



4A ECONOMIC DEVELOPMENT CORPORATION

MINUTES
REGULAR MEETING
THURSDAY JUNE 14, 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 June 14, 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 4:30 pm.

a. **INVOCATION**

Calvin Williams 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 Mickey Smith.

Absent: Basil Tate

Staff present: Executive Director/City Administrator Paul Mendes, City Secretary Lynne George

Guests: Tana Ross, Words, Inc.

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

4. REQUESTS OR PETITIONS FROM THE PUBLIC
None.

5. ANNOUNCEMENTS

Tana Ross read a report prepared by Economic Development Coordinator Deborah Rose Miller which stated that although we are still in a positive for the year, we have had a decrease in sales tax for the last two months. In speaking with the Comptroller's office, May's numbers, as was mentioned last month, was due to errors in reporting. Taxes that were not allocated properly were paid to us, and then later deducted. June has three other reasons: 1. there was a \$3,000 audit adjustment in 2011 that increased our numbers; 2. an out of state business who sold to an auctioneer; and 3. a scientific consulting service's volume was down. The good news is that it is not due to our local businesses, or our FM 1774 businesses who are faced with the current construction. By August, we should start seeing our new business sales tax which will help us finish our fiscal year stronger.

Executive Director/City Administrator Paul Mendes reported that he had just received notification from the fireworks company that they were over stretched too thin for the 4th of July and they didn't know if they were going to have a technician for our fireworks. They asked if we would do it on the 3rd or the 5th and we said no, we have been on the books now for a year and that's it, it's got to be on the 4th and he is waiting to hear from them. That is the only delay in putting up the banner.

6. FINANCIAL STATEMENTS – MAY 2012

Provided in packet.

7. 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.

- a. Approval of the 4A Economic Development Corporation minutes for the meeting held May 10, 2012.
- b. Liles Parker (Inv. #10070) \$ 92.50
- c. Words, Inc. (April 2012) \$ 188.00

MOTION: Upon a motion to approve Consent Agenda items a. through c. made by Pat Zaiontz and seconded by Mickey Smith, the Board members voted and the motion carried unanimously.

OLD BUSINESS

8. ANNEXATION/ETJ UPDATE

Update of annexation/ETJ proceedings.

Tana Ross reported for Economic Development Coordinator Deborah Rose Miller that we are waiting on Canrig's attorney to review the voluntary ETJ form before we move on down.

Executive Director/City Administrator Paul Mendes reported that we are almost up to 149 and waiting on Canrig. When we spoke to the manager, he indicated he had no objection but of course with a corporation that size, they have to run it by their legal section which they are doing right now. After Canrig, we have about three more patches of property that will take us up to 149, and the people on the opposite side are already primed and ready for it, which will take us down to Mostyn Manor.

Mr. Mendes also reported that TxDot is saying that you will probably be driving on the 149 overpass by 2015. It will be in place and operational.

NEW BUSINESS

9. DISCUSSION/REPORT ON THE FOLLOWING ADOPTED PROJECTS

a. Unity Park

Economic Development Coordinator Deborah Rose Miller provided a copy of Tana Ross's press release regarding the inaugural 3-day Love Bug Festival which read as follows:

Organizers of the Love Bug Fest in Magnolia said the first annual event June 8 through 10 not only met their goals by capturing targeted groups but raised funds for local non-profits as well.

"We identified several groups to include in this three-day festival and they all participated beyond our expectations," Magnolia Community Foundation President Deborah Rose Miller said. "We also wanted this event to bring other non-profits in the community together. It accomplished that and raised over \$6,000 for those groups. That will be \$6,000 less that will have to come from our local businesses."

LBF Vendor Chair Phyllis Stegen said vendors came from near and far to participate in the inaugural event. "We had 52 vendors, one from as far away as Arkansas and several from across Texas," she said.

Attendance at the three-day event on the grounds of the 30-acre Unity Park was threatened by rain on Friday, but rebound on Saturday and Sunday. Heart of Texas Dock Dogs hosted open competition on each day of the festival and this event alone brought in more than 140 entries.

The Charlie Lucas Band and the DunVille Band provided live entertainment on Saturday followed by fireworks at dark, sponsored by the Texas Renaissance Festival. In addition, the Magnolia Cowboy Church hosted Sunday worship with more than 170 attending. In all, organizers estimate 2,500 came and went over the three-day event.

"We have our baseline now and are already planning for a bigger festival next year," Miller said. "The people of Magnolia are so service-oriented, and they are gifted with a huge personality that likes to have fun. That makes the festival and its goals a perfect fit."

The Magnolia Community Foundation is a non-profit organization. MCF is currently working to fund \$1.2 million for the Magnolia Recreational Center at Unity Park and has raised \$400,000 to date, including a generous donation from the Gullo family for naming rights to the tennis complex at the center. For more information, visit magnoliacommunityfoundation.org.

Jonny Williams stated that a local resident has pledged \$1,500 to go towards another feature at the splashpad.

b. Downtown Project

No report.

c. Economic Development Plan

i. Grow Magnolia

Economic Development Coordinator Deborah Rose Miller attached a couple of pages from the first chapter in the Comprehensive Plan which read:

INTRODUCTION

In the face of growth, one of City's primary challenges will be to preserve the community's identity. With a large trade areas offset by limited jurisdictional authority, many residents and visitors already ask – what is Magnolia? As one civic leader expressed, *“People associate Magnolia with lots of things – many things that aren't Magnolia.”* In part, this is due to the City's transformation from rural pastures and undeveloped pine forests to a bedroom community in which residents live in Magnolia but often work in another city. The boundaries for the Magnolia Independent School District and Magnolia postal zone contribute to this ambiguity, as they both encompass a much larger area than the corporate limits. **Magnolia on the Move** is a year-long planning process that culminates with a 20-year Comprehensive Plan. This long-range document presents a strategy for protecting Magnolia's identity, while anticipating new demands on the City's infrastructure and natural resources. The plan is written for everyday citizens that make private decisions, as well as civic-minded leaders and institutions that make altruistic decisions, which reflect the best interests and political will of the community. The process will help to identify what makes Magnolia, Magnolia, while helping to preserve its small-town charm, retain multi-generational families, and attract prospective businesses and residents to the area.

PLAN OBJECTIVES

In today's transient society, how can we plan more than five years into the future – let alone 20 years? Rather than documenting every seen and unforeseen challenge, this plan is written as a strategy document with overarching policies and recommendations that are to inform decision-makers. Once adopted, it must still function as a “work in progress” that can – and should – be updated and amended to reflect inevitable changes in the demographic composition and economic climate of the community and the area surrounding it.

Both the planning process and adopted plan have the end result of:

- garnering the participation and support of Magnolia's stakeholders and leadership;
- establishing a community-supported vision and guiding principles that steer future growth and enhancement of the community;
- providing short-, mid-, and long-term growth strategies that guide annexation and development patterns;
- defining realistic goals and implementation strategies that are achievable over the next 20 years;
- providing greater predictability for residents, land owners, developers, and potential investors; and
- fulfilling a legal requirement should the community decide to establish development standards and regulations to establish development standards and regulations in the area around The Stroll or city-wide (see the **Plan Authorization** inset on the next page).

PLAN OUTCOMES

While the plan maintains a level of generality to account for change, it identifies policy directives and initiatives that can be adopted and implemented upon the recommendation of City staff and the Planning

d. **Special Events**

The next special event is the Magnolia Stroll Tailgate Party on Saturday, August 18th from 4 to 8 pm.

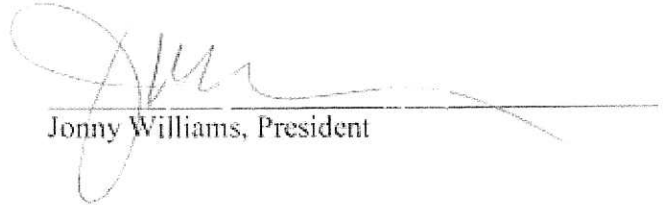
10. **BOARD OF DIRECTORS CONCERNS AND REQUESTS**

Discussion of a next project.

11. **ADJOURNMENT**

MOTION: Upon a motion to adjourn made by Pat Zaiontz and seconded by Mickey Smith, the Board members present voted, the motion carried unanimously and the meeting was adjourned at 5:50 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 June 14, 2012.

ATTEST:


Lynne George, City Secretary