtown park projects)

13. Development Opportunities Forum discussion

- a. The Directors discussed the value of organizing and sponsoring a quarterly "Development Forum" inviting realtors, developers, investors and others to a forum where development opportunities would be discussed.

14. Video update (year in the life – of Ennis)

- a. Mr. Nelson described an initiative to update the "video library" of special events and the intent to use the video library as part of a comprehensive communications and marketing campaign: "Year in the Life" of Ennis:
  - i. Bluebonnet Festival
  - ii. Farmers Market
  - iii. National Polka Festival
  - iv. Summer Music Festival
  - v. 4th of July – Freedom Festival
  - vi. Pre Stage Fan Festival
  - vii. Fall Festival
  - viii. Christmas Parade of Lights
  - ix. Lady of Guadalupe

15. Comprehensive Plan update

- a. Mr Nelson presented a plan to conduct educational seminars for stakeholders about the different types of Zoning.
  - i. Zoning 101 (MESA): Brings a unique perspective to the zoning discussion with an unmatched understanding of the economic and market forces involved and how to apply zoning tools in ways that encourage quality development.
  - ii. Zoning 101 (KSA): Brings a slightly different perspective to the zoning discussion with experience in the practical application of "euclidian / categorical" and "form based / archetype" zoning.

16. Union Pacific update

a. Imperatives:

- i. I-45 Market connection to the Downtown Market
  1. Must be physically connected to allow the free flow of commerce
  2. Railroad X-ing is a physical obstacle that MUST be overcome
  3. Grade separated crossing
- ii. Main Street Mall & Parking
  1. Pierce Park North & South must be converted into multi-use public space with additional parking.
- iii. Failure to achieve either imperative puts both plans at risk

b. General update

- i. Bridges at Baylor and Belknap: Staff is coordinating with UP to have these bridges placed on the replacement schedule. Discussion is ongoing.
- ii. Lease: Staff is coordinating with UP to acquire all UP ROW from MLK to Lampasas. The intent is to beautify the ROW and improve certain areas with enhanced parking and a trail connector.

- c. Grade Separated Crossing: Mr. Nelson discussed the GSC in terms of it being an absolute "must do" for the Downtown market to realize its full economic potential.

17. TxDOT update

a. General update was presented:

i. Imperatives

1. North Anchor connection to South Anchor:
  - a. Must be physically connected to allow the free flow of commerce
  - b. Ennis ave is a physical obstacle that MUST be overcome
  - c. Ennis Ave (Off-System)
2. I-45 Market connection to the Downtown Market
  - a. Must be physically connected to allow the free flow of commerce
  - b. Railroad X-ing is a physical obstacle that MUST be overcome
  - c. Grade separated crossing

b. Hwy 287 project update:

- i. Land acquisition is in progress with estimated construction by the end of 2016.

c. Ennis Ave project update:

- i. Staff met with TxDOT to investigate the possibility of modifying the sidewalk configuration.

d. Strategist / Consultant:

- i. Staff met with John Polster, with Innovative Transportation Solutions and is pursuing a consulting agreement. ITS would represent the City in all TxDOT projects and act as our advocate.

e. Ennis Ave (off-system)

- i. This action is a vital component of the overall strategy to reconstruct 8 blocks of Ennis Avenue and constructing the Grade Separated Crossing.

f. Truck route - off Ennis Ave

- i. This action is a vital component of the overall strategy to revitalize the downtown area.

18. Economic Development update

a. Industrial Development

i. Projects Update

1. Dakota Drilling, \$1.5 million, 15 jobs
  - a. Project is substantially complete
2. Ennis Steel I, \$8.2 million, 25 jobs
  - a. Project is substantially complete
3. Firebird (Sterilite), \$17 million, 40 jobs
  - a. Right of way (ROW) acquisition is underway.
4. Viking (Cenveo), \$10 million, 40 jobs
  - a. Project is substantially complete.
5. Stargazer (Leggett & Platt I), \$10 million, 40 jobs
  - a. Project is 50% complete.
6. Stargazer (Leggett & Platt II), \$5 million, 15 jobs
  - a. City tax abatement has been approved
  - b. New building is under construction.
7. Project Grupo (Dalegip), \$10 million, 25 jobs
8. Ennis Steel II, \$2.9 million, 10 jobs
  - a. Targeted infrastructure grant request to defray the cost of water and sewer service.
9. Schirm USA, land sale, 4.5 acres, \$74,540.00
  - a. Action is pending and should be complete by June 2016.
10. Merryart, \$2.7 million, 20-30 jobs
  - a. Discuss and consider a targeted infrastructure grant request to defray the cost of infrastructure, primarily the installation of a fire suppression system.

b. Downtown Development update

i. Main Street Board budget discussion

1. The MSB is working on their FY 16-17 budget request.

ii. Downtown Master Plan update

1. Funding opportunity (Real Estate Investment Trust – REIT)
  - a. Staff met with potential investors to discuss this as a possibility.
2. Implementation Plan (Part 1 – Project Costing)
  - a. MESA is nearly complete with this task.
3. Street Planters
  - a. Are on order and should deliver by early June 2016.
4. Minnie McDowal Park update
  - a. The MSB is working through feedback about the conceptual site plan and working with MESA to address concerns where and when appropriate.

iii. Downtown TIRZ update

1. Boundary Survey
  - a. Is a work in progress and should be complete by early June 2016.
2. Project costs
  - a. Is a work in progress and should be complete by late May 2016.

- iv. Downtown Events update was presented by staff.
  - 1. Bluebonnet Festival recap was provided
    - a. Set attendance record
  - 2. FFA dinner recap was provided
    - a. Event was well received by the public and helped the FFA raise \$10,000.
  - 3. Farmers Market update was provided
    - a. The number of vendors has increased from the previous year morale is high. Mr. Nelson discussed the intent to allow FM Vendors to fully participate in downtown festivals.
  - 4. Freedom Festival update was provided
- v. Façade grants update was provided by staff
  - 1. Discuss and consider approving a new façade grant for 111 W Knox in an amount not to exceed \$7,500.
  - 2. Discuss and consider approving a façade grant completion and payment for 204 W Knox in an amount of \$7,500.
  - 3. Discuss and consider approving a façade grant completion and payment for 210 W. Brown in an amount of \$3,650.
  - 4. Discuss and consider approving a façade grant completion and payment for 212 W Brown (Front) in an amount of \$3,310.74.
  - 5. Discuss and consider approving a façade grant completion and payment for 212 W Brown (Rear) in an amount of \$2,195.14.
- vi. Historic preservation grants update was presented by staff
- vii. Texas Treasures nomination
  - 1. 111 W Knox (Felcman's) is being recommend as a Texas Treasure.

- c. Commercial Development update was presented
  - i. Activity update
    - 1. Permitted:                    \$35,064,467 (18 permits)

- d. Retail Development update was presented
  - i. Project Retail update
  - ii. Targeted development and recruiting

- e. Residential Development update was presented
  - i. Activity update
    - 1. Permits issued to date:        19
    - 2. Permit Value to date:        \$4,568,860
    - 3. Square Feet:                    45,173

- 19. 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 Thomas read the announcement from the Certified Agenda regarding the subjects of the Executive Session and convened the Executive Session at 5:01pm.
  - b. Executive Session and convened the Executive Session at 5:01pm.
    - i. LGC 551.072 – Deliberation regarding real property
      - 1. Project Serenity was discussed
    - ii. LGC 551.087 – Deliberation regarding economic development negotiation

1. Project Golden Chariot, a type a project, potential for \$130 million and 1,000 new jobs was discussed
  2. Project Icebox was discussed, a type a project, potential for \$25 million and 100 new jobs was discussed
  3. Project Tastebud was discussed, a type a project, potential for \$24 million and 100 new jobs.
  4. Project Merryart was discussed, a type a project, potential for \$2.5 million and 20-30 new jobs was discussed.
- c. Mr. Thomas read the announcement from the Certified Agenda regarding the completion of the Executive Session.

20. Following the Executive Session the Board reconvened in Open Meeting at 5:25Pm

21. Actions:

- a. Consider approving a new façade grant for 111 W Knox in an amount not to exceed \$7,500.
  - i. Motion by Mr. Jones; second by Mr. Newsom to approve a new façade grant for 111 W Knox in an amount not to exceed \$7,500.
    1. Six Ayes
- b. Consider approving a façade grant completion and payment for 204 W Knox in an amount of \$7,500.
  - i. Motion by Ms. Glaspy; second by Mr. Haupt to approve a new façade grant completion and payment for 204 W Knox in an amount of \$7,500.
    1. Six Ayes
- c. Consider approving a façade grant completion and payment for 210 W. Brown in an amount of \$3,650.
  - i. Motion by Mr. Haupt; second by Mr. Abram to approve a façade grant completion and payment for 210 W. Brown in an amount of \$3,650.
    1. Six Ayes
- d. Consider approving a façade grant completion and payment for 212 W Brown (Front) in an amount of \$3,310.74.
  - i. Motion by Mr. Newsom; second by Mr. Abram to approve a façade grant completion and payment for 212 W. Brown (Front) in an amount of \$3,310.74.
    1. Six Ayes
- e. Consider approving a façade grant completion and payment for 212 W Brown (Rear) in an amount of \$2,195.14.
  - i. Motion by Mr. Abram; second by Mr. Jones to approve a façade grant completion and payment for 212 W Brown (Rear) in an amount of \$2,195.14.
    1. Six Ayes
- f. A public hearing to consider approving Project Merryart, a type A project whose purpose is to fund a "targeted infrastructure grant", amend the EEDC FY 15-16 budget to provide \$175,000.00 to fund the project, approve the economic development agreement and authorize the President to execute any and all documents required to complete the action was opened, no public comment and was closed.

- i. Motion by Ms. Glaspy; second by Mr. Jones to approve Project Merryart, a type A project whose purpose is to fund a "targeted infrastructure grant", amend the EEDC FY 15-16 budget to provide \$175,000.00 to fund the project, approve the economic development agreement and authorize the President to execute any and all documents required to complete the action.
      1. Six Ayes
  - g. A public hearing to consider approving a budget amendment to the EEDC FY 15-16 budget to appropriate an additional \$30,000 for "Administrative Services", approve the administrative services agreement with the City of Ennis and authorize the President to execute any and all documents required to complete the action was opened, no public comment and was closed.
    - i. Motion by Mr. Newsom; second by Mr. Jones to approve a budget amendment to the EEDC FY 15-16 budget to appropriate an additional \$30,000 for "Administrative Services", approve the administrative services agreement with the City of Ennis and authorize the President to execute any and all documents required to complete the action.
        1. Six Ayes

22. Meeting adjourned at 5:28 Pm CST.



RUSSELL R. THOMAS  
Secretary