



TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

ECONOMIC DEVELOPMENT CORPORATION

February 13, 2025

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 January 16, 2025, Economic Development Corporation Meeting Minutes.
2. Presentation and discussion of consultant-developed options for the Small Area Plan project.

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: February 7, 2025, at 8:45 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: February 13, 2025

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Consider approval of the January 16, 2025, Economic Development Corporation Meeting Minutes.

BACKGROUND/SUMMARY: The Economic Development Corporation held a regular meeting on January 16, 2025.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. 01.16.2025 EDC Minutes

ACTIONS/OPTIONS:

Move to approve the January 16, 2025, Economic Development Corporation Meeting Minutes.

Town of Trophy Club Economic Development Corporation Meeting Minutes
January 16, 2025, 6:00 p.m., Regular Meeting
1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

Vice President Addington called the meeting to order at 6:00 p.m.

EDC BOARD MEMBERS PRESENT

Teri Addington, Vice President
James Calaway, Secretary
Scott Hinshaw
Joseph Longo
Allan Pedersen

EDC BOARD MEMBERS ABSENT

Garrett Wallace

STAFF PRESENT

Brandon Wright, Town Manager
Tamara Smith, Assistant to the Town Manager
April Duvall, Director of Finance
Matt Cox, Director of Community Development
Maggie McCormick-Krukowski, Records Analyst

PUBLIC COMMENTS

There were none.

REGULAR ITEMS

1. Consider approval of the November 20, 2024, Economic Development Corporation Regular Meeting Minutes.

Director Longo moved to approve the November 20, 2024, meeting minutes. Director Pedersen seconded the motion.

VOTE ON THE MOTION

AYES: Pedersen, Addison, Longo, Hinshaw, Calaway

NAYES: None

ABSENT: Wallace

VOTE: 5-0-1

2. Consider the appointment of the Economic Development Corporation Board President; and if needed, appointments of Vice President, and Secretary as necessary.

Director Longo moved to nominate Terri Addington as President. Director Pedersen seconded the nomination. There were no further nominations.

VOTE ON THE NOMINATION OF PRESIDENT

AYES: Pedersen, Addison, Longo, Hinshaw, Calaway

NAYES: None

ABSENT: Wallace

VOTE: 5-0-1

Director Longo moved to nominate James Calaway as Vice President. Director Calaway, who currently serves as Secretary, declined the nomination.

Director Pedersen nominated himself as Vice President. Director Longo seconded the nomination. There were no further nominations.

VOTE ON THE NOMINATION OF VICE PRESIDENT

AYES: Pedersen, Addison, Longo, Hinshaw, Calaway

NAYES: None

ABSENT: Wallace

VOTE: 5-0-1

3. Discuss updates from the small area plan meeting held on January 14, 2025.

Assistant to the Town Manager, Tamara Smith, provided an update on the Small Area Plan, stating that the process is in the envision phase, with community engagement completed in November. The plan scenarios will be presented to the Small Area Plan Committee by January 28, 2025, and reviewed at a dedicated Economic Development Corporation (EDC) meeting on February 13, 2025, before being presented to the Town Council in a work session on February 24, 2025. The scenarios will then be discussed at the EDC meeting on February 27, 2025, and presented to the Park Board for additional input. A marketing campaign will be launched to inform the community.

Town Manager Wright shared the results of a survey and open house, which received a strong response with 595 survey submissions. The findings indicated a preference for thoughtful and integrated development with a focus on market-driven business growth. Residents expressed a strong desire for restaurants, entertainment, and retail options, along with a high demand for connectivity and accessibility, with walking being the preferred mode of access. There was limited interest in residential housing and office space. The next steps in the process include presenting two development scenarios for community feedback before bringing them to the Town Council in February.

5. Discuss updates of the Thrive Business Grant Program.

Ms. Smith provided an update on the performance agreements for the seven projects and six businesses approved by the Town Council on December 9th. The agreements were sent out in late December with a January 10th deadline, and all but one business has submitted their signed agreement. Once finalized, the agreements will be reviewed and signed by the Town Manager before being returned to the businesses, which must begin their projects by June 9th. The Town will conduct periodic inspections, and businesses will be reimbursed after project completion and submission of receipts.

Ms. Smith advised the Thrive Business Grant program is preparing for Cycle 2, with a review session scheduled for the February 27th EDC meeting to evaluate and refine the program. Ms. Smith noted that businesses have not reported issues with the application process and are enthusiastic about the program’s impact.

ADOURN

President Addington adjourned the meeting at 6:20 p.m.

Teri Addington, President

ATTEST:

Tammy Dixon, Town Secretary



ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: February 13, 2025

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

AGENDA ITEM: Presentation and discussion of consultant-developed options for the Small Area Plan project.

BACKGROUND/SUMMARY: In 2024, the Town Council approved six business goals for Fiscal Year 2025. Under the Support Business Focus Area, one objective was to redevelop and create successful business areas fostering a unique sense of place. The initiative for this objective is to continue the redevelopment strategies and themes along the SH114 corridor and other key commercial areas.

To address this Council business goal, the town issued a Request for Proposals (RFP) in March 2024 for a small area plan. 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. McAdams divided the project into five phases: Explore, Evaluate, Envision, Enact, and Execute. The first two phases have been completed, and the community engagement portion of the Envision phase concluded in November 2024.

The Town is currently in the second half of the Envision phase. McAdams will give a presentation on this agenda item and offer the EDC Board an opportunity to provide input on two variations of plan scenarios referred to as the community-driven plan and the market-driven plan.

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. Community Driven Plan
2. Market Driven Plan
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.



EXISTING BUILDINGS

- 01** HOLIDAY INN HOTEL
- 04** DENTIST OFFICE
- 07** TOWN HALL
- 08** HUTCHINS
- 09** HG SUPPLY
- 10** HAMPTON INN & SUITES
- 13** HOMWOOD SUITES
- 14** BAYLOR SCOTT AND WHITE



EXISTING BUILDINGS

- 02** HOLIDAY INN HOTEL
- 06** TOWN HALL
- 08** HUTCHINS BBQ
- 11** HG SUPPLY
- 10** HAMPTON INN & SUITES
- 17** HOMEWOOD SUITES
- 18** BAYLOR SCOTT AND WHITE

Project Schedule

