

Morgan's Point Resort

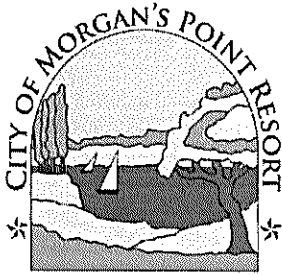
Economic Development Corporation

Board Meeting Packet for Q4 2019 Board Meeting, Dec. 5

Noon at the Event Center

## **Table of Contents**

Page	document
1,2	today's agenda
3,4,5	July 18 meeting minutes
6	Q2 finance report
7	EDC open action items
8,9,10,11	Kleypas Park, TP&W status report, open action items
12,13,14	TML EDC meeting – key messages



# CITY OF MORGAN'S POINT RESORT

## ECONOMIC DEVELOPMENT CORPORATION MEETING

Morgan's Point Event Center  
60 Morgan's Point Blvd.  
Morgan's Point Resort, Texas

### AGENDA

5 December 2019, 12:00 P.M.

#### 12:00 PM CALL THE BUSINESS MEETING TO ORDER AND WELCOME

#### ANNOUNCEMENTS AND CITIZEN COMMENTS

#### APPROVAL OF MINUTES

- 1) Approval of Minutes from the 18 July 2019 regular meeting – Tom Edwards.  
Draft Minutes are presented for EDC members' review. The members may ask to amend, add, or delete items. A MOTION to approve the Minutes is appropriate after any changes are made to the draft Minutes.

#### FINANCE REPORTS

- 2) Discuss and consider Finance Report for third quarter 2019 – Debbie Bates.  
Finance reports for the period July through September are submitted for Board review. If the Board finds the reports acceptable, a MOTION to accept the reports is in order.

#### OLD BUSINESS

- 3) Outstanding action items – Debbie Bates
- 4) Status of Texas Parks and Wildlife grant application and Kleypas park project – Tom Edwards
- 5) Key messages from TML EDC October meeting – Bates, Allyn, Green, Bill

#### NEW BUSINESS

- 6) Set 2020 meeting calendar – suggest continuing with 3<sup>rd</sup> Thursday of each quarter, Jan.16, Apr. 16, July 16, Oct.15

#### STAFF, CONSULTANT, OR OTHER REPORTS

- 7) None planned

#### ADJOURN

I certify that a copy of the 05 December 2019 agenda of items to be considered by the Morgan's Point Resort Economic Development Corporation was posted and could be seen on the City Hall bulletin board on 27 November 2019 at 12:00 p.m. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting. I further certify that the following News Media were properly notified of the above stated meeting: Belton Journal.

Tom Edwards, EDC President

The meeting facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at 254.742.3206 for further information

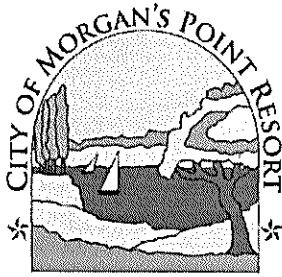
**AGENDA**  
**05 December 2019, 12:00 P.M.**

*The announcement portion of the meeting allows EDC members or staff to announce general items of interest to all in attendance. The public comments section of the meeting is for citizens to address the EDC (as a whole). Because these are comments from the public and not a specific Agenda item, members can defer to the City Manager to take an appropriate action or request that the item be included on the next available Agenda.*

**EXECUTIVE SESSION**

None scheduled.

The Board reserves the right to discuss the above item in Executive Closed Session if it meets the qualifications of Chapter 551 of the Government Code of the State of Texas.



# CITY OF MORGAN'S POINT RESORT

## ECONOMIC DEVELOPMENT CORPORATION MEETING

Morgan's Point Event Center  
60 Morgan's Point Blvd.  
Morgan's Point Resort, Texas

### Meeting Minutes

18 July 2019 12:00 P.M.

#### 12:00 PM CALL THE BUSINESS MEETING TO ORDER AND WELCOME

##### Board members in attendance:

Tom Edwards, President  
Stan Briggs, Vice President  
Dennis Green, Secretary  
Lee Grabman  
Russell Janak  
Mike Fletcher

##### Board members absent:

Jeff Davison

##### Staff in attendance:

Andrew Bill, City Manager  
Kathryn Norris, City Finance Manager  
Debbie Bates, EDC Financial Analyst

##### Citizens in attendance

Mark Allyn  
Dr. Ron Gelzer  
Jo-Ell Guzman  
Shawn Knuckles  
Les Minor

#### ANNOUNCEMENTS AND CITIZEN COMMENTS

All present introduced themselves and gave a brief explanation for attending the meeting.

##### 1. APPROVAL OF MINUTES – 18 April 2019 regular meeting

There were no changes, corrections, deletions or additions to the minutes. Board Secretary Dennis Green moved to approve the minutes as written and Board member Mike Fletcher seconded the motion. All present voted "Aye", and the motion carried.

##### 2. FINANCE REPORT – second quarter 2019

Debbie Bates, EDC Financial Analyst, presented the Finance Report. There were no changes to the Finance Report. Board Secretary Dennis Green moved to approve the Finance Report and Board VP Stan Briggs seconded the motion. All present voted "Aye", and the motion carried.

## OLD BUSINESS

3. **Outstanding action items.** Board President Tom Edwards reviewed the EDC Action Items report and the EDC TP&W Action Items report. Changes are reflected in the attached revised reports.
4. **Status of Texas Parks and Wildlife (TP&W) grant application and Kleypas Park project.** Board President Tom Edwards presented a slide that depicts the planned changes to the park. Citizen Jo-Ell Guzman suggested checking with Trauma Services for information on playground equipment. The process of being reimbursed by TP&W was discussed and Board President Tom Edwards pointed out that someone needs to be hired to track all of the expenses and be responsible for the reimbursement process.
5. **Report on county-wide EDC meetings.** Board VP Stan Briggs attended the quarterly meeting and shared feedback from it. Focus has shifted from getting businesses to attracting talent. Each city has added pictures and videos to their websites telling stories about their city. Stan recommended that we attend those meetings regularly.
6. **Benchmarking Taylor/Rockdale efforts to attract new businesses.** Board member Jeff Davison was not attendance; however, he sent an email that he has no information to report yet.

## NEW BUSINESS

7. **FY2020 budget proposal for city council submission.** EDC Financial Analyst Debbie Bates presented the draft budget. It includes revenue and expense for the TP&W Kleypas project, as well as expenses for marketing, travel and training. After some discussion, Board member Mike Fletcher moved to accept the FY2020 budget with no changes and Board VP Stan Briggs seconded the motion. All present voted "Aye", and the motion carried.
8. **FY2020 Work Plan for city council submission.** Board President Tom Edwards presented the short-term and long-term projects and gave some background information on each. Board Secretary Dennis Green moved to accept the FY2020 Work Plan and Board member Russell Janak seconded. All present voted "Aye", and the motion carried.

## STAFF, CONSULTANT, OR OTHER REPORTS

9. **November EDC training session in Bastrop.** Board President Tom Edwards encouraged attendance at an Economic Development Conference in Bastrop in November. City staff Andrew Bill and Kathryn Norris both have attended this conference and shared some insights into how helpful and informative it is, and encouraged attendance. Andrew Bill confirmed that non-Board members can attend. Board President Tom Edwards encouraged Mark Allyn and Debbie Bates to attend. Verbal confirmation of attendees includes: Tom Edwards, Dennis Green, Mark Allyn and Debbie Bates. There is also a Basic Economic Development Course in Waco in November.

**ADJOURN**

Board member Lee Grabman moved to adjourn the meeting and Board member Mike Fletcher seconded the motion. All present voted "Aye", and the meeting adjourned at 1:28 pm.

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Tom Edwards, EDC Board President

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Attest: Debbie Bates, EDC Financial Analyst

**EDC FINANCE REPORT (INCOME & EXPENSES)**  
**2-Dec-19**

	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
<b>INCOME:</b>						
EDC sales tax	\$ 4,123.87	\$ 27,456.87	\$ 6,421.67	\$ -	\$ 3,576.57	
Interest on bank account	\$ 33.89	\$ 37.84	\$ 42.88	\$ 45.95	\$ 47.25	

<b>EXPENSES:</b>						
Payroll	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	\$ (100.00)	
EDC board mtg lunch	\$ (45.43)	\$ (112.61)				
Celco Surveying (metes & bounds)		\$ (5,600.00)				
Staples (blueprints)		\$ (43.73)		\$ (15.26)		
Archaeological survey			\$ (1,532.00)			
Business cards				\$ (106.00)		
<b>TOTAL EXPENSES</b>	<b>\$ (145.43)</b>	<b>\$ (5,856.34)</b>	<b>\$ (1,632.00)</b>	<b>\$ (221.26)</b>	<b>\$ (100.00)</b>	<b>\$ -</b>

<b>NET (IN BANK ACCOUNT)</b>	<b>\$ 63,852.46</b>	<b>\$ 85,490.83</b>	<b>\$ 90,323.38</b>	<b>\$ 90,148.07</b>	<b>\$ 93,671.89</b>	<b>\$ 93,671.89</b>
<i>Reconciled</i>	<i>complete</i>	<i>complete</i>	<i>complete</i>	<i>complete</i>	<i>complete</i>	<i>complete</i>

<b>PENDING ITEMS:</b>	
TX Parks & Wildlife grant	\$ 170,606.00
TML reimbursement - Bates & Allyn	\$ (997.25)
Kristine Andrews (engineer)	\$ (3,000.00)
Board meeting lunch (Dec 2019)	\$ (100.00)
Sales tax Aug	\$ -
Sales tax Oct	\$ -
<b>NET BANK AND PENDING ITEMS</b>	<b>\$ 260,180.64</b>

\$ 170,606.00
\$ (997.25)
\$ (3,000.00)
\$ (100.00)
\$ -
\$ -
<b>\$ 260,180.64</b>

50% reimbursable from TPW

6

**EDC Action Items**  
**2-Dec-19**

	Open Action Items	Responsible	Date		Status	Date Completed
			Assigned	Due		
1	Regarding calls about renting the Event Center, ask where the caller heard about it	A. Bill	4/18/2019	7/18/2019		
2	Contact Taylor/Rockdale EDC's to get info on what they've done	J. Davison	4/18/2019	7/18/2019		
3	Schedule annual planning meeting with City	T. Edwards	12/2/2019			

**Completed Action Items**

1	Establish a sub-committee to work on the changes and details for the TPW grant. Members are Tom Edwards, Stan Briggs, Mike Fletcher and BJ Schiebel	T. Edwards	4/18/2019	7/18/2019	Complete	4/18/2019
2	Find a Project Manager for the Kleypas Park improvements. Tom Edwards will fill this role	T. Edwards	4/18/2019	7/18/2019	Complete	7/18/2019
3	Ensure the Event Center is cleaned professionally at least quarterly. BJ's team checks after each rental and does a deep cleaning monthly	A. Bill	4/18/2019	7/18/2019	Complete	7/18/2019
4	TML conference in Bastrop (November)	Bill/Green/ Allyn/Bates	7/18/2019	11/8/2019	Complete	11/8/2019

7





Sent via RGO

Life's better outside.®

Commissioners

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Chairman  
Houston

Arch "Beaver" Apflin, III  
Vice-Chairman  
Lake Jackson

James E. Abell  
Kilgore

Oliver J. Bell  
Cleveland

Anna B. Galo  
Laredo

Jeffery D. Hildebrand  
Houston

Jeanne W. Latimer  
San Antonio

Robert L. "Bobby" Patton, Jr.  
Fort Worth

Dick Scott  
Wimberley

Lee M. Bass  
Chairman-Emeritus  
Fort Worth

T. Dan Friedkin  
Chairman-Emeritus  
Houston

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Carter P. Smith  
Executive Director

Tom Edwards  
EDC Board President  
City of Morgan's Point Resort  
8 Morgan's Point Blvd.  
Morgan's Point Resort, TX 76513

Re: Lee Kleypas Park  
Project Number 48-001176

Dear Mr. Edwards:

On **September 26, 2019**, the US National Park Service (NPS) approved the funding for the Morgan's Point Resort's TPWD grant proposal for the Lee Kleypas Park through the federal Land and Water Conservation Fund (LWCF).

Please print, sign, and upload the attached grant agreement documents under the assigned task in RGO. Once we have received the grant agreement, the required pre-construction tasks will appear. It is imperative that you do not start construction on your project without a "*Notice to Proceed*" from TPWD.

For additional information you can find the "*Instructions for Approved Projects*" manual under the *Resources* tab in RGO. We have also attached comments to this packet from the resource review conducted on your application.

If planning a groundbreaking or park dedication ceremony please let us know ASAP so we can get it on our calendar. We would also like to encourage you to notify your state and local officials.

I will be your project coordinator and can be reached at 512-389-8712 or at [matthew.fougerat@tpwd.texas.gov](mailto:matthew.fougerat@tpwd.texas.gov). We look forward to being a part of the successful completion of your project.

Sincerely,

Matthew Fougerat  
Grants Coordinator  
Local Park Grants Program  
Recreation Grants Branch

**Venue; Governing Law**

This Grant Agreement shall be governed by the laws of the State of Texas. The proper place of venue for suit on or in respect of the Agreement shall be Travis County.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date(s) set forth below.

**TEXAS PARKS AND WILDLIFE DEPARTMENT**

**CITY OF MORGAN'S POINT RESORT**

Sponsor (Political Subdivision)

By: *D Lagarde*

By: *Tom Edwards*

Dana Lagarde, Director of Recreation Grants  
Name and Title

Tom Edwards, EDC Board President  
Name and Title

Date: 10-21-19  
TPWD Approval Date

Date: Nov 5, 2019

SAM Number, Date, Initials: 5GM29, 10/17/2019, MGF

**Attachment A – Budget Summary of Project Costs**

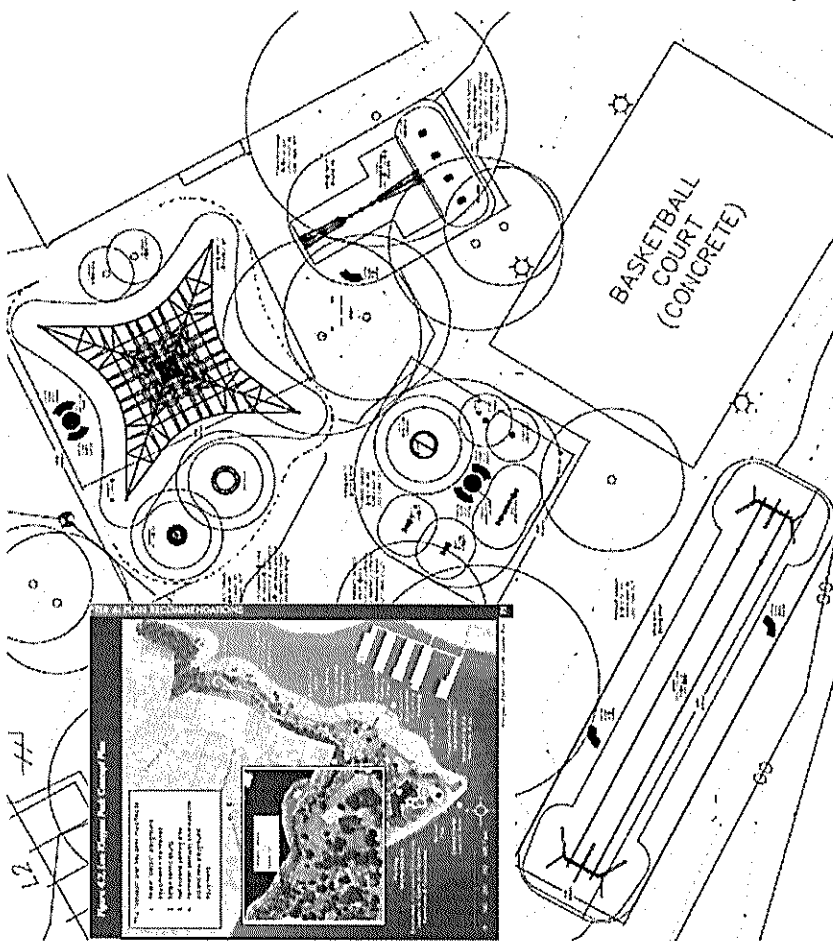
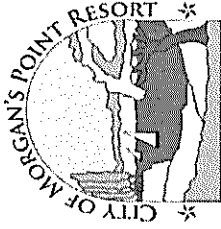
**Attachment B – Project Boundary Map, signature required**

**Attachment C – Certificate of Land Dedication, signature required**

**Attachment D – Federal Land & Water Conservation Fund Grant Agreement**

9

# Morgan's Point Resort Economic Development Corporation Kleypas Park Improvement Project



## The Economic Development Corporation of Morgan's Point Resort Public Recreation Site (Kleypas Park) Project

With Funding Assistance through

### LAND AND WATER CONSERVATION FUND

U.S. Department of the Interior, National Park Service  
Administered by the Texas Parks & Wildlife Department

Land and Water Conservation Fund	50%	\$170,606
Morgan's Point Resort EDC	29%	\$100,000
City of Morgan's Point Resort (in kind)	21%	\$ 70,606
<b>Total Project</b>		<b>\$341,212</b>

EDC Kleypas Park Action Items

2-Dec-19

	OPEN Action Items	Responsible	Date		Cost	Status	Date Completed
			Assigned	Due			
1	TCEQ storm weather permit; submit to TPW	A. Bill	5/7/2019	post agreement	NA		
2	Direct deposit set up, info to TPW	D. Bates	5/7/2019	post agreement	NA		
3	Bury overhead utility lines	T. Edwards	5/7/2019	post agreement			
4	Specs for the perimeter trail to TPW	T. Edwards	5/7/2019	post agreement			
5	Formal 'notice to proceed' (TPW contract)	T. Edwards	5/7/2019	TBD	NA		
6	Contract for signed and sealed construction plans	T. Edwards	9/9/2019				
7	Bid advertisement and tabulation	T. Edwards	11/22/2019				
8	Texas identification number (TIN)	D. Bates	11/22/2019		NA		
9	Executed construction contract	T. Edwards	11/22/2019				
10	Recorded deed	T. Edwards	11/22/2019				
11	Environmental coordination with TPWD	T. Edwards	11/22/2019				
12	As-built site plan	T. Edwards	11/22/2019				
13	Construction plans and specifications	T. Edwards	11/22/2019				
14	TDLR project registration	T. Edwards	11/22/2019				
15	Permanent program sign layout	D. Bates	11/22/2019				
16	Lease or joint use agreement	T. Edwards	11/22/2019				
17	US Army Corps of Engineers permit or clearance	A. Bill	11/22/2019				
		A. Bill	11/22/2019				

COMPLETED Action Items

1	Attend TPW Grant workshop in Austin	Edwards/Bates	5/7/2019	6/18/2019	NA	Complete	5/7/2019
2	Obtain a meets & bounds / topographical survey	T. Edwards	5/9/2019	7/9/2019	\$5,600	Complete	7/9/2019
3	Obtain an archeological survey of the park (awaiting permit from Austin)	T. Edwards	5/7/2019		\$1,532	Complete	8/13/2019
4	From the survey, mark the area; if appropriate, notify "squatters"	A. Bill	7/11/2019		NA	Complete	9/3/2019
5	Obtain access to TPW grants management system (ARGO)	T. Edwards	5/7/2019		NA	Complete	10/14/2019
6	First status report to TPW	D. Bates	7/15/2019	10/15/2019	NA	Complete	10/14/2019
7	City Council Resolution prohibiting mining and drilling	T. Edwards	9/3/2019		NA	Complete	10/8/2019
8	Layout Temporary sign design	T. Edwards	9/3/2019		TBD	Complete	9/15/2019
9	Temporary sign layout	T. Edwards				Complete	11/22/2019
10	Texas historical cultural resource survey and clearance	T. Edwards				Complete	11/22/2019
11	Drilling and mining protection	A. Bill				Complete	11/22/2019
12	Meets and bounds survey map	T. Edwards				Complete	11/22/2019

Texas Municipal League (TML) Conference, 7-8 Nov 2019

MPR attendees: Andrew Bill, Dennis Green, Mark Allyn, Debbie Bates

(Underscored items are possible action items)

**Lisa Craven; Chief of Staff, State Comptroller - 2020 Texas Economic Forecast & What It Means for Cities**

- Texas is the 10<sup>th</sup> largest economy in the world
- Nearly half of all active US rigs (oil & gas) are in Texas
- Texas leads the nation for electronic product exports
- Of the nation's 10 fastest growing cities, 5 are in Texas
- Jobless rate is lowest since tracking began in 1976

**Bill Longley; Legislative Counsel, TML - Planning for Your City's Economic Development**

- What is economic development? Spending public money to attract and retain business. It's the act of making a city attractive to draw business.
- There are 29 million people in TX now, expected to almost double in 30 years
- 95% of that growth will be in metro areas; 87% of TX population is east of I35!!
- Above statistics came from the article "The 'Texas Miracle' Missed Most of Texas"
- Beer breweries are a sign of growth, an indicator of revitalization
- The "retail apocalypse" may last two more years. What does it (retails shutting down) mean to your city? (This made me think of the stores around Sol de Jalisco that are empty.)
- His presentation had a slide with city incentives (ex: city property tax abatement, sales tax rebates, 380 grants, etc)
- WE ARE COMPETING WITH OTHER TX CITIES FOR BUSINESSES!

**Charles Zech; Denton, Navarro, Rocha, Bernal & Zech - Type A and Type B Economic Development Corporations and City Councils**

- Recommends at least one annual workshop between EDC and City personnel :
  - Future planning
  - Infrastructure
- Stakeholders are citizens and businesses. We want their input!

**Catherine Sak; Executive Director, Texas Downtown Association - Downtown is the Mirror of Your Community**

- Anyone can join the Texas Downtown Association
- "Downtown" is usually the oldest section

**Roundtable Sessions**

- Zoning (do we have them?)
- The city of Bandera has created a "Ready for Business" packet for existing and new businesses. It has processes, requirements and information related to doing business in the community, as

well as information about the community and incentives offered by Bandera EDC. Their website is [banderaedc.org](http://banderaedc.org)

- Create a “small business alliance” for local businesses to collaborate, have an EDC member participate (similar to how City Council has a member on the EDC)
- 10% of a budget should be for marketing
- Marketing - some people recommend using Linked In, and another has gotten good results from a billboard
- New business ideas: brewery, sports bar, coffee bar, B&B, hotel, pet grooming, IT support, bakery, Subway
- Create a Chamber of Commerce?
- Promote your city’s strengths (examples given: hospital, airport, etc). I jotted down these thoughts about MPR: marina, fantastic restaurants (BBQ, TexMex, seafood), strong police/fire departments, local fishing
- Partner with nearby cities; let them know what businesses we’re looking for
- “Main street program” was mentioned. Google shows: *Main Street Programs aim to revitalize their downtowns and commercial districts through preservation-based economic development and community revitalization. A main street manager is appointed to implement the program locally.*

**Aarom Farmer and Kelly Cofer, The Retail Coach – Retail Recruitment Strategies for Small and Large Communities**

- Retail looks different from the past. Issues affecting it include:
  - eCommerce
  - eating out - more is spent on restaurants than at grocery stores
  - apparel oversaturation
  - millennials (25% of the population) – they shop online, but buy locally, use coupons
- Subway and Dollar General are in most cities
- Chain stores that are growing:
  - Starbucks
  - Chipotle
  - Dominos
  - Dunkin’ Donuts
  - O’Reilly Auto
  - Walgreens
  - Auto Zone
- Amazon 4-Star store recently opened in Frisco. It’s stocked with items sold online with customer ratings of 4 stars or more, evidence of how retail is changing
- Retail trend is “experiential retail” – businesses that have an experience for the customer. They talked about Lululemon. Google: it’s a large building with activities and related merchandise (ex: a workout room where customer can test complementary gear during workout classes). It also has special events, concerts, restaurants, etc
- They recommend teaching our local businesses about experiential retail

- This company (The Retail Coach) does a lot of retail trade research. Examples: demographic info, population growth, leakage analysis (how much money leaves the area), use cell phone technology to define a city's retail trade area - all for new business prospects
- International Council of Shopping Centers (ICS) has an event in Fort Worth in January. Go to those types of events to pitch your city. Become a member of ICS (municipality can be a member)
- Keep a list of businesses on the city site (EDC section)

**Scott Joslove; CEO, Texas Hotel & Lodging Association – *Economic Development and Tourism***

- Property tax can be used for "any public purpose"
- General sales tax can be used for "any public purpose"
- Hotel tax money is used primarily to support tourism