



4A ECONOMIC DEVELOPMENT CORPORATION

MINUTES **REGULAR MEETING** **THURSDAY JANUARY 12, 2012 - 4:30 P.M.** Sewall Smith City Council Chambers 18111 Buddy Riley Blvd., Magnolia, Texas 77354

A meeting of the Magnolia 4A Economic Development Corporation was held on January 12, 2012, beginning at 4:30 p.m., in the Sewall Smith City Council Chambers located at 18111 Buddy Riley Blvd., Magnolia, Texas 77354.

1. CALL TO ORDER

President Jonny Williams called the meeting to order at 3:36 pm.

- a. INVOCATION
Basil Tate delivered the invocation.
- b. PLEDGE OF ALLEGIANCE
President Jonny Williams lead the pledge of allegiance.

2. ROLL CALL AND CERTIFICATION OF QUORUM

President Jonny Williams called roll and certified a quorum present with the following Board members in attendance: Jonny Williams, Pat Zaiontz, Calvin Williams and Basil Tate

Staff present: Executive Director Paul Mendes, City Secretary Lynne George, and Economic Development Coordinator Deborah Rose Miller

Guests: Mickey Smith, Tana Ross, Words, Inc.

3. APPOINTMENT OF MICKEY SMITH

Consideration and possible action to appoint Mickey Smith to the 4A Economic Development Corporation Board of Directors.

MOTION: Upon a motion to appoint Mickey Smith to the 4A Economic Development Corporation Board of Directors to fill the vacancy of Jeff Chumley and send a recommendation to City Council to ratify made by Pat Zaiontz and seconded by Calvin Williams, the Board members voted and the motion carried unanimously.

- #### **4. CITIZENS FORUM** *(No official or formal action or vote may be taken on any comment made by citizens during Citizens Forum)* None.

5. REQUESTS OR PETITIONS FROM THE PUBLIC

None.

6. ANNOUNCEMENTS

Economic Development Coordinator Deborah Rose Miller announced that sales tax was up 10.08% for the year, and up 14.7% for the month, ahead of projections. In regards to the event on Tuesday, it was just a great event with well over 100 to 150 folks in and out during the course of the two hours. The food, pictures on the walls, and goodie bags that we gave out came to about \$5 per person and a big part of that was because 16 area restaurants donated all the food and businesses donated items. It was a great success and we have been hearing lots of positive feedback.

7. FINANCIAL STATEMENTS – DECEMBER 2011

Provided in packets. Discussion followed.

8. CONSENT AGENDA – 4A EDC

This portion of the agenda consists of items considered routine and will be enacted by one motion unless separate discussion is requested by a Board Director or a citizen.

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| a. | Approval of the 4A Economic Development Corporation minutes for the meeting held December 15, 2011. | |
| b. | LaQuinta (Folio #0907175228) | \$161.34 |
| c. | Paul Mendes (Reimbursement) | \$113.48 |
| d. | Words, Inc. (Jan. 3, 2012) | \$100.00 |
| e. | Liles Parkers (Inv. #1006) | \$240.50 |
| f. | Robert VanWassehnova, CPA | \$1,500.00 |

MOTION: Upon a motion to approve consent agenda items a. through f. made by Basil Tate and seconded by Calvin Williams, the Board members voted and the motion carried unanimously.

NEW BUSINESS

9. DISCUSSION

Follow up discussion of the Grow Magnolia presentations from the December joint work session meeting.

Economic Development Coordinator Deborah Rose Miller expressed the importance of communicating what the Admin staff is doing to the 4A and 4B members because the 4A and 4B members are the ambassadors for the community and as such, needs to know what is going on so they can answer any questions effectively and positively for our community. The whole point of growing Magnolia is not only to protect our borders but also as we grow, we increase our sales tax base and also our other tax base in general because this City has a burden of infrastructure far more than 1300 residents so the more we can grow that sales tax base will result in less of a tax burden on our residents and will allow us to grow our population base as well. For the last 11 years, we have had a population sign up of 1111, but Ms. Miller stated that since she's been with the City since March, we have lost more deals than gained because of our population sign leaves a visual lasting impression and that is not what a retail or box store wants to see. Last week, those 1111 population signs came down and will be replaced with "area pop. 138,000" signs. TxDot no longer puts population numbers on city limits signs, so we had the freedom and flexibility to do our own thing. The 138,000 area population in the seven mile radius is the number we need to leave as we are trying to court them for different businesses. The old sign can be kept for historic purposes.

Ms. Miller also updated the Board that a few months back, the Legacy documents were signed which expanded our ETJ to secure our boundaries for when the intersection of FM 1488/249 starts getting developed. That area will eventually hopefully be in the city limits for the benefit of our taxpayers. Right now the annexation down FM 1774 is on the table. That whole annexation plan is there to mirror our \$2,000,000 investment for the FM 1774 expansion. All we are focusing on right now is commercial businesses because that is all that really makes sense. We may look at the residential at some point in time when we are ready to increase our population and go home rule but until we are ready to do that, it does not make economic sense for the city to take on the expense. The next phase of that, which was a part of our joint meeting in December, is to take the standards that we have for these commercial buildings and developments that are coming in so that they build to our standards, not just build whatever they want, so we don't have any more metal buildings here to secure our investment and the type of businesses we want. We want to make sure it has a look like Landmark - something we can be proud of and have a signature here. The purpose of the joint meeting was to bring everyone up to speed on the out of date comprehensive plan, let everyone know what was and wasn't done. We want the comprehensive plan to be a living, breathing document so we can move forward and stay on track of it. The Planning Commission is meeting next Tuesday and they will be talking about looking at standards. There is a temporary move that we can do until we have time to explore options. If we had some temporary ordinances in place, the Walgreens look would have been different than what we are going to be getting. The business that was recently updated on The Stroll might have had a different look. We have to define what the look is before we can have the teeth. Right now with 1774 expansion, now is the time there is going to be change. Whenever you make an ordinance change, you can't really impact the existing businesses – it's the next generation, and that generation is going to happen, so we want to make sure we are in a positive position now so that when the construction is over and we have this beautiful five-lane highway, that we are prepared for what is about to happen in that next phase. Ms. Miller further stated that the comprehensive plan that Mr. Keast was talking about would not only position us for these ordinances and zoning, but also for some grant work Tana Ross and she is looking at. You have to have certain legal documents in place before you can take it to the next step. Discussion followed.

OLD BUSINESS

10. CONSIDERATION – PAY RAISES FOR EMPLOYEES

Consideration and possible action to approve pay raises for employees.

Executive Director Paul Mendes stated that a 3% pay raise was put in for employees but that it was not brought to the Board of Directors for approval.

MOTION: **Upon a motion to approve 3% for all employees for 4A made by Pat Zaiontz and seconded by Calvin Williams, the Board members voted and the motion carried unanimously.**

11. DISCUSSION/REPORT ON THE FOLLOWING ADOPTED PROJECTS

- a. Unity Park
 No report.
- b. Downtown Project
 No report.
- c. Economic Development Plan

Already discussed under item 6.

d. Special Events

Economic Development Coordinator Deborah Rose Miller reported that the upcoming Lovebug Festival event was moved to June 8, 9 & 10 at Unity Park to prevent conflict with other community events, and that the Magnolia Community Foundation will be coordinating the event.

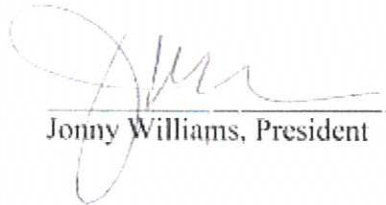
12. BOARD OF DIRECTORS CONCERNS AND REQUESTS

None.

13. ADJOURNMENT

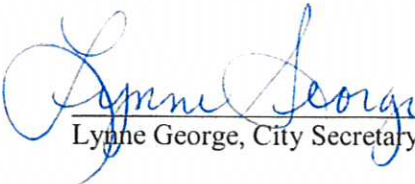
MOTION: Upon a motion to adjourn made by Pat Zaiontz and seconded by Basil Tate, the Board members present voted, the motion carried unanimously and the meeting was adjourned at 5:15 pm.




Jonny Williams, President

I hereby certify that this is a true and correct copy of the minutes of the 4A EDC meeting held on January 12, 2012.

ATTEST:


Lynne George, City Secretary