



TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

ECONOMIC DEVELOPMENT CORPORATION 4B

August 22, 2024

5:30 PM

Council Chambers

CALL TO ORDER AND ANNOUNCE A QUORUM

PUBLIC COMMENT(S)

This is an opportunity for citizens to address the Board/Commission on any matter pursuant to Texas Government Code Sec. 551.007. The Board/Commission is not permitted to discuss or take action on any presentations made concerning matters that are not listed on the agenda. Presentations are limited to matters over which the Board/Commission has authority. Speakers have up to three (3) minutes or the time limit determined by the Presiding Officer. Each speaker must have submitted their request to speak by completing the Speaker's Form or may email tdixon@trophyclub.org

REGULAR ITEMS

1. Consider approval of the July 15, 2024, Economic Development Corporation Regular Meeting Minutes.
2. Discuss updates from the small area plan meetings held on July 23, 2024, and August 6, 2024.
3. Discuss updates of the Thrive Business Grant.

ADJOURN

The Board/Commission may convene into executive session to discuss posted items as allowed by Texas Government Code Sections 551.071 through 551.076 and Section 551.087.

Notice is hereby given that a quorum of the Town of Trophy Club Town Council may be in attendance at this meeting. The Town Council will not deliberate or take any action.

CERTIFICATION

I do hereby certify that the Notice of Meeting was posted on the bulletin board at the Town Hall for the Town of Trophy Club, Texas, in a place convenient and readily accessible to the general public at all times on the following date and time: August 16, 2024, at 2:00 p.m, and said Notice of Meeting was also posted concurrently on the Town's website in accordance with Texas Government Code Ch. 551 at least 72 hours prior to the scheduled time of said meeting.

/s/ Tammy Dixon
Tammy Dixon, Town Secretary

If you plan to attend this public meeting and have a disability that requires special needs, please contact the Town Secretary's Office at 6822372900, 48 hours in advance, and reasonable accommodations will be made to assist you.



ECONOMIC DEVELOPMENT CORPORATION 4B COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Consider approval of the July 15, 2024, Economic Development Corporation Regular Meeting Minutes.

BACKGROUND/SUMMARY: The Economic Development Corporation held a regular meeting on July 15, 2024.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

1. 07.15.2024 EDC draft minutes

ACTIONS/OPTIONS:

Move to approve the July 15, 2024, Economic Development Corporation Regular Meeting Minutes.

Town of Trophy Club Economic Development Corporation Meeting Minutes
July 14, 2024, 7:00 p.m., Regular Meeting
1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

President Mann called the meeting to order at 7:02 p.m.

EDC BOARD MEMBERS PRESENT

John Mann, President
John Rybeck, Secretary
Joseph Longo
Andrew Borgan
James Calaway
Scott Hinshaw

EDC DIRECTORS ABSENT

Teri Addington, Vice President

STAFF PRESENT

Brandon Wright, Town Manager
Tammy Dixon, Town Secretary
Tamara Smith, Assistant to the Town Manager
April Duvall, Director of Finance
Matt Cox, Director of Community Development

PUBLIC COMMENTS

There were none.

REGULAR ITEMS

1. Consider approval of the May 16, 2024, Economic Development Corporation Meeting Minutes.

Director Longo moved to approve the May 16, 2024, meeting minutes. Secretary Ryback seconded the motion.

VOTE ON THE MOTION

AYES: Mann, Rybeck, Longo, Borgan, Hinshaw, Calaway

NAYES: None

ABSENT: Addington

VOTE: 6-0-1

2. Consider approval of the Economic Development Corporation FY 2024-2025 Budget.

Tamara Smith, Assistant to the Town Manager, presented the FY 2024-2025 budget for review, comparing the current year's budget against the proposed budget for FY 25. Revenues are projected to decrease from \$753,125 to \$675,000, reflecting conservative sales tax estimates despite an increase in interest income. Expenditures are projected to increase from \$634,426 to \$653,965, mainly due to the addition of legal services. Personnel expenses were reallocated to include 15% of both the town manager and assistant to the town manager, with an additional \$10,000 for administrative services transferred to the general fund. Expenditures also include provisions for professional outside services and the Thrive Business Grant Program, projected at \$150,000 for FY 25. The advertising budget fluctuates based on promotional items needed for Economic Development Corporation events. Ms. Smith and Town Manager Wright answered questions from the Board.

President Mann moved to approve the Economic Development Corporation FY 2024-2025 Budget. Director Longo seconded the motion.

VOTE ON THE MOTION

AYES: Mann, Rybeck, Longo, Borgan, Hinshaw, Calaway

NAYES: None

ABSENT: Addington

VOTE: 6-0-1

3. Discuss updates from the small area plan meeting held on July 8, 2024.

Ms. Smith and Town Manager Wright provided an update on the small area plan for Trophy Wood Drive, reporting on the kickoff meeting with McAdams held on July 8th. Key discussions included calendar coordination, document requirements, and vision objectives for the area. The McAdams team emphasized creating a distinct identity and sense of place, considering community input, and engaging property owners early in the process. The plan involves ongoing biweekly updates, community engagement strategies like focus groups and surveys, and ensuring transparent communication. The goal is to make the area a destination that reflects community desires and attracts both local and external visitors.

ADJOURN

President Mann adjourned the meeting at 7:34 p.m.

John Mann, President

John Rybeck, Secretary



ECONOMIC DEVELOPMENT CORPORATION 4B COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Brandon Wright, Town Manager

AGENDA ITEM: Discuss updates from the small area plan meetings held on July 23, 2024, and August 6, 2024.

BACKGROUND/SUMMARY: The Economic Development Corporation (EDC) is undertaking a comprehensive small area plan for properties adjacent to State Highway 114 Frontage Road and Trophy Wood Drive. The aim is to redefine the property layout with a focus on various priorities, including enhancing economic resilience, fostering service-based employment, improving overall quality of life, promoting sustainability, enhancing pedestrian safety and walkability, facilitating future development, and addressing area parking needs.

In May 2024, the EDC and Town Council both approved a professional services contract with McAdams to undertake the small area plan process. The kick-off meeting was conducted on July 8, 2024. Meetings are anticipated to be conducted every two weeks, and minutes will be made available for the EDC to review and discuss during future meetings. The meeting minutes from July 23, 2024, and August 6, 2024, are attached for informational purposes.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: The total amount for the Small Area Plan is \$89,437, which will be expended from the Economic Development Corporation Fund.

LEGAL REVIEW: N/A

ATTACHMENTS:

1. 2024-07-23 Minutes
2. 2024-08-06 minutes

ACTIONS/OPTIONS:

This agenda item is being presented for discussion and feedback purposes only. No action will be taken by the Economic Development Corporation Board for this agenda item.

MEETING MINUTES

Text in **red** is minutes from discussion held during meeting.

MEETING DATE:

07/23/2024

ATTENDEES:

TOWN STAFF

- > ~~Tamara Smith~~
- > Brandon Wright
- > Joseph Longo
- > John Ryback
- > Matt Cox
- > April Duvall
- > ~~James Calaway~~

DESIGN TEAM

- > Jameson Pinson
- > Randi Rivera

SUBCONSULTANTS

- > ~~Jason Claunch~~
- > ~~Chris Branham~~

AGENDA:

1. UPDATE ON ACTION ITEMS

ACTION ITEMS – TOWN OF TROPHY CLUB		
ITEM	STATUS	COMMENTS
Upload requested data	In Progress	Partially complete;
Send Catalyst latest census information	In Progress	<u>Jameson Pinson</u> to make folder for census data for Town to add data
Potential Project/Plan Names	In Progress	Trophy « place » ; something quaint. <u>Joe</u> and <u>John</u> to prepare names for next meeting (8/6).
Coord availability of stakeholders for meeting	Not Started	Determine time frame for meeting; McA to prepare maps. Target after Labor Day. First touchpoint communication to come from TC right after next biweekly meeting (8/6) and

		provide two week notice. Target 8/16 notification and hold meetings first two weeks of September (9/3-9/12)
New Items		
ACTION ITEMS – MCADAMS		
Provide meeting minutes of kick off	Completed	
Set up dropbox/file share folder for data sharing	Completed	
Prepare draft list of stakeholder questions	In Progress	Due by 8/6 Randi and Jameson
Coord with Town's GIS	In Progress	Suja reached out to Thad and Denton County
Prepare draft vision statement	Completed	Draft below; input needed see notes Joe/John to review and send back to staff by 8/2; to McA by 8/5 or 6
Prepare community engagement strategy	Completed	Draft below; input needed see notes
Draft Guiding Principles Upon VS approval	Not Started	
New Items		
ACTION ITEMS – CATALYST		
Obtain information from online sources	In Progress	
Set up dropbox/file share folder for data sharing	Completed	
New Items		

2. INPUT FROM EDC

Feedback + direction is good; stay the course

3. DRAFT VISION STATEMENT

[INSERT AREA PLAN NAME] is a lively introduction to Trophy Club that integrates a unique blend of uses and gathering spaces to cultivate a vibrant district where community and visitors connect for an enriching local experience.

Joe and John to confirm vision statement. Will send version back to staff by 8/2 and to McAdams by 8/6.

4. COMMUNITY ENGAGEMENT STRATEGY

- a. Date – Team agreed on 11/18 as target date for open house meeting. Offer two sessions: 1) 12-2pm and 2) 6-8pm
- b. Determine notification timing – Promote during early voting? Promote at EDC meetings. Work with communications team. Brandon to invite communications to next meeting 8/6.
- c. In-Person Open House with Input Boards
- d. Online Input – survey monkey. McA to confirm it works with this format.
 - i. Input boards for online input
 - ii. Host on town's website?
 - iii. Length of time?

5. DRAFT TABLE OF CONTENTS FOR AREA PLAN DOCUMENT

- a. Executive Summary
- b. Characteristics
 - i. Community
 - 1. Market Study
 - ii. Site – this section will identify challenges of the area
- c. Visioning
 - i. Vision Statement; Guiding Principles
 - ii. Stakeholder Interviews
 - iii. Community Engagement + Feedback
- d. Concept Plan
 - i. Scenario Plans + Feedback
 - ii. Final concept plan
 - iii. Placemaking
- e. Implementation
 - i. Short term items
 - ii. Long term items
 - iii. Matrix

Meeting Notes:

Updated Data Request. ~~Strikethrough~~ indicates completed.

Item No.	Property	Data Type
1	Indian Creek Townhomes	Plat and Record As-builts / GIS
2	The Vineyards/Plantation Oaks	Plat and Record As-builts / GIS
3	HG Supply Developer's Agreement	Ordinance
4	Baylor Medical Center at Trophy Club	Plat and Record As-builts / GIS
5	Homewood Suites by Hilton	Plat and Record As-builts / GIS
6	Trophy Club EDC (TAD Parcel 41328345)	Property Survey / GIS
7	HG Supply	Plat and Record As-builts / GIS
8	Hampton Inn & Suites	Plat and Record As-builts / GIS
9	Lot 3R2, Block A Trophy Wood Business Center	GIS / Proposed PD Documents
10	Trophy Wood Drive	Record As-builts / GIS
11	Trophy Club Town Hall	Plat and Record As-builts / GIS
12	Lot 5, Block B Trophy Wood Business Center	Plat and Record As-builts / GIS
13	TW King Road	Record As-builts / GIS
14	Woodspring Suites	Plat and Record As-builts / GIS
15	David Crumpton DDS	Plat and Record As-builts / GIS
16	Holiday Inn	Plat and Record As-builts / GIS
17	Trophy Club EDC (TAD Parcel 41451597)	Plat and Record As-builts / GIS
18	SH 114 Improvement Plans	Construction Plans
19	OHP Easements that encumber both EDC properties	Recorded Instrument/Document
20	Public Utilities within area (with above ground appurtenances)	GIS
21	Any other proposed plans within area	Approved Plans
22	Property and business Owners for above properties	Contact Information

GIS Needs:

TC contracts with Denton County GIS (Sarah)

Utilities through TCMUD (Halff)

Parcels – DC

Roads – DC

Sidewalks – DC

Trails – ? – not applicable

Zoning – Online Map for TC by TNP – **Matt Cox** asking TNP

Land Use - ? – **Matt Cox** asking TNP

Water + Sewer - Halff – McA can coordinate with Halff for data. **Matt Cox** to send contact info for Halff

New townhome development contact – **Matt Cox** to send contact info

MEETING DATE:
08/06/2024
ATTENDEES:
TOWN STAFF

- > Tamara Smith
- > Brandon Wright
- > Joseph Longo
- > John Ryback
- > Matt Cox
- > April Duvall
- > ~~James Calaway~~
- > Jill Lind

DESIGN TEAM

- > Jameson Pinson
- > ~~Randi Rivera~~

SUBCONSULTANTS

- > Jason Claunch
- > ~~Chris Branham~~

AGENDA:
1. UPDATE ON ACTION ITEMS

ACTION ITEMS – TOWN OF TROPHY CLUB		
ITEM	STATUS	COMMENTS
Upload requested data	In Progress	Partially complete; Trophy Wood Drive, HWY 114 plans, GIS Utilities
Send Catalyst latest census information	In Progress	
Potential Project/Plan Names	Complete	Joe and John to prepare names for next meeting (8/6).
Coord availability of stakeholders for meeting	Not Started	Determine time frame for meeting; McA to prepare maps. Target after Labor Day. First touchpoint communication to come from TC right after next biweekly meeting (8/6) and provide two week notice. Target 8/16

		notification and hold meetings first two weeks of September (9/3-9/12)
Online Engagement Survey Timing	In Progress	TTC Communications team
New Items		
ACTION ITEMS – MCADAMS		
Provide meeting minutes of kick-off	Completed	
Set up dropbox/file share folder for data sharing	Completed	
Coord with Town's GIS	In Progress	Half contact for GIS utilities requested.
Prepare draft vision statement	Completed	Joe/John to review and send back to staff by 8/2; to McA by 8/5 or 6
Prepare community engagement strategy	In Progress	Target Date – 11/18 Start work with TTC Communications Team
Draft Guiding Principles Upon VS approval	Not Started	Complete for next meeting
Create shared folder for Census Data	Completed	
Prepare draft list of stakeholder questions	In Progress	See Questions below for input.
Prepare maps for Stakeholder meetings	In Progress	
New Items		
ACTION ITEMS – CATALYST		
Obtain information from online sources	In Progress	
New Items		

2. INPUT FROM EDC

Discuss further input from EDC Members:

- Draft Vision Statement input

[INSERT AREA PLAN NAME] is a lively introduction to Trophy Club that integrates a unique blend of uses and gathering spaces to cultivate a vibrant district where community and visitors connect for an enriching local experience.

The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity.

- Potential Project Names
 - The Grove at TC

3. DRAFT STAKEHOLDER QUESTIONS

- ~~1. Do you have any plans to further develop or redevelop your tract and if so, what are they?~~
2. Do you have any plans for updating or improving your tract and if so, what are they?
3. Where do you see an opportunity or need to partner with the Town on upgrades and improvements? **Move question 3 down in the list. Focused conversation about parking and street alignments. Additional questions?**
4. What are the current **or future** opportunities on your tract?
5. What are the current **or future** constraints/challenges on your tract?
6. What do you think would be the highest and best use for your property?
7. What initiatives or big moves could improve the occupancy or sales tax on your property?
8. What amenities would you like to see if the city made additional improvements (lighting, splashpad, art, wayfinding, benches, **trails**)? **Look at re-wording. What signature amenities have you seen in other successful destination communities?**
9. What type of developments do you feel would encourage or create more of a mixed-use look and feel and/or expand the Town's tax base? **Consider re-word. What would increase your top line revenue.**
10. What design elements can be introduced to aid in connectivity to the rest of the town? **How to create a destination. What type of destination would they like to see. What elements would make this a greater destination for you, your customers and the region?**
11. What word or words would you use to describe the "Brand" for the district? **TC, The Grove**
12. What are your hours of operation and when are the highest parking demands?
- 13. Operations requirements and needs?**
14. How would shared parking agreements and/or shared structured parking assist the property and/or the long-term vision for the area?
- 15. Possible town center architect questions for public engagement time period.**
16. Would you be open to lower parking requirements if not needed in lieu of shared amenities? **If city was able to reduce parking requirements and add more amenities what would that look like? What amenities would you be willing to trade for more traffic? Parking proximity.**
- 17. If additional foot traffic is brought to the area, how would you take advantage of that?**
- 18. Desire/appetite for MF residential within the district.**
- 19. 3-5 year business plan?**
- 20. Spin off business opportunities?**
- 21. Know about the grant program or plan in participating?**

4. STAKEHOLDER AND PUBLIC ENGAGEMENT SITE MAPS

- Existing Land Use
- Property Owner ID Map
- Mobility Map
- Site Constraints Map

5. COMMUNITY ENGAGEMENT STRATEGY

- a. Date – Team agreed on 11/18 as target date for open house meeting. Offer two sessions: 1) 12-2pm and 2) 6-8pm
- b. Determine notification timing – Promote during early voting? Promote at EDC meetings. Work with communications team. Brandon to invite communications to next meeting 8/6. Typically, no more than a month in advance. Opportunity to promote during early voting. Advertising model for pool and bobcat engagements. Potential EDC information table at early voting.
- c. In-Person Open House with Input Boards
- d. Online Input – survey monkey. McA to confirm it works with this format.
 - i. Input boards for online input
 - ii. Host on town's website, social media, and council pages and news letter. Potential intro video. 2 min.
 - iii. Open online survey first. Hold in-person session afterwards.
 - iv. Length of time? Early voting oct. 21.



ECONOMIC DEVELOPMENT CORPORATION 4B COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Discuss updates of the Thrive Business Grant.

BACKGROUND/SUMMARY: On July 11, 2023, the Economic Development Corporation (EDC) discussed and considered a grant program tailored to benefit businesses within the Trophy Club community. The EDC deliberated and expressed the desire to support projects encompassing exterior and interior enhancements, equipment, and signage upgrades. Moreover, the Board has advocated for a nominal contribution from businesses in the form of matching funds, which will foster a sense of mutual accountability.

The Board allocated \$300,000 to the grant program for FY 2023-2024. The proposed program would be a yearly application with an evaluation and presentation to the EDC. A formal agreement will follow with progress reporting, final inspections, and performance requirements.

The Thrive Business Grant program offers reimbursable matching grants (75%) of up to \$20,000 to support facade enhancements, sign improvements, interior renovations, equipment upgrades, and other critical investments. Under the terms of the grant, work must begin within six months from the date of the award. Grantees will be required to submit regular progress reports, including financial statements, photos, and updates on project milestones. Failure to meet specified performance requirements as set forth in each agreement will require 100% repayment of the grant dollars received.

On October 11, 2023, staff presented a draft of the grant program to the Economic Development Corporation (EDC) for review. The proposal was then discussed and approved by the EDC Board during its meeting on February 27, 2024. Following this, the Thrive Business Grant received Town Council approval on May 28, 2024. The grant program was officially opened to the public on July 8, 2024.

Since the program's launch, the Town Manager, Communications Director, and Assistant to the Town Manager have conducted site visits to businesses located along Trophy Club Drive, Highway 114 Frontage Road, and PD 30. Additional site visits are planned for a future date.

As of today, we have received one application, with the deadline for submissions set for September 30, 2024. We will continue to monitor and provide updates on the grant program's progress.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT: The Board allocated \$300,000 from the EDC 4B Fund for the Fiscal Year 2023-2024 grant program. For the Fiscal Year 2024-2025, the budget includes a cap of \$150,000 for the Thrive Grant Program. This arrangement ensures that the remaining \$150,000 will be available for the grant program in subsequent years.

LEGAL REVIEW:

ATTACHMENTS:

None

ACTIONS/OPTIONS:

This agenda item is being presented for discussion only. No action will be taken by the Economic Development Corporation Board for this agenda item.