

Minutes
Wylie Economic Development Corporation
Board of Directors Regular Meeting
March 20, 2024 – 7:30 A.M.
WEDC Offices – Conference Room
250 S Hwy 78 – Wylie, TX 75098

CALL TO ORDER

Announce the presence of a Quorum

President Melisa Whitehead called the meeting to order at 7:30 a.m. Board Members present were Aaron Jameson, Whitney McDougall, Blake Brininstool, and Demond Dawkins.

Ex-Officio Member Mayor Matthew Porter was present and Deputy City Manager Renae' Ollie were present.

WEDC staff present included Executive Director Jason Greiner, Assistant Director Rachael Hermes, BRE Director Angel Wygant, Administrative Assistant Marissa Butts, and Marketing & Communications Coordinator Will Kelly.

INVOCATION & PLEDGE OF ALLEGIANCE

Immediate Past President Demond Dawkins gave the invocation and led the Pledge of Allegiance.

COMMENTS ON NON-AGENDA ITEMS

Vice President Aaron Jameson addressed President Melisa Whitehead and the Board stating that he is resigning from his position as a member of the Wylie Economic Development Corporation Board of Directors effective immediately and submitted his letter of resignation to President Whitehead.

Aaron Jameson left the meeting at 7:33 a.m.

With no further citizen participation, President Whitehead moved to Consent Agenda.

CONSENT AGENDA

All matters listed under the Consent Agenda are considered to be routine by the WEDC Board of Directors and will be enacted by one motion. There will not be a separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.

- A. Consider and act upon approval of Minutes from March 1, 2024, Special Called Meeting of the WEDC Board of Directors.**
- B. Consider and act upon approval of the February 2024 WEDC Treasurer's Report.**

Board Action

A motion was made by Blake Brininstool, seconded by Whitney McDougall, to approve the Consent Agenda as presented. A vote was taken, and the motion passed 4-0.

REGULAR AGENDA

1. Consider and act upon Committee Appointments by the Board President.

Staff Comments

Staff brought this item back for the Board’s consideration to appoint Members of Committees now that all Board Members were present. Staff noted that there was interest based on previous Board discussions for a subcommittee to handle initial discussions regarding events like Board Retreats, future events in Wylie, or strategic marketing events. The Board discussed the addition of a Marketing Committee that would focus on attracting new businesses and recruitment to Wylie. The Board then discussed appointing a new Member to the vacant position on the Budget Committee.

Board Action

A motion was made by Blake Brininstool, seconded by Demond Dawkins, to appoint Blake Brininstool and Whitney McDougall to the New Business Attraction and Recruitment Committee. A vote was taken, and the motion passed 4-0.

A motion was made by Melisa Whitehead, seconded by Blake Brininstool, to appoint Demond Dawkins and reappoint Melisa Whitehead to the Budget Committee. A vote was taken, and the motion passed 4-0.

2. Consider and act upon issues surrounding the WEDC Board Member Handbook.

Staff Comments

An updated draft of the WEDC Board Member Handbook was presented to the Board for review and approval. The WEDC Board Member Handbook reflects updates provided by the Bylaw Subcommittee based on Board Member and City Council feedback. This included Board Member accountability, term limits, and overall transparency regarding the time commitment expected from WEDC Board Members.

Board Action

A motion was made by Blake Brininstool, seconded by Demond Dawkins, to approve the WEDC Board Member Handbook. A vote was taken, and the motion passed 4-0.

3. Consider and act upon a contract between WEDC and The Retail Coach.

Staff Comments

Staff provided a proposal to renew retail consulting services from The Retail Coach for the Board’s review. WEDC has worked with The Retail Coach since 2007, which has resulted in securing the Target-Anchored Center, Woodbridge Crossing. Staff noted that as development moves toward the final stages, it is advantageous to continue employing The Retail Coach’s services. Once approved, a joint meeting between the WEDC and City Council will be scheduled to establish goals and a plan when attending ICSC Las Vegas. The Board also encouraged the newly formed New Business Attraction and Recruitment Committee to work with The Retail Coach and to utilize their resources.

Board Action

A motion was made by Whitney McDougall, seconded by Demond Dawkins, to award a contract to The Retail Coach in the amount of \$35,000 and further authorize the Executive Director to execute any and all necessary documents. A vote was taken, and the motion passed 4-0.

4. Consider and act upon issues surrounding the 2023 WEDC Annual Report.

Staff Comments

Staff presented the proposed 2023 WEDC Annual Report to the Board. As per the WEDC Bylaws, the WEDC must present an annual report to the Wylie City Council no later than April 1st of each year. The report must include, but is not limited to, a review of all expenditures made by the Board, a review of accomplishments, and a review of other than direct economic development. Once approved, the final report will be presented to the Wylie City Council on March 26, 2024. Staff discussed the full proposed Annual Report for the Board’s review and approval. Staff then discussed the 2024 WEDC Goals and Objectives included within the Annual Report. Staff requested a Board Member be present at the March 26th City Council Meeting when the 2023 WEDC Annual Report is presented.

Board Action

A motion was made by Blake Brininstool, seconded by Demond Dawkins, to approve the 2023 WEDC Annual Report and present the same to the Wylie City Council for review. A vote was taken, and the motion passed 4-0.

DISCUSSION ITEMS

DS1. Staff report: WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs.

Staff Comments

Staff referred the Board to the Agenda Report provided in the packet for all updates related to WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs. Staff commented on the recent Project U conference attended by the Board/City/WEDC and noted that there is an opportunity in the future for an event like Project U in Wylie. Mayor Porter noted the importance of finding impactful speakers if Wylie wanted to host a similar conference. Related to sales tax revenue, March numbers reflect an 84.18% increase due to an audit collection adjustment. With the consideration of both negative and positive adjustments in February and March, sales tax revenue is currently up 14.26% for the year. The Board then discussed upcoming Board & Commission Interview deadlines. Staff presented the Board with the 2023 Economic Excellence Award from TEDC, which was awarded to WEDC at the recent TEDC Conference.

EXECUTIVE SESSION

Recessed into Closed Session at 8:52 a.m. in compliance with Section 551.001, et. seq. Texas Government Code, to wit:

Sec. 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING.

ES1. Consider the sale or acquisition of properties located at Brown/Eubanks, FM 544/Cooper, FM 544/Sanden, FM 1378/Park, Jackson/Oak, Regency/Steel, and State Hwy 78/Brown.

Sec. 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS; CLOSED MEETING.

ES2. Deliberation regarding commercial or financial information that the WEDC has received from a business prospect and to discuss the offer of incentives for Projects: 2013-9a, 2022-1c, 2022-10c, 2023-2d, 2023-5b, 2023-9b, 2023-12c, 2024-1a, 2024-1c, 2024-2c, 2024-3a, and 2024-3b.

RECONVENE INTO OPEN SESSION

Take any action as a result of the Executive Session.

President Whitehead reconvened into Open Session at 9:21 a.m. and the Board took the following actions:

FUTURE AGENDA ITEMS

The Board requested that Board Seat Appointments be included in the April WEDC Board Agenda for discussion and consideration of the appointment of Vice President to the WEDC Board of Directors.

ADJOURNMENT

With no further business, President Whitehead adjourned the WEDC Board meeting at 9:22 a.m.

Melisa Whitehead, President

ATTEST:

Jason Greiner, Executive Director