

MINUTES
CITY OF DENTON
ECONOMIC DEVELOPMENT PARTNERSHIP BOARD
July 13, 2016

After determining that a quorum was present, the Economic Development Partnership Board convened on Wednesday, July 13, 2016 at 11:24 a.m. The meeting was held at the Chamber of Commerce, 414 W. Parkway, Denton, TX 76201.

PRESENT: Cleve Breedlove, Marty Rivers, Greg Johnson, Carrell Ann Simmons, Jim Fykes, John Baines, Larry Parker, Dianne Costa, Neal Smatresk, John Gilmer and Chris Watts

EX-OFFICIO: Present: Chuck Campbell Absent: Jamie Wilson, Howard Martin

STAFF PRESENT: Bryan Langley, Aimee Bissett, Caroline Booth, Julie Glover, Michelle Cunningham, Erica Sullivan, Michelle Coughlin, Karen Boeker, and Adam Gawarecki

1. **WORK SESSION**

A. **EDP16-043 Receive a report, hold a discussion, and give staff direction regarding the Novaces Agile Economic Development consulting report.**

Bissett presented information regarding Novaces' review of the current development processes from initial contact with a prospect to issuance of a certificate of occupancy. Bissett mentioned the report outlined four critical success factors which include; making the interaction among the Chamber, City Economic Development, prospects, developers and contractors seamless, creating a list of companies as goal targets, and quantifying the effectiveness of marketing activities.

Bissett continued by outlining a strategy that will be implemented in order to facilitate the necessary changes to the current system, in effect, to change the culture from regulating to facilitating economic growth. Economic Development will act as the primary source for gathering information for prospects, while the Chamber will focus its efforts on marketing and recruitment. In order to track the progress of the newly implemented system, Economic Development will utilize economic impact software, and a scorecard will be used to measure the effectiveness of the marketing efforts. Also, in order to improve coordination, collaboration, and performance throughout the development process, an economic development response team made up of the Chamber and various City departments, central to the development process, will be created.

Dr. Smatresk suggested that we think about a formalized follow-up process, whereby we can learn about and track why we lose a prospect. Fykes asked about what efforts will be put in place to keep the prospect's information private. His concern is related to having more people involved in the process, as there is possibility to lose the important aspect of keeping privacy as the prospect does their due diligence. Booth mentioned that non-disclosure agreements would be signed, and only the information necessary to answer any questions from the prospect will be shared with the group.

B. EDP16-041 Receive a report, hold a discussion, and give staff direction regarding nominations to the Economic Development Partnership Board.

Booth presented about the nominations to the Economic Development Partnership Board and mentioned the ordinance establishing the EDPB requires that the City Council appoint three persons to serve as a nominating committee. This committee will be selected by the City Council at its July 19, 2016 meeting. The committee will be contacting each potential nominee in order to confirm his/her willingness to serve. The nominating committee will then make its recommendation to the City Council for appointments to the EDP Board at its August 18, 2016, meeting. EDPB members fall into specific categories when they are originally appointed to the board, they may serve two-year terms and may serve as many as three terms.

C. EDP16-045 Receive a report, hold a discussion, and give staff direction regarding the appointment of the President and Chancellor of Texas Woman's University to the Economic Development Partnership Board.

Booth presented about the opportunity to add an additional of a seat on the Economic Development Partnership Board for a TWU representative. The seat would be filled by Dr. Carine Feyten, Chancellor of TWU. The change in the EDP Board's composition requires the Board's recommendation of the additional seat to the City Council and then the Council's adoption of an ordinance amending the current Board structure.

D. EDP16-042 Receive a report, hold a discussion, and give staff direction regarding nominations for the Business Awards Breakfast.

Cunningham presented about the Business Awards Breakfast, whereby the Economic Development Partnership Board recognizes a local business for its contribution to the economic growth and prosperity of the Denton Community. Cunningham noted past award recipients and welcomed the opportunity for the EDPB to contact her with suggested nominations.

E. EDP16-038 Receive a report and hold a discussion regarding a Downtown Reinvestment Grant application for 221 S. Bell Avenue (Armadillo Ale Works).

Glover presented Armadillo Brewing Companies' plans for the building space at 221 S. Bell Avenue. Glover mentioned that the 10,000 square foot building needs a lot of work in order to meet City code and that a suitable tenant has been difficult for the owner to find. The craft brewery hopes to bring this new business to this underdeveloped area, and foster community and increase tourism. Previously, on May 12, 2016, the Downtown Task Force recommended a grant in the amount of \$25,000.

Baines left the meeting at 12:17

Went into Closed Meeting at 12:39 and returned to the Regular Meeting at 1:02.

1. REGULAR MEETING

- A. EDP16-039 Make a recommendation to the City Council regarding a Downtown Reinvestment Grant for 221 S. Bell Avenue (Armadillo Ale Works).**

Smatresk made a motion recommending to the City Council approval a Downtown Reinvestment Grant for Armadillo Brewing Company at 221 S. Bell Avenue in the amount of \$25, 000.00. Costa seconded the motion. The motion was approved unanimously with a vote of (10-0).

- B. EDP 16-046 Make a recommendation to the City Council regarding the appointment of the President and Chancellor of the Texas Woman’s University to the Economic Development Partnership Board.**

Simmons made a motion recommending to the City Council appointment of the President and Chancellor of the Texas Woman’s University to the Economic Development Partnership Board. Smatresk seconded the motion. The motion was approved unanimously with a vote of (10-0).

- C. EDP16-036 Consider approval of the minutes of the April 13, 2016, meeting.**

Simmons motioned to approve the minutes as presented. Gilmer seconded the motion. The minutes were approved unanimously with a vote of (10-0).

The Meeting adjourned at 1:07 p.m.