

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

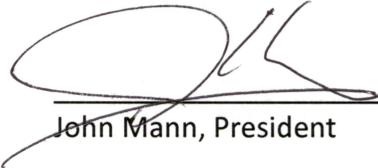
agreed to create a brochure with program highlights and talking points for board members to distribute during visits and to provide another update before the end of September.

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

ADOURN

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



John Rybeck, Secretary

John Mann, President