TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

ECONOMIC DEVELOPMENT CORPORATION

October 24, 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. Board Training (Brandon Wright, Town Manager, and Tammy Dixon, Town Secretary)
1. Introduction of Members
2. Board Training and Economic Development Corporation Board's Roles and Responsibilities.

2. Discuss and consider the appointment of an EDC Board president, vice president, secretary, treasurer, and assistant secretary.

3. Consider approval of the September 19, 2024, Economic Development Corporation Regular Meeting Minutes.

4. Discuss updates from the small area plan meetings held on October 1, 2024, and October 15, 2024.

5. 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: October 18, 2024 at 9:00 a.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 COMMUNICATION

MEETING DATE: October 24, 2024
FROM: Brandon Wright, Town Manager
AGENDA ITEM: Board Training (Brandon Wright, Town Manager, and Tammy Dixon, Town Secretary)
1. Introduction of Members
2. Board Training and Economic Development Corporation Board's Roles and Responsibilities.

BACKGROUND/SUMMARY: The mission of the Trophy Club Economic Development Corporation (EDC) is to promote economic development within the Town and the State of Texas in order to eliminate unemployment and underemployment, and to promote and encourage employment and the public welfare of, for, and on behalf of the town by undertaking, developing, providing, and financing projects under the Economic Development Act and as defined in Section 4B of the Act.

The EDC is responsible for designing a strategy each year for the expenditure of the 1/2 cent sales and use tax receipts received by Trophy Club. These funds may be used for the purposes defined in the Development Corporation Act.

The Texas Comptroller provides a few Economic Development Corporations webinars at the web addresses below.
Economic Development Corporation (EDCs) Webinar: https://youtu.be/HPgZEfb5RGw
Economic Development Sales Tax Video Tutorial: https://youtu.be/xm54VPIc-Qs

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:
1. TC Board Training 2024 EDC

ACTIONS/OPTIONS:
This agenda item is being presented for discussion purposes only. No action will be taken by the Economic Development Corporation Board.

TOWN OF TROPHY CLUB

Board & Commission Orientation/Training

FY 2024-2025

Purpose/Overview

To provide new and existing members with information to help them perform professionally and effectively.

General Session Topics to be Covered:

- ✓ Roles
- ✓ Meetings/Agendas
- ✓ Rules/Parliamentary Procedures
- ✓ Attendance
- ✓ Conflict of Interest
- ✓ External Training
- ✓ Town Email
- ✓ Boards & Commissions Manual
- ✓ Questions

(Some information may not be applicable to the board you serve on)

Roles

Staff Liaison

- ✓ Town Manager assigns staff liaisons
- ✓ Board Members may not direct or manage staff
- ✓ Prepare and distribute meeting calendars, agendas, etc.
- ✓ Ensure board activities adhere to Texas Open Meetings Act.
- ✓ Support staff takes meeting minutes
- ✓ Boards may request staff assistance, but significant work must be approved by the Town Manager

Roles

Chair/Vice Chair

- ✓ The Town Council appoints chair and in some instances vice chair for certain boards.
- ✓ All other chair/vice chair elected by the board.
- ✓ Appointed/Elected each October for one year.
- ✓ Chair presides over meetings and may vote.
- ✓ Vice Chair presides in the absence of chair.
- ✓ If both Chair and Vice Chair are absent, the board shall appoint one of its members to act as the presiding officer.

Roles

Alternates

- ✓ Alternates serve as voting members when a regular member is absent.
- ✓ The selection of an alternate is based on their place number.
- ✓ If alternate member #1 is unable to serve, alternate member #2 will take their place, and so on.

Roles

Responsibilities

- ✓ Representation
- ✓ Avoidance of Contacts & Individual Discussions
- ✓ Authority of Board Members

Roles

Being an Effective Board Member

- ✓ Be prepared
- ✓ Ask Questions
- ✓ Know the law
- ✓ Maintain focus
- ✓ Be courteous
- ✓ Be punctual
- ✓ Active participation
- ✓ Watch/Listen

Meetings/Agendas

- Meeting: The Texas Open Meetings act defines a “meeting” as any deliberation between a quorum of members of a governmental body at which any public business or public policy is discussed.

- Notice of Meeting
  - Notice of each meeting must be posted 72 hours prior to the meeting.
  - Each agenda must state time, place and provide “full and adequate notice” of the subjects to be considered

- Agenda
  - Call to Order
  - Public Comment (required on all agendas)
    - Law only allows Board to make a factual comment, recite an existing policy, or advise that subject will be placed on agenda at a later date.

Meetings/Agendas

- Regular Items
- Executive Session
  - All boards, commissions, committees and corporations must consult with the Town Attorney’s Office prior to scheduling a closed session.
  - Closed meetings are authorized under the Texas Open Meetings Act only under certain cases
- Adjourn

Rules/ Parliamentary Procedure

Parliamentary Procedure is a set of rules for conduct at meetings, that allows everyone to be heard & to make decisions without confusion. The Town uses Robert's Rules as a "guide".

I move to amend a motion by…

I move to recess the meeting

I move to end debate

I move to table

Point of privilege

Point of order

I move to postpone

Call the question

Attendance

Your attendance at meetings is very important and is documented by your staff liaison. A report is provided to Town Council during the annual appointment/ reappointment process for review & consideration.

Applicable to all members – regular or alternate positions.

Conflict of Interest

Members must carefully review the City Code of Ethics upon appointment. If a Member has a conflict of interest regarding any item that is presented or required to be presented to the body for discussion or approval, the Member must

(1) file a written statement to disclose the conflict of interest to the Chair and remaining Members;

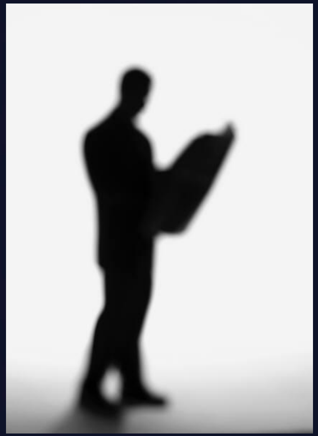
(2) abstain from any discussion on the matter with City staff or any other Members; and

(3) recuse themselves from the meeting when the item is being discussed or considered by the body

External Training Opportunities

Periodically, and if funds are available in the budget, the staff liaison and/or the Town Secretary’s Office will make you aware of local training opportunities that would be beneficial in your role as a board member that you may want to take advantage of.

Media Relations
& Social Media Postings



Word of Caution:

Be cautious when communicating with the media or posting information on social media sites using your title so it doesn't give the impression you are making a statement or opinion that is representative of the entire board or commission you serve on.

Town Email

All board members receive a town e-mail.

- Use of Town Email for Official Business
- Compliance with Texas Public Information Act.
- Texas Open Meetings Act Considerations
- Requests for Information

BOARD & COMMISSION MANUAL

A new manual has been drafted and will be distributed to each board member following Town Council approval.

Questions

Economic Development Corporation

General Roles and Responsibilities

General Roles and Responsibilities of EDC

- EDC is appointed by the Town Council.
- EDC Board members serve 2-year staggered terms.
- EDC acts in an advisory capacity to the Town Council.
- EDC's purpose is laid out in the Bylaws and is to promote economic development within the Town to eliminate unemployment and underemployment.
- The EDC budget is developed at least 90 days before the commencement of each fiscal year the Board adopts a proposed budget. The budget is not effective until it has been approved by the Town Council.
- EDC is a nonprofit development corporation created to finance new and expanded business enterprises.

General Roles and Responsibilities of EDC

- The Town allocates 1/2 cent of sales and use tax to EDC. (+/-$750,000 annually)
- EDC projects must be approved by the Council before starting.
- EDC Type B corporations may pay for land, buildings, equipment, facilities, targeted infrastructure, and improvements.
- EDC Type B corporations created by cities with a population of 20,000 or less and those classified as landlocked communities may use sales tax revenue to fund projects that promote new or expanded business development that do not create or retain primary jobs.

General Roles and Responsibilities of EDC

- Type B Projects
  - Development, retention, or expansion of
    - Manufacturing and industrial facilities
    - Research and development facilities
    - Military facilities
    - Recycling facilities
    - Distribution centers
    - Small warehouse facilities
    - Primary job training facilities for use by institutions of higher education
    - Regional or national corporate headquarters facilities

General Roles and Responsibilities of EDC

- Type B Projects
  - Infrastructure improvements that promote or develop business enterprises
  - Maintenance and operating costs associated with projects and job training
  - Quality of life improvement projects
    - Professional and amateur sports and athletics facilities
    - Tourism and entertainment facilities
    - Parking and transportation facilities
  - Promotional expenses (10% max). Must advertise or publicize the city for the purpose of developing new and expanded business enterprises.

General Roles and Responsibilities of EDC

- Type B Projects
  - A Type B corporation in a city with a population of 20,000 or less may provide land, building, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the board of directors to promote new or expanded business development provided that, for projects which require an expenditure of more than $10,000, the city council adopts a resolution authorizing the project after giving the resolution at least two (2) separate readings.
  - Must "publish" the project at least 60 days prior to undertaking a project.

General Roles and Responsibilities of EDC

- President
  - Chief executive officer of the corporation. Subject to the authority of the Board, the President is in charge of the properties and affairs of the corporation, presides at Board Meetings, and signs and executes documents.
- Vice President
  - Power and duties prescribed by the Board and exercise the powers of the President during that officer's absence or inability to act.

General Roles and Responsibilities of EDC

- Treasurer
  - Responsibility for all funds and securities of the corporation. Endorse and sign for collection or issuance, checks, and other bank obligations. See to the entry of full and accurate accounts of all monies received and paid on behalf of the corporation.
- Secretary
  - Keep minutes of Board Meetings. Give and serve all notices. Sign with the President in the name of the corporation, and/or attest to the signature of the President. Charge of corporate books, records, documents, and instruments.

General Roles and Responsibilities of EDC

- What are the responsibilities of a Board Member?
  - If directed by the Town Council, research, develop, prepare, finance, and implement a recreational facilities development plan.
  - Exercise all rights and powers granted under the "Act" with the objective and for the purpose of developing and diversifying the economy of the State of Texas and the Town, eliminating unemployment and underemployment, and expanding commerce within the State.
  - Submit reports to the Town Council with the status of its activities with respect to each project undertaken by the Corporation.
  - Adopt a proposed budget at least 90 days prior to the start of each fiscal year.

General Roles and Responsibilities of EDC

- What are the responsibilities of a Board Member?
  - Brandon's Version….
    - Utilize the sales tax dedicated by Trophy Club citizens to fund projects that will promote new or expanded businesses in Trophy Club.
    - Set vision for what the desired amount of new or expanded business in Trophy Club needs to be.
    - Identify projects that will promote a "sense of place" where businesses can be successful.
    - Develop and fund plans that create a clear picture of public sector investments and entitlements that help existing business owners and new developers lower/eliminate risk when investing in Trophy Club.

General Roles and Responsibilities of EDC

- Avoiding common mistakes
  - The Town and EDC do not decide which companies open business in Trophy Club.
    - So long as the use is allowed by zoning, any company with that use is allowed by right to locate there.
  - The power and authority of Trophy Club's Economic Development Corporation rests with the Board acting as a body.
    - No individual member of the Board has any authority.
  - Businesses want to see structure and commitment to feel comfortable investing in a particular location. How do they fit into the larger picture?
    - A shot-gun approach to asking businesses to come is not very effective.
    - EDC's role is to "set the table."
  - Business capital investment planning and funding is often being developed for the next 1-3 year time horizon.
    - Economic development is about being consistent with a transparent, long-term strategy.

Town Council Business Plan Goal #6

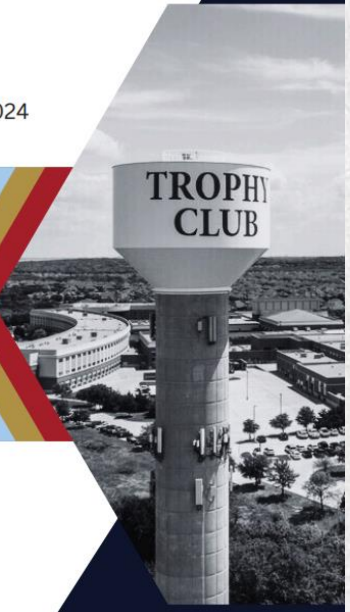
FY 2025 Business Plan

TOWN OF TROPHY CLUB

BUSINESS PLAN

Effective October 1, 2024

FISCAL YEAR 2025



www.trophyclub.org
1 Trophy WoodDrive

STRATEGIC INITIATIVES

SUPPORT BUSINESS

GOAL 6	DEPARTMENT WORK PLAN
Continue redevelopment strategies and themes for the SH 114 corridor and other commercial areas.	1. Engage a consultant to develop a small area plan for area surrounding Town-owned property near SH 114 and Trophy Wood Drive. Town Manager's Dept | Start FY 2025 Q1 | Complete FY 2025 Q1 2. Develop a project webpage and video to explain the small area plan project. Town Manager's & Communications Depts | Start FY 2025 Q1 | Complete FY 2025 Q1 3. Conduct a community open house forum and online surveys for public input into desired uses for the small area plan. Town Manager's Dept | Start FY 2025 Q1 | Complete FY 2025 Q2 4. Create a draft small area plan document based on community input to include concept plans and implementation strategies to incentivize redevelopment of the small area plan location. Town Manager's Dept | Start FY 2025 Q2 | Complete FY 2025 Q4

STRATEGIC INITIATIVES

SUPPORT BUSINESS

GOAL 6	DEPARTMENT WORK PLAN
Continue redevelopment strategies and themes for the SH 114 corridor and other commercial areas.	5. Conduct a joint work shop of the Economic Development Corporation and Town Council to review the draft small area plan. Town Manager's Dept | Start FY 2025 Q4 | Complete FY 2025 Q4 6. Finalize the small area plan report and obtain approval from the Economic Development Corporation Board and the Town Council Town Manager's Dept | Start FY 2025 Q4 | Complete FY 2026 Q1 7. Develop a website to house information about the finalized small area plan report. Communications Dept | Start FY 2026 Q1 | Complete FY 2026 Q1 8. Develop incentive plans for the development of projects contained in the final small area plan. Town Manager's Dept | Start FY 2026 Q1 | Complete FY 2026 Q2 9. Update the Comprehensive Land Use Plan to reflect changes recommended by the small area plan. Community Development Dept | Start FY 2026 Q1 | Complete FY 2026 Q2

FY 2025-2030 Strategic Plan

- Available Online: Strategic Plan 2025 - 2029 | Trophy Club, TX
- Other Identified Initiatives:
  - Collaborate with the EDC to promote state-compliant incentive programs for commercial projects and establish clear business area standards. (FY 2026)
  - Prioritize and enhance business code enforcement programs for commercial areas. (FY 2026)
  - Review business policies on renovation, signage, parking, and drainage to bolster business support. (FY 2026-FY 2027)
  - Incorporate commercial areas into the wayfinding and signage plan. (FY 2025)
  - Reevaluate the Explore Trophy Club program for potential enhancements and recommendations. (FY 2025)
  - Identify local business groups and explore shared goals between the Town and businesses. (FY 2027)

THANK YOU!

TROPHY CLUB

ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: October 24, 2024
FROM: Brandon Wright, Town Manager
AGENDA ITEM: Discuss and consider the appointment of an EDC Board president, vice president, secretary, treasurer, and assistant secretary.

BACKGROUND/SUMMARY: According to Article III, Section 1 of the Bylaws of the Trophy Club Economic Development Corporation, "The Officers of the Corporation shall be a president, vice president, and secretary and a treasurer, and such other officers as the Board may, from time to time, elect or appoint."

Section 6, which pertains to the naming of Board members, specifies: "The president, each vice president, and the secretary shall be named from among the members of the Board. The treasurer and any assistant secretaries may, at the option of the Board, be persons other than members of the Board, but they may be employees of the Town."

The EDC 4B meeting scheduled for October 24, 2024, marks the inaugural gathering following the Council's appointment of the new board members. During this meeting, the board will take on the task of selecting a board member to serve as the president, vice-president, treasurer, secretary, and assistant secretary for the term spanning from October 1, 2024, to September 30, 2025.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:
1. EDC Incorporation

ACTIONS/OPTIONS:
Appoint an EDC Board president, vice president, and secretary from among the Board members. Additionally, staff recommends the Board nominate the Town Manager and/or his designee as Treasurer and nominate the Town Secretary and/or her designee as Assistant Secretary.

FILED
in the Office of the
Secretary of State of Texas

JAN 6 1997

Corporations Section

ARTICLES OF INCORPORATION

OF

TROPHY CLUB ECONOMIC DEVELOPMENT CORPORATION

WE, THE UNDERSIGNED natural persons, not less than three in number, each of whom is at least 18 years of age and is qualified elector of the Town of Trophy Club, Texas (the "Town"), acting as incorporators of a public instrumentality and non-profit industrial development corporation (the "Corporation") under the Development Corporation Act of 1979, Tex. Rev. Civ. Stat. Ann. art. 5190.6, as amended (the "Act"), with the approval of the Town Council (the "Town Council") of the Town, do hereby adopt the following Articles of Incorporation of the Corporation:

ARTICLE ONE

NAME

The name of the Corporation is **"Trophy Club Economic Development Corporation."**

ARTICLE TWO

NON-PROFIT CORPORATION

The Corporation is a non-profit industrial development corporation under the Act and is governed by Section 4B of the Act.

ARTICLE THREE

DURATION

Subject to the provisions of Article Eleven of these Articles, the period of duration of the Corporation is perpetual.

ARTICLE FOUR

PURPOSE

A. The purpose of the Corporation is to promote economic development within the Town and the State of Texas in order to eliminate unemployment and underemployment, and to promote and encourage employment and the public welfare of, for, and on behalf of the Town by undertaking, developing, implementing, providing, and financing projects under the Act and as defined in Section 4B of the Act.

B. In the fulfillment of its corporate purpose, the Corporation shall have the power to provide financing to pay the costs of the projects through the issuance or execution of bonds, notes, and other forms of debt instruments, and to acquire, maintain, operate and lease and sell property, and interests therein, all to be done and accomplished on behalf of the Town and for its benefit and to accomplish its public and governmental purposes as its duly constituted authority and public instrumentality pursuant to the Act and under, and within the meaning of, the Internal Revenue Code of 1986, as amended, and the applicable regulations of the United States Treasury Department and the rulings of the Internal Revenue Service of the United States prescribed and promulgated thereunder.

C. In the fulfillment of its corporate purpose, the Corporation shall have and may exercise the powers described in paragraph B of this Article, together with all of the other powers granted to corporations that are incorporated under the Act and that are governed by Section 4B thereof, and, to the extent not in conflict with the Act, the Corporation shall additionally have and may exercise all of the rights, powers, privileges, authorities, and functions given by the general laws of the State of Texas to nonprofit corporations under the Texas Non-Profit Corporation Act, Tex. Rev. Civ. Stat. Ann., article 1396-1.01, et seq., as amended.

D. The Corporation is a corporation having the purposes and powers permitted by the Act pursuant to the authority granted in Article III, Section 52-a of the Texas Constitution, but the Corporation does not have, and shall not exercise the powers of sovereignty of the Town, including the power to tax (except for the power to receive and use the sales and use and other taxes specified in Section 4B of the Act) and the police power, except that the Corporation shall have any may exercise the power of eminent domain when the exercise thereof is approved by the Town Council. However, for the purposes of the Texas Tort Claims Act (Subchapter A, Chapter 101, Texas Civil Practice and Remedies Code), the Corporation is a governmental unit and its actions are governmental functions.

E. No bonds, notes, or other debt instruments or other obligations, contracts, or agreements of the Corporation are or shall ever be deemed to be or constitute the contracts, agreements, bonds, notes, or other debt instruments or other obligations, or the lending of credit, or a grant of the public money or things of value, of, belonging to, or by the State of Texas, the Town, or any other political corporation, subdivision or agency of the State of Texas, or a pledge of the faith and credit of any of them. Any and all of such contracts, agreements, bonds, notes, and other debt instruments and other obligations, contracts and agreements shall be payable solely and exclusively from the revenues and funds received by the Corporation from the sources authorized by Section 4B of the Act and from such other sources as may be otherwise lawfully available and belonging to the Corporation from time to time.

ARTICLE FIVE

MEMBERSHIP/STOCK

The Corporation has no members and is a non-stock corporation.

ARTICLE SIX

AMENDMENT OF ARTICLES

These Articles of Incorporation may be amended in either one of the methods prescribed in this Article.

A. Pursuant to the powers of the Town contained in Section 17(b) of the Act, the Town Council, by resolution, may amend these Articles of Incorporation by filing amendments hereto with the Secretary of State as provided by the Act.

B. The board of directors of the Corporation may file a written application with the Town Council requesting approval of proposed amendments to these Articles of Incorporation, specifying in such application the proposed amendments. If the Town Council, by appropriate resolution, finds and determines that it is advisable that the proposed amendments be made, authorizes the same be made, and approves the form of the proposed amendments, the board of directors of the Corporation may proceed to amend these Articles of Incorporation in the manner provided by the Act.

C. The board of directors of the Corporation shall not have any power to amend these Articles of Incorporation except in accordance with the procedures established in paragraph B of this Article.

ARTICLE SEVEN

INITIAL REGISTERED AGENT

The street address of the initial registered office of the Corporation is 100 Municipal Drive, Trophy Club, Texas 76262, and the initial registered agent at such address is Donna Welsh.

ARTICLE EIGHT

BOARD OF DIRECTORS

The affairs of the Corporation shall be managed by a board of directors which shall be composed of seven (7) persons appointed by the Town Council, all of who are residents of the Town. At least three (3) members of the board of directors shall be persons who are not members of the Town Council and who are not employees or officers of the Town (the "Citizenmember Class"). No more than two (2) members of the board of directors shall be members of the Town Council (the "Councilmember Class"). The names and street addresses and date of expiration of their initial terms as directors, are as follows:

NAMES	ADDRESSES	DATE OF EXPIRATION OF TERM	CLASS OF DIRECTOR
Marshall Engelbeck	111 Forest Hill Trophy Club, Texas	05/21/98	Council Member
John Carter	2 Round Rock Ct. Trophy Club, Texas	05/21/98	Citizenmember
Robert Burns	3 Meadow Creek Ct. Trophy Club, Texas	05/21/98	Citizenmember
David Garlitz	1 Round Rock Ct. Trophy Club, Texas	05/21/98	Citizenmember
Pam Cates	4 Salida Drive Trophy Club, Texas	09/17/98	Citizenmember
Dan Heath	19 Meadowbrook Trophy Club, Texas	09/17/98	Citizenmember
Terry Christlieb	43 Cimmaron Dr. Trophy Club, Texas	09/17/98	Citizenmember

Each director shall hold office for the term for which the director is appointed unless sooner removed or resigned. Each director, including the initial directors, shall be eligible for reappointment. Directors are removable by the Town Council at will and may be removed by the Town Council at any time without cause, and must be appointed for a term of two (2) years. If a director of the Councilmember Class shall cease to be a member of the Town Council, such event shall constitute an automatic resignation as a director and such vacancy shall be filled in the same manner as for other vacancies of the same class. Any vacancy occurring on the board of directors through death, resignation or otherwise shall be filled by appointment by the Town Council to hold office until the expiration of the vacating member's term.

ARTICLE NINE

INCORPORATOR

The name and street address of each incorporator is:

Amy Skinner
17 Monterey Drive
Trophy Club, Texas 76262

William Pollick
2 Crooked Creek Court
Trophy Club, Texas 76262

Pearl O. Ford
2 Spring Creek Court
Trophy Club, Texas 76262
P. O. Box 381
Roanoke, Texas 76262

ARTICLE TEN

BYLAWS

A. The initial bylaws of the Corporation shall be in the form and substance approved by the Town Council. Such bylaws shall be adopted by the Corporation's board of directors and shall, together with these Articles of Incorporation, govern the internal affairs of the Corporation until and unless amended in accordance with this Article.

B. Neither the initial bylaws nor any subsequently effective bylaws of the Corporation may be amended without the consent and approval of the Town Council. The board of directors of the Corporation shall make application to the Town Council for the approval of any proposed amendments, but the same shall not become effective unless the same shall be approved by resolution adopted by the Town Council.

ARTICLE ELEVEN

ALTERING FORM OF CORPORATION; DISSOLUTION

A. The Town Council may, in its sole discretion, and at any time, alter or change the structure, organization, programs or activities of the Corporation, and it may terminate or dissolve the Corporation, subject to the provisions of paragraphs B and C of this Article.

B. The Corporation shall not be dissolved, and its business shall not be terminated, by act of the Town Council or otherwise, so long as the Corporation shall be obligated to pay any bonds, notes, or other obligations and unless the collection of the sales and use tax authorized by Section 4B of the Act is eligible for termination in accordance with the provisions of Section 4B(i) of the Act.

C. No action shall be taken pursuant to paragraphs A and B of this Article or pursuant to paragraph B of Article Twelve of these Articles, in any manner or at any time that would impair any contract, lease, right, or other obligation theretofore executed, granted, or incurred by the Corporation.

ARTICLE TWELVE

DIVIDENDS

A. No dividends shall ever be paid by the Corporation and no part of its net earnings remaining after payment of its expenses and other obligations shall be distributed to or inure to the benefit of its directors or officers, or any individual, private firm, or private corporation or association, except in reasonable amounts for services rendered.

B. If, after the close of any fiscal year, the board of directors shall determine that sufficient provision has been made for the full payment of all current expenses, together with all amounts payable on the contracts, agreements, bonds, notes, and other obligations of the Corporation, and that all of the terms, provisions, and covenants therein have been met, then any net earnings of the Corporation derived from sources other than the sales and use taxes collected for the account of the Corporation pursuant to Section 4B of the Act thereafter accruing and lease payments received in connection with projects financed pursuant to Section 4B of the Act shall be paid to the Town. All sales and use taxes collected for the account of the Corporation pursuant to Section 4B of the Act, and lease payments and other revenues received in connection with projects financed pursuant to Section 4B of the Act shall be used solely for the purposes permitted by Section 4B of the Act.

C. If the Corporation ever should be dissolved when it has, or is entitled to, any interest in any funds or property of any kind, real, personal or mixed, such funds or property rights thereto shall not be transferred to private ownership, but shall be transferred and delivered to the Town after satisfaction or provision for satisfaction of all debts, claims, and contractual obligations, including any contractual obligations granting rights of purchase of property of the Corporation.

D. No part of the Corporation's activities shall consist of the carrying on of propaganda, or otherwise attempting to influence legislation, and the Corporation shall not participate in any political campaign of or in opposition to any candidate for public office.

ARTICLE THIRTEEN

INDEMNIFICATION

The Corporation may indemnify a person who was, is, or is threatened to be made a named defendant or respondent in litigation or other proceedings because the person is or was a director or officer of the Corporation for expenses and costs (including attorneys' fees) actually and necessarily incurred by him in connection with any claim asserted against him by action in court or otherwise by reason of his being or having been such director or officer, except in relation to matters as to which he shall have been guilty of negligence or misconduct in respect of the matter in which indemnity is sought. As provided in the bylaws, the Board of Directors shall have the power to define the requirements and limitations for the Corporation to indemnify directors and officers, whether present or former, of the Corporation.

ARTICLE FOURTEEN

ACTION BY UNANIMOUS WRITTEN CONSENT

Action may be taken by the board of directors without a meeting if a consent in writing, setting forth the action to be taken, shall be signed by all of the directors, and such written consent shall have the same force and effect as a unanimous vote of the directors. Each written consent must bear the date of signature of each person signing it. A consent signed by less than all of the directors or committee members is not effective to take the intended action. Delivery must be made by hand, or by certified or registered mail, return receipt requested. The delivery may be made to the Corporation's registered office, and addressed to the president or principal executive officer.

ARTICLE FIFTEEN

AUTHORIZATION BY TOWN

The Town has specifically authorized the Corporation by resolution to act on its behalf to further the public purposes stated in said resolution and in these Articles of Incorporation, and the Town has by said resolution approved these Articles of Incorporation. A copy of said resolution is on file among the permanent public records of the Town and the Corporation.

Amy Skinner Amy Skinner

Pearl Ford PEARL O. FORD

William Pollick WILLIAM POLLICK

INCORPORATORS

STATE OF TEXAS §
§
COUNTY OF DENTON §

BEFORE ME, the undersigned Notary Public in and for said County and State, on this 28th day of May, 1996, personally appeared before me Amy Skinner, Pearl O. Ford, and William Pollick, who, each being by me first duly sworn, severally declared that they are the persons who signed the foregoing document as incorporators, and that the statements therein contained are true and correct.

IN WITNESS WHEREOF, I have hereunto set my hand and seal the day and year last above written.

NOTARY PUBLIC STATE OF TEXAS
CATHY M. MORGAS
Notary Public
State of Texas
My Comm. Exp. Sept. 30 1997

Cathy M. Morgas
Notary Public, State of Texas

BYLAWS OF THE

TROPHY CLUB MUNICIPAL ECONOMIC DEVELOPMENT CORPORATION

ARTICLE I

PURPOSE AND POWERS

Section 1. Purpose. The Corporation is incorporated for the purposes set forth in Article Four of its Articles of Incorporation, the same to be accomplished on behalf of the Town of Trophy Club, Texas (the "Town") as its duly constituted authority and instrumentality in accordance with the Development Corporation Act of 1979, as amended, Tex. Rev. Civ. Stat. Ann. Art. 5190.6, as amended (the "Act"), and other applicable laws.

Section 2. Powers. In the fulfillment of its corporate purpose, the Corporation shall be governed by Section 4B of the Act, and shall have all of the powers set forth and conferred in its Articles of Incorporation, in the Act, and in other applicable law, subject to the limitations prescribed therein and herein and to the provisions thereof and hereof.

ARTICLE II

BOARD OF DIRECTORS

Section 1. Powers, Number and Term of Office.

(a) The property and affairs of the Corporation shall be managed and controlled by a Board of Directors (the "Board") and, subject to the restrictions imposed by law, by the Articles of Incorporation, and by these Bylaws, the Board shall exercise all of the powers of the Corporation.

(b) The Board shall consist of seven (7) directors, each of whom shall be appointed by the Town Council (the "Council") of the Town, as provided in the Articles of Incorporation.

(c) The directors constituting the first Board shall be those directors named in the Articles of Incorporation. Successor directors shall have the qualifications, shall be of the classes of directors, and shall be appointed to the terms set forth in the Articles of Incorporation.

(d) Any director may be removed from the office by the Town Council at will.

Section 2. Meetings of Directors. The directors may hold their meetings at such place or places in the Town as the Board may from time to time determine; provided, however, in the absence of any such determination by the Board, the meetings shall be held at the principal office of the Corporation as specified in Article V of these Bylaws.

Section 3. Notice of Meetings.

(a) Regular meetings of the Board shall be held without the necessity of written notice to the Directors at such times and places as shall be designated from time to time by the Board. Special meetings of the Board shall be held whenever called by the president, by the secretary, by a majority of the directors, by the Mayor of the Town or by a majority of the Town Council.

(b) The secretary shall give notice to each director of the Special Meeting in person or by mail, telephone or telegraph, at least two (2) hours before the meeting. Unless otherwise indicated in the notice thereof, any and all matters pertaining to the purposes of the Corporation may be considered and acted upon at a Special Meeting. At any meeting at which every director shall be present, even though without any notice, any matter pertaining to the purpose of the Corporation may be considered and acted upon consistent with applicable law.

(c) Whenever any notice is required to be given to the Board, said notice shall be deemed to be sufficient if given by depositing the same in a post office box in a sealed postpaid wrapper addressed to the person entitled thereto at his or her post office address as it appears on the books of the Corporation, and such notice shall be deemed to have been given on the day of such mailing. Attendance of a director at a meeting shall constitute a waiver of notice of such meeting, except where a director attends a meeting for the express purpose of objecting to the transaction of any business on the grounds that the meeting is not lawfully called or convened. Neither the business to be transacted at nor the purpose of any Regular or Special Meeting of the Board need to specified in the notice or waiver of notice of such meeting, unless required by the Board. A waiver of notice in writing, signed by the persons entitled to said notice, whether before or after the time stated therein, shall be deemed equivalent to the giving of such notice.

Section 4. Open Meetings Act. All meetings and deliberations of the Board shall be called, convened, held and conducted, and notice shall be given to the public, in accordance with the Texas Open Meetings Act, Chapter 551, Tex. Gov. Code, as amended.

Section 5. Quorum. A majority of the entire membership of the Board of Directors shall constitute a quorum for the conduct of official business of the Corporation. The act of a majority of the directors present at a meeting at which a quorum is in attendance shall constitute the act of the Board of the Corporation unless the act of a greater number is required by law.

Section 6. Conduct of Business.

(a) At the meetings of the Board, matters pertaining to the business of the Corporation shall be considered in accordance with rules of procedure as from time to time prescribed by the Board.

(b) At all meetings of the Board, the president shall preside, and in the absence of the president, the vice president shall exercise the powers of the president.

(c) The secretary of the Corporation shall act as secretary of all meetings of the Board, but in the absence of the secretary, the presiding officer may appoint any person to act as secretary of the meeting.

Section 7. Committees of the Board. The Board may designate two or more directors to constitute an official committee of the Board to exercise such authority of the Board as may be specified in the resolution. It is provided, however, that all final, official actions of the Corporation may be exercised only by the Board. Each committee so designated shall keep regular minutes of the transactions of its meetings and shall cause such minutes to be recorded in books kept for that purpose in the principal office of the Corporation.

Section 8. Compensation of Directors. Directors shall not receive any salary or compensation for their services as directors. However, they shall be reimbursed for their actual expenses incurred in the performance of their duties hereunder.

ARTICLE III

OFFICERS

Section 1. Titles and Term of Office.

(a) The officers of the Corporation shall be a president, a vice president, a secretary and a treasurer, and such other officers as the Board may from time to time elect or appoint. One person may hold more than one office, except that the president shall not hold the office of secretary. Terms of the office shall be one (1) years with the right of an officer to be re-elected.

(b) All officers shall be subject to removal from an office at any time by a vote of the majority of the entire Board.

(c) A vacancy in the office of any officer shall be filled by a vote of a majority of the directors.

Section 2. Powers and Duties of the President.

The president shall be the chief executive officer of the Corporation, and, subject to the paramount authority of the Board, the president shall be in general charge of the properties and affairs of the Corporation, shall preside at all meetings of the Board, and may sign and execute all contracts, conveyances, franchises, deeds, assignments, and other instruments in the name of the Corporation.

Section 3. Vice President.

The vice president shall have such powers and duties as may be prescribed by the Board and shall exercise the powers of the president during that officer's absence or inability to act.

Any action taken by the vice president in the performance of the duties of the president shall be conclusive evidence of the absence or inability to act of the president at the time such action was taken.

Section 4. Treasurer.

The treasurer shall have the responsibility to see to the handling, custody, and security of all funds and securities of the Corporation in accordance with these Bylaws. When necessary or proper, the treasurer may endorse and sign, on behalf of the Corporation, for collection or issuance, checks, and other obligations in or drawn upon such bank or banks or depositories as shall be designated by the Board consistent with these Bylaws. The treasurer shall see to the entry in the books of the Corporation full and accurate accounts of all monies received and paid out on account of the Corporation. The treasurer shall, at the expense of the Corporation, give such bond for the faithful discharge of his duties in such form and amount as the Board or the Council may require.

Section 5. Secretary.

The secretary shall keep the minutes of all meetings of the Board in books provided for that purpose, shall give and serve all notices, may sign with the president in the name of the Corporation, and/or attest the signature thereto, all contracts, conveyances, franchises, deeds, assignments, and other instruments of the Corporation, shall have charge of the corporate books, records, documents and instruments, except the papers as the Board may direct, all of which shall at all reasonable times be open to public inspection upon application at the office of the Corporation during business hours, and shall in general perform all duties incident to the office of secretary subject to the control of the Board.

Section 6. Naming Board Members. The president, each vice president, and the secretary shall be named from among the members of the Board. The treasurer and any assistant secretaries may, at the option of the Board, be persons other than members of the Board, but they may be employees of the Town.

Section 7. Compensation. Officers who are members of the Board shall not receive any salary or compensation for their services, except that they shall be reimbursed for their actual expenses incurred in the performance of their duties hereunder. Other officers may be compensated as directed by the Board.

ARTICLE IV

FUNCTIONAL CORPORATE DUTIES AND REQUIREMENTS

Section 1. General Corporate Duties and Authority:

(a) The Board shall, if directed by the Town, research, develop, prepare, finance, and implement a recreational facilities development plan.

(b) In carrying out its obligations under subsection (a), the Corporation shall be authorized to exercise all rights and powers granted under the Act, including, but not limited to Section 4B thereof, and with the objective and for the purpose of developing and diversifying the economy of the State of Texas and the Town, and the elimination of unemployment and underemployment in the State and the Town and the expansion of commerce within the State.

(c) The Board shall periodically submit reports to the Town Council as to the status of its activities in carrying out its obligations under this Section, and, with respect to each project undertaken by the Corporation, shall submit quarterly annual reports on the status and finances of such project.

(d) Any and all agreements between the Corporation and other parties shall be authorized, executed, approved, and delivered in accordance with applicable law, provided, that, prior to the authorization or execution of any such agreement a copy thereof shall be provided to the Town.

(e) All construction and other contracts let or entered into by the Corporation shall be let or entered into in accordance with the laws applicable to the letting or entering into of contracts by the Town, unless applicable law and the Town permit otherwise.

Section 2. Annual Corporate Budget.

At least ninety (90) days prior to the commencement of each fiscal year of the Corporation, the Board shall adopt a proposed budget of expected revenues and proposed expenditures of the next ensuing fiscal year. The budget shall contain such classifications and shall be in such form as may be prescribed from time to time by the Town Council. The budget shall not be effective until the same has been approved by the Town Council.

Section 3. Books, Records, Audits.

(a) The Corporation shall keep and properly maintain, in accordance with generally accepted accounting principles, complete books, records, accounts, and financial statements pertaining to its corporate fund activities and affairs.

(b) At the direction of the Town Council, the books, records, accounts, and financial statements of the Corporation may be maintained for the Corporation by the accountants, staff and personnel of the Town.

(c) The Corporation, or the Town if the option described in subsection (b) is selected, shall cause its books, records, accounts, and financial statements to be audited at least once each fiscal year by an outside, independent auditing and accounting firm selected by the Corporation and approved by the Town Council. Such audit shall be at the expense of the Corporation.

Section 4. Deposit and Investment of Corporate funds.

(a) All proceeds from loans or from the issuance of bonds, notes, or other debt instruments ("Obligations") issued by the Corporation shall be deposited and invested as provided in the resolution, order, indenture, or other documents authorizing or relating to their execution or issuance.

(b) Subject to the requirements of contracts, loan agreements, indentures or other agreements securing Obligations, all other monies of the Corporation, if any, shall be deposited, secured, and/or invested in the manner provided for the deposit, security, and/or investment of the public funds of the Town. The Board shall designate the accounts and depositories to be created and designated for such purposes, and the methods of withdrawal of funds therefrom for use by and for the purposes of the Corporation upon the signature of its treasure and such other persons as the Board shall designate. The accounts, reconciliation, and investment of such funds and accounts shall be performed by the finance director/treasurer of the Town.

Section 5. Expenditures of Corporate Money.

(a) The monies of the Corporation, including sales and use taxes collected pursuant to Section 4B of the Act, monies derived from the rents received from the lease or use of property, the proceeds from the investment of funds of the Corporation, the proceeds from the sale of property, and the proceeds derived from the sale of Obligations, may be expended by the Corporation for any of the purposes authorized by the Act, subject to the following limitations:

(i) Expenditures from the proceeds of Obligations shall be identified and described in the orders, resolutions, indentures, or other agreements submitted to and approved by the Town Council prior to the execution of loan or financing agreements or the sale and delivery of Obligations to the purchasers thereof required by Section 6 of this Article;

(ii) Expenditures that may be made from a fund created with the proceeds of Obligations, and expenditures of monies derived from sources other than the proceeds of Obligations may be used for the purposes of financing or otherwise providing one or more "Projects," as defined in Section 4B of the Act. The specific expenditures shall be described in a resolution or order of the Board and shall be made only after the approval thereof by the Council;

(iii) All other proposed expenditures shall be made in accordance with and shall be set forth in the annual budget required by Section 2 of this Article or in contracts meeting the requirements of Section 1(d) of this Article.

Section 6. Issuance of Obligations. No Obligations, including refunding Obligations, shall be authorized or sold and delivered by the Corporation unless the Town Council shall approve such Obligations by action taken no more than sixty (60) days prior to the date of delivery of such Obligations or refunding Obligations.

ARTICLE V
MISCELLANEOUS PROVISIONS

Section 1. Principal Office.

(a) The principal office of the Corporation shall be the registered office of the Corporation specified in the Articles of Incorporation.

(b) The Corporation shall have and shall continually designate a registered agent at its registered office, as required by the Act.

Section 2. Fiscal Year. The fiscal year of the Corporation shall be the same as the fiscal year of the Town.

Section 3. Seal. The seal of the Corporation shall be as determined by the Board.

Section 4. Resignations. Any director or officer may resign at any time. Such resignation shall be made in writing and shall take effect at the time specified therein, or, if no time is specified, at the time of its receipt by the president or secretary. The acceptance of a resignation shall not be necessary to make it effective, unless expressly so provided in the resignation.

Section 5. Approval or Advice and Consent of the Council. To the extent that these Bylaws refer to any approval by the Town or the Council or refer to advice and consent by the Council, such approval, or advice and consent, shall be evidenced by a certified copy of a resolution, order, or motion duly adopted by the Council.

Section 6. Indemnification of Directors, Officers and Employees.

(a) As provided in the Act, the Corporation is, for the purposes of the Texas Tort Claims Act (Subchapter A, Chapter 101, Texas Civil Practices and Remedies Code), a governmental unit and its actions are governmental functions.

(b) The Corporation shall indemnify each and every member of the Board, its officers, and its employees, and each member of the Council and each employee of the Town, to the fullest extent permitted by law, against any and all liability or expense, including attorneys fees, incurred by any of such persons by reason of any actions or omissions that may arise out of the functions and activities of the Corporation.

ARTICLE VI

EFFECTIVE DATE, AMENDMENTS

Section 1. Effective Date. These Bylaws shall become effective upon the occurrence of the following events:

(a) the adoption of these Bylaws by the Board; and

(b) the approval of these Bylaws by the Town Council.

Section 2. Amendments to Articles of Incorporation and Bylaws. The Articles of Incorporation of the Corporation and these Bylaws may be amended only in the manner provided in the Articles of Incorporation and the Act.

EXECUTED this 27th day of January, 1997.

Dan Heath

Dan Heath, Secretary

Mission Statement
for
Trophy Club Economic Development Corporation

Purpose: The purpose of the Corporation is to promote economic development within the Town and the State of Texas in order to eliminate unemployment and under employment, and to promote and encourage employment and the public welfare of, for and on behalf of the Town by undertaking, developing, providing and financing projects under the Act and as defined in Section 4B of the Act.

Mission: To design an annual strategy for the expenditure of 1/2% sales and use tax receipts for the purposes defined in Section B of Article 5190.6, V.T.C.S., of the Development Corporation Act of 1979, and consistent with the objectives of the Town of Trophy Club as defined in the Comprehensive Land Use Plan. The strategy, along with an implementation and oversight plan, will be presented to the Town Council, Town of Trophy Club not later than 1 August of each year.

ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: October 24, 2024
FROM: Tammy Dixon, Town Secretary
AGENDA ITEM: Consider approval of the September 19, 2024, Economic Development Corporation Regular Meeting Minutes.

BACKGROUND/SUMMARY: The Economic Development Corporation held a regular meeting on September 19, 2024.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:
1. 09.19.2024 EDC draft minutes

ACTIONS/OPTIONS:
Move to approve the September 19, 2024, Economic Development Corporation Regular Meeting Minutes.

Town of Trophy Club Economic Development Corporation Meeting Minutes
September 19, 2024, 5:30 p.m., Regular Meeting
1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

President Mann called the meeting to order at 6:15 p.m.

EDC BOARD MEMBERS PRESENT
John Mann, President
Teri Addington, Vice President
John Rybeck, Secretary
Scott Hinshaw

EDC DIRECTORS ABSENT
Andrew Borgan
Joseph Longo
James Calaway

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

PUBLIC COMMENTS

There were none.

REGULAR ITEMS

1. Consider approval of the August 22, 2024, Economic Development Corporation Meeting Minutes.

Vice President Addington moved to approve the August 22, 2024, meeting minutes. Director Rybeck seconded the motion.

VOTE ON THE MOTION
AYES: Rybeck, Addington, Mann, Hinshaw
NAYES: None
ABSENT: Borgan, Longo, Calaway
VOTE: 4-0-3

2. Discuss updates from the small area plan meetings held on August 20, 2024, and September 3, 2024.

Secretary Rybeck reported that the committee has held productive meetings with HD Supply, the Vineyards, Indian Creek Townhomes, Hampton Inn, and Homewood Suites. Businesses raised concerns about the negative impact of the ongoing Highway 114 construction and emphasized the need for attractions to draw more visitors to the area.

To engage stakeholders, signage with QR codes could be placed around voting locations during early voting, with the possibility of staffing a station on Election Day to promote the Q&A session. Additionally, marketing videos and promotional content are being developed to further encourage stakeholder participation.

Meetings with Baylor Scott & White are scheduled, and video development is nearly complete, with a preview expected at the next subcommittee meeting. The market study by Catalyst Commercial is expected to be completed by mid-October, with results potentially presented to the board in November. Interviews and community engagement are ongoing, with the drawing phase expected to begin in mid-November to outline potential development ideas.

Questions were asked and answered by board members during the report.

3. Discuss updates of the Thrive Business Grant.

Tamara Smith, Assistant to the Town Manager, provided an update on the Thrive Business Grant Program. She reported that six applications were received, though one has since withdrawn. Ms. Smith is following up to determine whether the withdrawal was due to capacity issues or other concerns. She noted that nearly all commercial walks have been completed, with only one remaining. To give businesses more time to apply, Ms. Smith proposed extending the application deadline into October. Additionally, she suggested hosting an open house or meeting next year to provide businesses with information earlier in the process.

Ms. Smith also explained that some businesses were encountering difficulties in submitting completed applications due to challenges in obtaining quotes, with only two applications currently complete. The review process is expected to take 60 days, potentially extending into November or December. She outlined how the application review process would be conducted prior to full Board consideration.

Board members asked questions about the deadline extension, budget considerations, and the application process, which Ms. Smith addressed. The Board agreed to extend the deadline without requiring an official vote. Ms. Smith will provide another update next month.

ADOURN

President Mann adjourned the meeting at 6:31 p.m.

____
John Mann, President

____
John Rybeck, Secretary

ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

TROPHY CLUB

MEETING DATE: October 24, 2024
FROM: Brandon Wright, Town Manager
AGENDA ITEM: Discuss updates from the small area plan meetings held on October 1, 2024, and October 15, 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 October 1, 2024, and October 15, 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. Meeting Minutes for October 1, 2024
2. Meeting Minutes for October 15, 2024
3. Small Area Plan Schedule

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:
10/01/2024

ATTENDEES:
TOWN STAFF
- Tamara Smith
- Brandon Wright
- Joseph Longo
- ~~John Ryback~~
- ~~Matt Cox~~
- April Duvall
- James Calaway
- Kelly Martinez

DESIGN TEAM
- Jameson Pinson
- Randi Rivera
- Marisa Brewer

SUBCONSULTANTS
- Chris Branham
- Jason Claunch

AGENDA:
1. **UPDATE ON ACTION ITEMS**

ACTION ITEMS – TOWN OF TROPHY CLUB		
ITEM	**STATUS**	**COMMENTS**
Coord availability of stakeholders for meeting	Nearly Complete	Tamara visiting businesses that have not responded.
Determine Online Engagement Survey Timing	In Progress	Oct. 21st – marketing begins Nov. 5th – hard launch – survey goes live Nov. 18th - In person engagement target
Marketing Video	In Progress	Add details of survey and open house event
Review style guide and authorize McA	In Progress	
New Items		
Determine dates for completing 114	In Progress	
ACTION ITEMS – MCADAMS		

Prepare stations for Open House	In Progress	Send content and questions for survey by 10/21
New Items		
ACTION ITEMS – CATALYST		
Draft Market Study	In Progress	Will update draft once do programming.
New Items		

3. STAKEHOLDER AND PUBLIC ENGAGEMENT SITE MAPS

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

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. In-Person Open House with Input Boards
c. Online Input – TC determine Survey Monkey is preferred platform.
   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) – 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.

5. STAKEHOLDER FEEDBACK

Meetings Held:

1	9/9/24	Hampton Inn	Raj Chudasama
2	9/10/24	Homewood Suites	Erin Jamieson
3	9/17/24	HG Supply	Leiland Harte
4	9/19/24	Indian Creek Townhomes	David Hudnow
5	9/19/24	Dr. Crumpton	Dr. Crumpton
6	9/20/24	Baylor Scott and White	Brandon Bays
7	9/25/24	The Vineyards	Doug Sharp

Still need to hear from Hutchins, Woodsprings, and Holiday Inn.
Brandon wants to keep trying to get in front of Hutchins.
Holiday Inn doesn't seem to be open to talking to the Town.
Was directed by Woodsprings to someone else, but haven't heard back. McAdams can try calling.

Common Themes:

A. Vision
   a. Uses that draw in **destination** traffic like leisure, sports, entertainment.
   b. Connectivity (pedestrian and vehicular)
   c. Golf cart parking and access
   d. Would love to see more retail, something kid friendly
   e. Shared parking
   f. Senior housing, independent living
   g. Generally supportive of density
B. Strengths
   a. Disposable income (older residents)
   b. Safe community
   c. Venue in HG Supply
   d. Solid market for business travelers
   e. Great schools
   f. Good proximity to jobs
   g. Great visibility
C. Weaknesses
   a. Not walkable
   b. Not a lot of family activities
   c. Access/circulation
D. Place/Destination
   a. Trails
   b. Coffee shop, retail, some more foot traffic
   c. Local hang out spot

d. Town center with live music, outdoor space, festivals, farmers market
e. Bagels, deli, and other locally owned shops

6. OTHER ITEMS

MEETING DATE:
10/15/2024

ATTENDEES:

TOWN STAFF

- Tamara Smith
- Brandon Wright
- Joseph Longo
- John Ryback
- Matt Cox
- Jill Lind
- James Calaway

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**
Coord availability of stakeholders for meeting	Nearly Complete	Tamara visiting businesses that have not responded. McAdams also reached out last week. Hutchins, Holiday Inn, Wood Springs (contact Provident).
Determine Online Engagement Survey Timing	In Progress	Oct. 21st – marketing begins Nov. 5th – hard launch – survey goes live Nov. 18th - In person engagement target
Marketing Video	In Progress	To add details of survey and open house
Review style guide and authorize McA	Completed	Communications sent TC styles for document ; including logo for the small area plan.
Determine dates for completing 114	In Progress	On schedule for end of year

New Items		
ACTION ITEMS – MCADAMS		
Prepare stations for Open House	In Progress	Send content and questions for survey by 10/21. Discuss Boards/Station outline (see below).
New Items		
ACTION ITEMS – CATALYST		
Draft Market Study	In Progress	Will update draft once do programming
New Items		

3. 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 (located in council chambers)

b. In-Person Open House with Input Boards

c. Online Input – TC determine Survey Monkey is preferred platform.

   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) – 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.

4. OPEN HOUSE BOARDS/STATIONS OUTLINE

1. What is a small area plan
   a. Provide details about what a small area plan is, the vision for the area, and how this plan will help vision the future of the area
2. Vision Statement and Guiding Principle
   a. This board will have the vision statement and images that correspond with the guiding principle

   b. People will be asked to place three dots on what the values that resonate with them for this area.

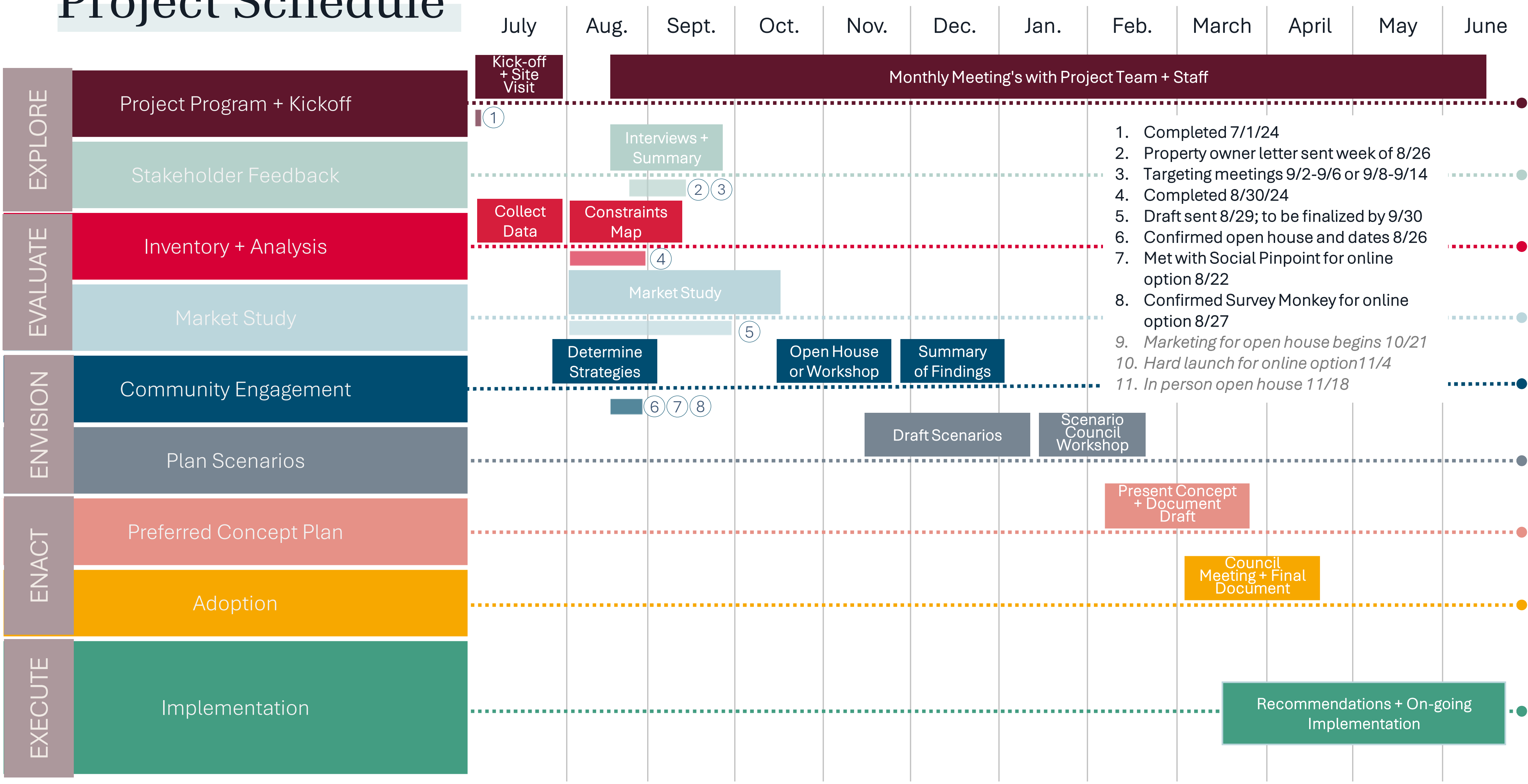
3. Demographic Board
   a. This will have a demographic analysis break down. This will show generational distribution, population, household income by range, Race/Ethnicity, Household characteristics, Market demand
4. Land Use Definition and what each use looks like
   a. On this board we will have a couple different land use types with a definition for each. Mixed Use with upper level lofts, retail, office, entertainment,
5. What is working/ what is not working – use red dot for 'not working' and green dot for 'working'
   a. Split the constraints map in half (East and West) to enlarge
   b. Have an additional board to add comments
6. Transportation to the area (How would you prefer to get to this area from your house)
   a. This board will have a couple of columns for Bike, Walk, Golf Cart Path, Vehicle. People will put a dot in the column of how they would prefer to access this area.
7. Place making board with common amenities
   a. This board we would have a 3d image showing an area of what place making looks like and have call out and people will have the opportunity to put a dot in a row of which things within the picture they like or don't like

Comments:

- Catch all Board for additional feedback. Example – services, parking ect.
- Split east and west boards – should have a combined board to understand the total improvement area. One unified boundary.
- Add images from the video.
- Concerns related to traffic patterns – pedestrian vs. vehicular.
  - Transportation board could be used to point out concerns.
  - Label traffic direction and pedestrian circulation areas.
  - Ready to address off-ramp concerns

5. OTHER ITEMS

Project Schedule



TROPHY CLUB

ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: October 24, 2024
FROM: Tamara Smith, MSL, Assistant to the Town Manager
AGENDA ITEM: Discuss updates of the Thrive Business Grant Program.

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, PD 30, Trophy Club Commons, and Trophy Club Plaza.

As of today, staff has received seven applications, with the deadline for submissions set for October 18, 2024. Staff will continue to monitor and provide updates on the grant program’s progress.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

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: N/A

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.