



TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

ECONOMIC DEVELOPMENT CORPORATION 4B

September 19, 2024

6:00 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 August 22, 2024, Economic Development Corporation Regular Meeting Minutes.
2. Discuss updates from the small area plan meetings held on August 20, 2024, and September 3, 2024.
3. Discuss updates of the Thrive Business Grant Program.

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: September 12, 2024, at 4:00 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.

Town of Trophy Club Economic Development Corporation Meeting Minutes
August 22, 2024, 5:30 p.m., Regular Meeting
1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

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

EDC BOARD MEMBERS PRESENT

Teri Addington, Vice President
John Rybeck, Secretary
Joseph Longo
Scott Hinshaw
James Calaway

EDC DIRECTORS ABSENT

John Mann, President
Andrew Borgan

STAFF PRESENT

Brandon Wright, Town Manager
Tamara Smith, Assistant to the Town Manager
April Duvall, Director of Finance

PUBLIC COMMENTS

There were none.

REGULAR ITEMS

1. Consider approval of the July 15, 2024, Economic Development Corporation Meeting Minutes.

Director Longo moved to approve the July 15, 2024, meeting minutes. Director Calaway seconded the motion.

VOTE ON THE MOTION

AYES: Rybeck, Addington, Longo, Hinshaw, Calaway

NAYES: None

ABSENT: Mann, Borgan

VOTE: 5-0-2

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

Director Longo provided a summary of the subcommittee's meetings on the small area plan project explaining they have adhered to the project schedule and made significant headway, including brainstorming sessions on branding and naming the project. The subcommittee decided on the name "The Grove at TC," which reflects Trophy Club's natural elements, especially its designation as a Tree City and developed the following a vision statement for the project: "The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity."

Town Manager Wright stated the vision emphasizes the community's connection, both physically and emotionally, while creating a space for residents to gather, work, and play.

Director Longo outlined the next steps including community and property owner engagement. He explained that a letter of introduction will be sent to property owners to solicit their input on their property's vision and opportunities. There was also discussion about combining community engagement efforts with voting events, potentially using signage or a video to inform the public about the project.

Town Manager Wright added the subcommittee is targeting November 18th for an open house event to gather public input, with two sessions scheduled: one from 12:00 PM to 2:00 PM and another from 6:00 PM to 8:00 PM. Additionally, an online survey will also be made available.

The subcommittee's goal is to gather feedback from the community to ensure the project aligns with their vision and needs.

3. Discuss updates of the Thrive Business Grant.

Tamara Smith, Assistant to the Town Manager provided an update on the Thrive Business Grant Program, highlighting its timeline. The program, initiated by the EDC Board last year, was approved by the Town Council in May and opened to the public on July 8th. Ms. Smith, along with Town Manager Wright and Communications Director Jill Lind, visited local businesses to promote the program, distributing applications and QR codes, and gathering feedback on business needs. Currently three applications have been received, with follow-up ongoing to ensure completion before the September 30th deadline.

Ms. Smith explained after the submission deadline, the EDC will have 60 days to review the applications, after which the Town Council will make final approvals. Successful applicants will be offered performance agreements and reimbursement information in January. The program focuses on interior improvements and new equipment to help businesses enhance operations and attract more customers. Businesses have provided positive feedback, and additional site visits are planned.

The board inquired about promotional materials for the program, to which Ms. Smith responded that QR codes and copies of the application have been provided to businesses. She

agreed to create a brochure with program highlights and talking points for board members to distribute during visits and to provide another update before the end of September.

The board expressed appreciation for the efforts made to engage the business community and discussed the potential for future opportunities to support local businesses.

ADJOURN

Vice President Addington adjourned the meeting at 5:57 p.m.

John Mann, President

John Rybeck, Secretary



ECONOMIC DEVELOPMENT CORPORATION 4B COMMUNICATION

MEETING DATE: September 19, 2024

FROM: Brandon Wright, Town Manager

AGENDA ITEM: Discuss updates from the small area plan meetings held on August 20, 2024, and September 3, 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 August 20, 2024, and September 3, 2024, are attached for informational purposes.

BOARD REVIEW/CITIZEN FEEDBACK:

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:

ATTACHMENTS:

1. 2024-08-20 Meeting Minutes
2. 2024-09-03 Minutes
3. 2024-09-03 Small Area Plan Schedule (1)

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 DATE:

08/20/2024

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

- > Chris Branham
- > Jason Claunch

AGENDA:
1. UPDATE ON ACTION ITEMS

ACTION ITEMS – TOWN OF TROPHY CLUB		
ITEM	STATUS	COMMENTS
Upload requested data	In Progress	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	In Progress	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 . Trophy Club to draft communication letter and reach out to stake holders to set up meetings.
Online Engagement Survey Timing	In Progress	TTC Communications team – around Oct. 21 st . Oct. 21 st – marketing begins Nov. 4 th – hard launch – survey goes live Mov. 18 th - In person engagement target
Draft Guiding Principles	In Progress	TTC to review draft principles and give any final feedback at next bi-weekly meeting.
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	Completed.	Half contact for GIS utilities requested.
Prepare draft vision statement	Completed	<u>Joe/John</u> to review and send back to staff by 8/2; to McA by 8/5 or 6
Prepare community engagement strategy	In Progress	Social Pin Point platform being researched. Initial meeting set up for pricing and including Jill in meeting.
Draft Guiding Principles Upon VS approval	In Progress	Draft principles below.
Create shared folder for Census Data	Completed	
Prepare draft list of stakeholder questions	Completed.	Revised questions based on 8/06 comments below.
Prepare maps for Stakeholder meetings	In Progress	UPDATE PROPERTY OWNER INFORMATION and send to TTC for communication letter. Target 8/22.
New Items		
ACTION ITEMS – CATALYST		
Obtain information from online sources	In Progress	
New Items		

2. GUIDING PRINCIPLES

Discuss further input from EDC Members:

- **Project Name**
 - The Grove at TC
- **Vision Statement**
 - The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity.
- **Guiding Principles**
 - "A Welcoming and vibrant hub"*
 1. The Grove at TC is an intentional gathering space that serves as a signature gateway to Trophy Club.
 - "Enhanced Connectivity and Accessibility"*
 2. Leverages HW 114 frontage to enhance accessibility and visibility.
 3. Prioritizes pedestrian, and golf cart-friendly infrastructure to increase connectivity both within The Grove and the surrounding neighborhoods.
 - "Thoughtful and integrated development"*
 4. Implements appropriate vertical mixed-use development, infrastructure, and area parking.
 5. Provides a strong branding theme that is cohesive between proposed and existing properties.
 - "Maximized Economic Impact and Branding"*
 6. The Grove at TC is a strong economic driver by increasing sales and property tax revenue.
 - "A signature public amenity and community gathering space"*
 7. Incorporates a prominent anchor to activate the space, creates a lively atmosphere, and strengthens the sense of Town identity.

8. DRAFT STAKEHOLDER QUESTIONS

1. Do you have any plans for updating or improving your tract. If so, what are they?
2. What current or future opportunities do you see on your property?
3. What are the current or future constraints/challenges on your tract?
4. What do you think would be the highest and best use for your property?

5. What initiatives or strategies could improve the occupancy or increase sales tax revenue on your property?
6. What signature amenities have you seen in other successful destination communities that would work well for this area. (e.g. lighting, splash pad, public art, wayfinding signage, trails ect.)
7. What type of products do you believe would enhance a mixed-use look and feel and increase the performance of your properties business?
8. What design elements can be introduced to make this a greater destination for you, your customers and the region?
9. What are your hours of operation and when are the highest parking demands?
10. Do you have specific operations requirements and needs?
11. How would shared parking agreements and/or shared structured parking assist the property and/or the long-term vision for the area?
12. If the city was able to reduce parking requirements and add more amenities in order to draw more traffic, what would that look like to you?
13. If additional foot traffic is brought to the area, how would you take advantage of that?
14. What is your interest or appetite for multi-family residential developments within the district?
15. What is your 3-5 year business plan?
16. Do you foresee any Spin off business opportunities if a mixed use development is created?
17. Do you know about the EDC grant program or plan in participating?

9. STAKEHOLDER AND PUBLIC ENGAGEMENT SITE MAPS

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

10. 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.
 - i. Typically, no more than a month in advance.
 - ii. Opportunity to promote during early voting.
 - iii. Advertising model for pool and bobcat engagements.
 - ~~iv. —Potential EDC information table at early voting.~~
- c. In-Person Open House with Input Boards
- d. Online Input – **Social Pinpoint** seems to be preferred platform for 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?
 - 1. May start during early voting (oct. 21)
 - 2. Town Secretary has an e-mail in to election board to see if informational boards can be set up.
 - 3. 2 weeks ahead of oct. 21st for marketing of small area plan
 - 4. Oct. 21st online survey goes live.

MEETING DATE:
09/03/2024
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Upload requested data	In Progress	Trophy Wood Drive, HWY 114 plans, GIS Utilities
Coord availability of stakeholders for meeting	In Progress	Trophy Club drafted letter 8/27 and sent out. Now confirming dates. See below. Sent email 8/30. Sending letter in mail 9/3.
Determine Online Engagement Survey Timing	In Progress	Oct. 21 st – marketing begins Nov. 5 th – hard launch – survey goes live Nov. 18 th - In person engagement target
Draft Guiding Principles	Completed.	TTC to review draft principles and give any final feedback on 9/3/24.
New Items		

Prepare video and marketing material for engagement	In progress	Jill to coordinate with video company and McA to provide some visuals.
ACTION ITEMS – MCADAMS		
Prepare community engagement strategy	Completed	Evaluated Social pinpoint. TC determine Survey Monkey is preferred.
Draft Guiding Principles Upon VS approval	Completed	Draft principles below.
Create shared folder for Census Data	Completed	
Prepare draft list of stakeholder questions	Completed.	Revised questions based on 8/06 comments below.
Prepare maps for Stakeholder meetings	Completed.	Property owner map updated 8/22
New Items		
Update project schedule	Ongoing	Updated provided to TC 9/3
Send maps to Jill for video	In Progress	
ACTION ITEMS – CATALYST		
Obtain information from online sources	Completed	
New Items		
Draft Market Study	In Progress	Draft sent to McA on 8/29. McA sent to TC 9/3.

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“Thoughtful and integrated development”

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“Maximized Economic Impact and Branding”

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 - iii. Open online survey first. Hold in-person session afterwards.
 - iv. Length of time
 1. May start during early voting (oct. 21) – **board for advertising on site during early voting.**
 2. Town Secretary has an e-mail in to election board to see if informational boards can be set up during early voting.
 3. 11/5/24 Survey goes live – stays up through 11/19.
- d. **McA to send maps to Jill to use on website. Doing 2 videos.**
 - i. **Drone, lifestyle shots (representative of where we want to take it). Getting quote by 9/3.**

6. STAKEHOLDER INTERVIEW DATES

9/9/24 at 2:00	Hampton Inn (Raj Chudasama) – In Person
9/10/24 at 11:00	Homewood Suites (Erin)
	Vineyards (Doug) – after the 16 th

7. OTHER ITEMS

- > Brandon, Tamara, Randi, and Jameson to meet on Friday at 3:00 to prepare for stakeholder interviews.
- > Recommendation to show project schedule and vision statement to stakeholders and describe purpose of the small area plan.
- > Discussed property owner information specifically for Trophy Club WSS, LLC (aka Provident Realty) and that we were starting with operator of extended stay and should pull in representative with Provident at some point to get their feedback. Discussed the desired potential for Provident Realty to become a big player in this effort.

Project Schedule

