

**MINUTES  
CITY OF DENTON  
ECONOMIC DEVELOPMENT PARTNERSHIP BOARD**

March 23, 2018

After determining that a quorum was present, the Economic Development Partnership Board convened on Wednesday, March 23, 2018, at 11:03 a.m. The meeting was held in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas, 76201.

**PRESENT:** Marty Rivers, Bob Eames, Michael Rondelli, Jill Jester, Jimmy Mejia, Carrell Ann Simmons, and Keely G. Briggs

**ABSENT:** Carine Feyten, Neal Smatresk

**EX-OFFICIO:** Present: Chuck Carpenter and Jamie Wilson  
Absent: Todd Hileman

**STAFF PRESENT:** Adam Gawarecki, Kim Phillips, Karen Boenker, Christina Davis, and Michelle Coughlin

**1. WORK SESSION**

- A. EDP18-017 Receive a report, hold a discussion, and give staff direction regarding mid-year progress reports from the City's Department of Economic Development and the Chamber's Office of Economic Development.**

Cunningham presented the City's Department of Economic Development's mid-year progress report. Rivers asked for additional information about the number of RFP's that were returned, which was six. Cunningham explained the number of RFPs listed reflects only the number of RFPs that were returned to target industries. The breakdown of the return RFPs includes:

- Advanced manufacturing (3)
- Information technology (1)
- Aerospace/aviation (1)
- Supply chain logistics (1)

Rivers also inquired about the ROI on incentives awarded, 3:1, and asked "is that for all the incentives that have been awarded?" Cunningham answered that staff would need to get back to the board to let them know if this is cumulative.

Briggs asked about business retention visits, "What percentage of visits are made to locally-owned small businesses versus large companies?" Cunningham reported that visits include a gamut of small, medium & large businesses.

Jester inquired about cultural districts, specifically about the requirements of a cultural district. Cunningham mentioned that staff would need to report back to the board with more information regarding requirements of a cultural district.

While in discussion, it was suggested that staff highlight to the public the upside of each incentive given. Rivers gave the example of Rayzor Ranch - one major upside of this incentive was the expansion of University Drive.

Gawarecki reported on the Denton Chamber Economic Development's mid-year status, following are highlights from the presentation:

- Updated EDPB website
- Outbound marketing, with targeted recruitment
- Digital ad buys
- Percentage increase in social media "hits"
- Marketing trip progress
- Provided additional information for each potential project listed in the report

**B. EDP18-018 Receive a report, hold a discussion, and give staff direction regarding the Department of Economic Development's FY2017-18 business retention and expansion program.**

Cunningham gave the presentation regarding the Department of Economic Development's FY2017-18 business retention and expansion program. Cunningham reported that staff identified and implemented several enhancements to the department's BRE program. One enhancement was to establish additional metrics to ensure a diversity of business visits based on size, location, and industry. Cunningham continued and said the BRE visits serve to establish or reinforce a supportive relationship focused on the business' success and growth. These visits are a cooperative effort, including additional staff from other relevant City departments and City Council members.

Cunningham reported that while making BRE visits, one top priority that stands out in business decisions to locate and/or expand, continues to be workforce availability and training. Fortunately, Cunningham mentioned, Denton has a network of strong education and workforce development providers who are collaboratively working to address current and future workforce needs. These representatives have been included in business visits with increasing frequency. Cunningham concluded the presentation by stating that these FY2017-18 BRE enhancements serve to support both the department's strategic plan and the City's goals of providing outstanding customer service to the Denton business community.

## **1. REGULAR MEETING**

### **A. EDP18-022 Consider approval of the minutes of the February 14, 2018 meeting.**

Jester made a motion to approve the minutes as presented. Rondelli seconded.

The minutes were approved unanimously by a vote of 7-0.

In the interest of time, the Board chose to forgo the Staff report presentations, each report is included here as back-up documentation.

### **B. EDP18-021 Staff Reports to the EDP Board:**

- 1. February 2018 City RFI Summary (Exhibit 1)**
- 2. January 2018 STaND Report (Exhibit2)**
- 3. March 2018 Chamber Activity Report (Exhibit 3)**

**The meeting adjourned at 12:15 p.m.**