

City of Rowlett
Economic Development Advisory Board

Tuesday, April 18, 2023
8:30 A.M.

Meeting Minutes

1. CALL TO ORDER.

Chairman Mick Donnelly, called the Rowlett Economic Development Advisory Board meeting to order at 8:32 A.M. on April 18, 2023. In attendance: Chairman Mick Donnelly, Michael Weaver, Brian Funderburk, Larry Glick, Michael Gallops, Tori Owens, Chris Kizziar, Eva Hummel and Paula Allen. Staff: Libbey Tucker, Charles Mazarakes, Melinda Bartram, Claudia Frausto. Absent were Brian Galuardi and Blake Margolis

2. PUBLIC INPUT ON ANY AGENDA ITEM.

Public input on non-agenda item allowed by Chairman Mick Donnelly from resident Richard Palowitz on Dallas shoreline erosion.

3. CONSIDER APPROVING THE MINUTES FROM THE MARCH 21, 2023 MEETING.

A motion was made by Eva Hummel and seconded by Michael Weaver to approve the March 21, 2023 minutes with a name correction pointed out by Larry Glick in the GISD report. The motion carried unanimously.

4. BOARD MEMBERS SHARE TOPICS AND IDEAS RELATED TO ECONOMIC DEVELOPMENT.

None.

5. City Knowledge and Learning Items

a) **Economic Development Department Update:** Charles Mazarakes, Assistant Director, provided the business retention update and new business information. New businesses listed for March are 151 Coffee with twenty new jobs, BSWH The Heart Hospital with five new jobs, Baylor Scott and White Health with eleven new jobs, Action Behavior Center with fifteen new jobs. BRE visits for the month of March were with TR6 Business Solutions, Spoons Frozen Yogurt, Collectors Tattoo and Gallery, Y2 Performance and Off-Road. Spoons Frozen Yogurt under new ownership and in the process of obtaining a change of owner CO with the city. Tori Owens shared the differences between BSWH The Heart Hospital and Baylor Scott and White Health offices. These additions will provide local options for certain treatments and specialists.

Libbey highlighted a new development under construction at 4725 Lakeview Parkway with plans for 7480 SF building for three tenants with retail, restaurant & medical uses. Libbey continued the report with sales taxes showing 9.7% above forecasted amount by \$57,876, which is 6.6% more than the same month last year in 2022 with \$38,498. Six Certificates of Occupancy were granted with three new Commercial Building Permits issued valued at \$1,615,000. Five existing commercial building/remodel permits with \$233,310.07 value. Webpage views for March were 7,369 with website downloads 229, Quarter to date showed 24,056 website page views with 913 website downloads. Four new businesses with 51 new jobs created reported.

Melinda Bartram gave the Downtown Rowlett updates. She announced that Rowlett joined the national organization - Main Street America. She attended the Main Street Now conference on March 26-30 in Boston, MA which was the first time the City has been represented at that conference. She also attended the Film Friendly Texas Workshop in Lubbock, TX to learn about how to bring in film production to boost the economy. She shared her efforts in making local and regional connections beginning with the Rowlett Chamber of Commerce, downtown stakeholders and area managers with the Texas Downtown Association and Texas Main Street Program. Civic Brand is conducting a Place Brand Strategy and she talked about the Texas Downtown Association Assessment to City Council that happened on February 21, 2023, and the major benefits to the downtown area.

Libbey and Charles talked about the new light pole banners that were a partnership with the Chamber of Commerce. Businesses sponsor the banners which have been hung by a private firm on certain poles on Main Street and Rowlett Road at no cost to either the city or the Rowlett Chamber.

Charles showed the Board the prototype for the new website. A link will be sent to the Board and feedback was requested to improve user experience. Some group feedback included development updates, construction, and traffic updates of Dalrock as well as other larger projects.

Next, Charles discussed the LinkedIn marketing campaign that is being planned with our PR firm, Wavteq. There will be two ads that will be targeted toward developers, commercial realtors, and certain types of businesses in the DFW region to promote our available land and other assets. Additionally, we are sponsoring the Texas Economic Development Council's mid-Year Conference in Allen in June.

Libbey spoke about prospect developer engagement - North Shore Master Developer Discussions are ongoing. Light Industrial/Warehouse Prospects Lead the Inquiries. Charles discussed other projects that have been in our planning review process.

Our department hosted the President of the Dallas College Eastfield campus, Dr. Eddie Tealer, and Sharon Cook, Presidents of Advancement & Communications, for a development update and tour. Dallas College is an important partner in our workforce development efforts. Other social media highlights from March included receiving the Economic Development Excellence Reward from TEDC and highlighting Amy Carter, owner of Rapid Orthopedic Supplies, in recognition of international Women's Day. Other features included Castle Spaces, Rowlett's first coworking space. Downtown Rowlett social media featured the Pup-A-Palooza event that was held in early March, Lunch on the Lawn Dates that

were being held on Mondays and the Farmers & Crafts Market every Thursday night beginning in April. The month of March featured Bankhead Brewing Co giveaway where one winner was chosen at random that liked and followed both Bankhead Brewing Co and Downtown Rowlett while tagging a friend.

A new family-owned restaurant and frozen yogurt shop, Counter Culture is ready for their final CO inspection and should open soon. Crumbl Cookie has had their CO granted and plans open to the public soon; date pending. Chick-fil-A on the east side of Rowlett is coming along with their building and Dutch Bros (coffee) is close to being open as the building was a pre-manufactured building. 151 Coffee has their CO and we anticipate them opening in April.

b) Rowlett Chamber/Chamber Foundation Update:

Tori Owens, Chairman of the Chamber of Commerce, gave the Chamber and Chamber Foundation update. They are teaming up with Baylor Scott & White Lake Pointe to host the Hometown Heroes Awards Event to honor members of the community in early May. Sponsorship opportunities and tickets are still available for anyone in the community. A successful community clean up outing as part of the Adopt a Road Campaign was held in early April. There are still a few openings for the Tuscany Trip in October; anyone in the community is welcome to sign up at the Chamber if interested. Copies of the new Chamber directory were passed around that showcased Chamber Members, area events and quality of life for Rowlett as a whole.

c) GISD Update:

Larry Glick, GISD Board member gave the update for the school district. H-E-B recognized GISD as one of five school districts in Texas to receive the 2023 Excellence in Education Award. The top winner for the grand prize grant will be announced in May. The Lunch and Learn at the Chamber was held in mid-April, wherein Superintendent Dr. Lopez announced Daugherty Elementary School will be held as a model school for four new campuses if the Bond passes for a new campus. Also, Herfurth Elementary School is nominated as a Blue Ribbon School, with results coming out in late August - early September. Notably, only 250 schools in the United States win the reward yearly. Coyle Middle School is now Coyle Technology Center for Math & Science and is officially recognized as a Magnet School, one of 6 magnet campuses in the GISD network. The Security Committee is making very important contributions and impacting issues for enhancing school safety for both students and staff. As budget talks continue, the Trustees continue to seek ways to attract and retain the best teaching talent.

d) Knowledge Topic – Knowledge Topic-Dave Holl-Kayak Crossing Outpost

6. PUBLIC ANNOUNCEMENT. MEMBERS OF THE BOARD AND/OR STAFF MAY MAKE ANNOUNCEMENTS OF LOCAL CIVIC EVENTS. NO MEMBER OF THE BOARD OR COMMISSION MAY DISCUSS NOR TAKE ANY ACTION WITH REGARD TO THE ANNOUNCEMENTS.

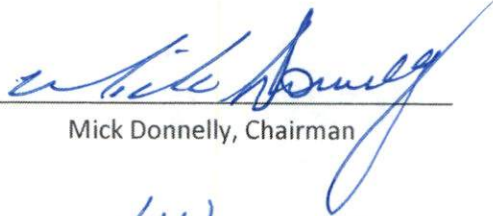
- Brain Funderburk reminded the board that early voting starts April 24, 2023
- Libbey Tucker announced Earth Day: Saturday, April 22, 2023 hosted by Keep Rowlett Beautiful will be from 6:00 pm - 9pm on the Village Green in Downtown Rowlett.
- Michael G restated that Hometown Heroes is Friday May 5, 2023 6:00 pm - 10:00 pm. Tickets and sponsorship opportunities available.

7. MEMBERS OF THE BOARD MAY REQUEST TOPICS FOR FUTURE AGENDA MEETINGS. NO MEMBER OF THE BOARD OR COMMISSION MAY DISCUSS ANY OF THE REQUESTED SUBJECTS UNTIL SUCH MATTER HAS BEEN PROPERLY PLACED ON A POSTED AGENDA.

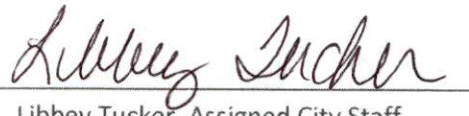
- Staff will work to arrange a tour of Sapphire Bay for the future meeting.
- Eva Hummell requested the Board tour the Home 2 Suites.
- A request was made to receive an update on the Downtown plan and activity.
- Chairman Mick Donnelly asked that we embrace empowering women entrepreneurs and “lean more into this idea.”

8. ADJOURNMENT.

The meeting was adjourned at approximately 10:36 A.M.



Mick Donnelly, Chairman



Libbey Tucker, Assigned City Staff

5/16/2023

Date Approved