

**Minutes**  
**Wylie Economic Development Corporation**  
**Board of Directors Special Called Meeting**

June 18, 2025 – 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 Demond Dawkins called the meeting to order at 7:32 a.m. Board Members present were Harold Smith and Melisa Whitehead.

Ex-Officio Members, Mayor Matthew Porter and City Manager Brent Parker, were present.

WEDC staff present included Executive Director Jason Greiner, Assistant Director Rachael Hermes, BRE Director Angel Wygant, Research Analyst Marissa Butts, and Office Manager Christy Stewart.

**INVOCATION & PLEDGE OF ALLEGIANCE**

---

Rachael Hermes gave the invocation, and Harold Smith led the Pledge of Allegiance.

**COMMENTS ON NON-AGENDA ITEMS**

---

With no citizen participation, President Dawkins moved to the 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 the May 28, 2025 Regular Meeting of the WEDC Board of Directors.**
- B. Consider and act upon approval of the May 2025 WEDC Treasurer's Report.**

**Board Action**

A motion was made by Melisa Whitehead, seconded by Harold Smith, to approve the Consent Agenda. A vote was taken, and the motion passed 3-0.

President Dawkins moved to Discussion Item 2.

**DISCUSSION ITEMS**

---

- DS2. 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 Updates, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs. Regarding real estate, staff noted that MLKJ is continuing to work on the foundation but has been delayed more than expected due to the amount of rain. Additionally, Shadyside Land and Cattle, formerly known as Deft Ventures, is currently seeking permits through TDLR and is prepared for their Pre-Construction Meeting, with an anticipated closing date within the next 30-45 days. Staff also noted that SCSD is continuing to wait for Capco to complete the line relocation before they can proceed, and Aktrian Holding's feasibility expiration is approaching and may require a second extension. Regarding BRE and workforce updates, Staff shared information on a possible expansion for two businesses. Staff reminded the Board of upcoming events, including the TEDC Mid-Year Conference, the Board and Commission Outgoing Reception and Swear-in, a Council Meeting with Joint Executive Session, Whisker Wishes, Budget Work Sessions, and the Wylie Championship Rodeo. Staff noted a 2.89% increase in sales tax revenues for the month of June and a 7.31% increase for the year.

### **EXECUTIVE SESSION**

Recessed into Closed Session at 7:44 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, Jackson/Oak, Regency/Steel, State Hwy 78/Brown, and State Hwy 78/Skyview.**

#### **Sec. 551.074. PERSONNEL MATTERS; CLOSED MEETING.**

(a) This chapter does not require a governmental body to conduct an open meeting:

(1) to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or

(2) to hear a complaint or charge against an officer or employee.

(b) Subsection (a) does not apply if the officer or employee who is the subject of the deliberation or hearing requests a public hearing.

#### **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: 2022-1b, 2022-1c, 2023-1c, 2023-2d, 2023-8a, 2023-11b, 2024-2d, 2024-5a, 2024-5f, 2024-8d, 2024-9d, 2024-10c, 2024-12c, 2025-2a, 2025-3b, 2025-4a, 2025-4d, 2025-4e, 2025-4g, 2025-5c, 2025-5f, 2025-5g, 2025-6a, 2025-6b, 2025-6c, and 2025-6d.**

### **RECONVENE INTO OPEN SESSION**

*Take any action as a result of the Executive Session.*

President Dawkins reconvened into Open Session at 9:46 a.m. and the Board took the following actions:

**Board Action**

A motion was made by Melisa Whitehead, seconded by Harold Smith, to authorize the WEDC to enter into a Performance Agreement with Project 2024-2d in an amount not to exceed \$600,000, subject to council approval. A vote was taken and the motion passed 3-0.

**Board Action**

A motion was made by Melisa Whitehead, seconded by Harold Smith, to authorize the sale of Lot 5R, Block A, 544 Gateway Addition, a 2.87-acre lot located in the City of Wylie in the amount of \$625,000.00 (with \$200,000 cash to close and a \$425,000 promissory note) further authorizing the WEDC Board President or his designee to execute all documentation necessary to effectuate the transaction. A vote was taken and the motion passed 3-0.

President Dawkins then moved to Regular Agenda Item 1.

**REGULAR AGENDA**

---

**1. Consider and act upon a License Agreement between the WEDC and Wylie Downtown Merchants Association.**

**Staff Comments**

Staff reminded the Board that the WEDC approved a rebrand for the Discover Wylie and Downtown Wylie websites on January 24, 2025. Staff noted that the License agreement will include: a Mutual Trademark License for the “Historic Downtown Wylie” and “Discover Wylie” brands; Website Management (Includes the design, hosting, and maintenance of new websites); Marketing Partnership (Both parties agree to jointly promote key initiatives such as tourism campaigns, influencer marketing, podcasts, and business spotlights); Term and Ownership Transfer (Initial five (5) year term (with 5-year auto-renewal if needed); and Financial Consideration (WEDC will fund ongoing website management and development costs, estimated at approximately \$35,000 annually, for both brands.) Ongoing marketing and outreach efforts are considered in-kind and jointly supported by both organizations.

The Board requested additional clarity to be incorporated within the agreement regarding the expectations pertaining to the KPI’s and additional language to avoid ambiguity and ensure the agreement has defined terms and a clear endpoint.

**Board Action**

A motion was made by Harold Smith, seconded by Melisa Whitehead, authorizing the WEDC Executive Director to execute a contract between Wylie EDC and Wylie Downtown Merchants Association. A vote was taken, and the motion passed 3-0.

**DISCUSSION ITEMS**

---

**DS1. Discuss issues surrounding the FY 2025-2026 WEDC Budget.**

**Staff Comments**

Staff discussed the FY 25-26 WEDC Budget process and provided a high-level overview of FY 24-25 revenues and expenses in order to project the fund balance for the year. Staff noted the retirement of one staff member in May 2026, with staff requesting an increase in personnel to allow for adequate cross-training within the organization prior to the scheduled retirement. Staff scheduled a Budget Committee Meeting for July 2nd for further review of the proposed FY 25-26 Budget and noted that City Council will review the budget during the Budget Work Session on July 8<sup>th</sup>.

**FUTURE AGENDA ITEMS**

---

There were no Items requested for inclusion on future agendas.

**ADJOURNMENT**

---

With no further business, President Dawkins adjourned the WEDC Board meeting at 10:00 a.m.

\_\_\_\_\_  
**Demond Dawkins, President**

**ATTEST:**

\_\_\_\_\_  
**Jason Greiner, Executive Director**