



# CITY OF FULSHEAR

*“FIND YOUR FUTURE IN FULSHEAR”*

30603 FM 1093 WEST/ PO Box 279 ~ FULSHEAR, TEXAS 77441

PHONE: 281-346-1796 ~ FAX: 281-346-2556

[www.FulshearTexas.gov](http://www.FulshearTexas.gov)

## CITY COUNCIL:

**MAYOR:** Aaron Groff

**MAYOR PRO-TEM:** Kaye Kahlich

**COUNCIL MEMBER:** Kent Pool

**COUNCIL MEMBER:** Kevin White

**COUNCIL MEMBER:** Debra Cates

**COUNCIL MEMBER:** Lisa Martin

**COUNCIL MEMBER:** Joel  
Patterson

**COUNCIL MEMBER:** John Kelly

## STAFF:

**CITY MANAGER:** Jack Harper

**CITY SECRETARY:** Kimberly  
Kopecky

**CITY ATTORNEY:** J. Grady Randle

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## SPECIAL CITY COUNCIL MEETING

### November 17, 2020

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NOTICE IS HEREBY GIVEN OF A SPECIAL CITY COUNCIL MEETING OF THE CITY OF FULSHEAR TO BE HELD ON **Tuesday, November 17, 2020 AT 5:30 PM** IN IRENE STERN COMMUNITY CENTER, 6920 KATY FULSHEAR ROAD, FULSHEAR, TEXAS FOR CONSIDERING THE FOLLOWING ITEMS. THE CITY COUNCIL RESERVES THE RIGHT TO ADJOURN INTO EXECUTIVE SESSION AT ANY TIME DURING THE COURSE OF THIS MEETING TO DISCUSS ANY MATTERS LISTED ON THE AGENDA, AS AUTHORIZED BY THE TEXAS GOVERNMENT CODE, INCLUDING, BUT NOT LIMITED TO, SECTIONS 551.071 (CONSULTATION WITH ATTORNEY), 551.072 (DELIBERATIONS ABOUT REAL PROPERTY), 551.073 (DELIBERATIONS ABOUT GIFTS AND DONATIONS), 551.074 (PERSONNEL MATTERS), 551.076 (DELIBERATIONS ABOUT SECURITY DEVICES), 551.087 (ECONOMIC DEVELOPMENT), 418.175.183 (DELIBERATIONS ABOUT HOMELAND SECURITY ISSUES) AND AS AUTHORIZED BY THE TEXAS TAX CODE, INCLUDING, BUT NOT LIMITED TO, SECTION 321.3022 (SALES TAX INFORMATION).

Incidental Meeting Notice: A quorum of the City of Fulshear City Council, Planning and Zoning Commission, City of Fulshear Development Corporation (Type A), Fulshear Development Corporation (Type B), Parks and Recreation Commission, Historic Preservation and Museum Commission, Zoning Board of Adjustment, or any or all of these, may be in attendance at the meeting specified in the foregoing notice, which attendance may constitute a meeting of such governmental body or bodies as defined by the Texas Open Meetings Act, Chapter 551, Texas Government Code.

Therefore, in addition to the foregoing notice, notice is hereby given of a meeting of each of the above-named governmental bodies, the date, hour, place, and subject of which is the same as specified in the foregoing notice.

Notice Pertaining to Social Distancing Requirements: In accordance with the Texas Open Meetings Act, Chapter 551, Government Code, this meeting shall be open to the public, except as provided by said Act. However, any members of the public who attend the meeting are individually responsible for complying with any applicable proclamation or order issued by the governor or any local official which may be in effect at the time of the meeting, including but not limited to any restrictions which may require such members of the public to implement social distancing, to minimize social gatherings, or to minimize in-person contact with people who are not in the same household.

**I. CALL TO ORDER**

**II. QUORUM AND ROLL CALL**

**A. JOINT MEETING WITH THE CITY OF FULSHEAR DEVELOPMENT CORPORATION (CDC) AND THE FULSHEAR DEVELOPMENT CORPORATION (FDC)**

**III. CITIZEN'S COMMENTS**

*THIS IS AN OPPORTUNITY FOR CITIZENS TO SPEAK TO COUNCIL RELATING TO AGENDA AND NON-AGENDA ITEMS. SPEAKERS ARE ADVISED THAT COMMENTS CANNOT BE RECEIVED ON MATTERS WHICH ARE THE SUBJECT OF A PUBLIC HEARING ONCE THE HEARING HAS BEEN CLOSED. SPEAKERS ARE REQUIRED TO REGISTER IN ADVANCE AND MUST LIMIT THEIR COMMENTS TO THREE (3) MINUTES.*

**IV. BUSINESS**

**A. REVIEW AND DISCUSS ECONOMIC DEVELOPMENT STRATEGY IMPLEMENTATION ITEMS: A) 2.1. TARGET INVESTMENT. DESIGNATE OPPORTUNITY AREAS AS TARGETED INVESTMENT ZONES AND COORDINATE INVESTMENTS INTO THESE AREAS. B) 1.5. BUSINESS RECRUITMENT. SELECTIVELY RECRUIT NEW BUSINESSES TO FULSHEAR. 1.5.2. ADOPT THE SET OF "BEST FIT INDUSTRIES" AS DESCRIBED IN APPENDIX 4 TO BE THE FOCUS OF ANY TARGET MARKETING EFFORTS UNDERTAKEN TO RECRUIT NEW BUSINESS TO FULSHEAR.**

**V. EXECUTIVE SESSION**

**A. EXECUTIVE SESSION - PURSUANT TO SECTION 551.071 OF THE TEXAS OPEN MEETINGS ACT (CHAPTER 551, GOVERNMENT CODE), CONSULT WITH THE ATTORNEY TO THE GOVERNING BODY ON A MATTER IN WHICH THE DUTY OF THE ATTORNEY TO THE GOVERNING BODY UNDER THE TEXAS DISCIPLINARY RULES OF PROFESSIONAL CONDUCT OF THE STATE BAR OF TEXAS CLEARLY CONFLICTS WITH THE TEXAS OPEN MEETINGS ACT; PURSUANT TO SECTION 551.072 OF THE TEXAS OPEN MEETINGS ACT, DELIBERATE CONCERNING THE PURCHASE, EXCHANGE, LEASE, OR VALUE OF REAL PROPERTY**

**VI. ACTION FROM EXECUTIVE SESSION**

**VII. ADJOURNMENT**

NOTE: IN COMPLIANCE WITH THE AMERICAN WITH DISABILITIES ACT, THIS

FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICE MUST BE MADE AT LEAST 48 BUSINESS HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT 281-346-1796 FOR FURTHER INFORMATION.

I, KIMBERLY KOPECKY, CITY SECRETARY OF THE CITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING AND AGENDA FOR THE CITY COUNCIL OF THE CITY OF FULSHEAR, TEXAS WAS POSTED ON FRIDAY, NOVEMBER 13, 2020 by 5:00 P.M. IN PLACE CONVENIENT AND READILY ACCESSIBLE AT ALL TIMES TO THE GENERAL PUBLIC, IN COMPLIANCE WITH CHAPTER 551, TEXAS GOVERNMENT CODE.

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KIMBERLY KOPECKY, CITY SECRETARY

**AGENDA MEMO  
BUSINESS OF THE CITY COUNCIL  
CITY OF FULSHEAR, TEXAS**

**AGENDA OF:** 11/17/2020

**ITEMS:** IV.A.

**DATE** 11/6/2020

**DEPARTMENT:** Economic Development

**SUBMITTED:**

**PREPARED BY:** Angela Fritz

**PRESENTER:** Angela Fritz

**SUBJECT:** REVIEW AND DISCUSS ECONOMIC DEVELOPMENT STRATEGY IMPLEMENTATION ITEMS: A) 2.1. TARGET INVESTMENT. DESIGNATE OPPORTUNITY AREAS AS TARGETED INVESTMENT ZONES AND COORDINATE INVESTMENTS INTO THESE AREAS. B) 1.5. BUSINESS RECRUITMENT. SELECTIVELY RECRUIT NEW BUSINESSES TO FULSHEAR. 1.5.2. ADOPT THE SET OF “BEST FIT INDUSTRIES” AS DESCRIBED IN APPENDIX 4 TO BE THE FOCUS OF ANY TARGET MARKETING EFFORTS UNDERTAKEN TO RECRUIT NEW BUSINESS TO FULSHEAR.

**Expenditure Required:** N/A

**Amount Budgeted:** N/A

**Funding Account:** N/A

**Additional Appropriation Required:** N/A

**Funding Account:** N/A

**EXECUTIVE SUMMARY**

This is a joint workshop item for discussion with the EDCs.

As we proceed with implementation of the adopted Economic Development Strategy [<https://www.fulsheartexas.gov/Eco%20Dev/Eco%20Dev%20Strategic%20Plan/FINAL%202019-11-04%20Fulshear%20Strategic%20Plan%20RFS.pdf>], there are several items that require continued alignment/consensus amongst the Council and EDCs. These items will be workshopped amongst the bodies before bringing final items for adoption to each group independently at subsequent meetings. We plan to follow a similar process moving forward as topics necessitate.

The first two items for discussion – opportunity areas and best fit industries - are presented for general discussion and review, as these will form initial filters for the continued development of economic development processes and programs moving forward. The purpose of the joint discussion amongst Council and the boards is to ensure there is clarity and alignment on these items as outlined and recommended in the adopted Strategy, and also to help provide some greater clarity on next steps.

These two items are intended to be starting points and broad umbrellas/filters. Specific refinement/definition will come later as we develop and add additional layers and programs as we proceed. The items for discussion today build upon the two basic definitions in the Strategy as follow:

***Economic development*** involves the strategic use of public resources to stimulate private investment in a manner that benefits the City as a whole in the long term in alignment with values and priorities expressed by the community and incorporated into the Strategic Plan.

An ***economic development project*** is a project that requires a higher level of city engagement and investment promotes the

City's economic development vision. An economic development project could be a business seeking relocation or expansion support from the City in the form of incentives or a developer seeking public participation in a large-scale, transformational project. In other words, it is a project that is requesting that the City or EDC invest or assume a portion of the risk associated with the project for it to materialize. Transformative projects are also considered economic development projects. Projects that are primarily residential developments or market-driven retail would not be considered economic development projects.

**A)** The first item is related to **designating “Opportunity Areas”** and is specifically tied to Goal 2: Strategic Investment. The Strategy (see page 15 of linked document above) states that *“As part of its growth management strategy, the City of Fulshear is undertaking multiple planning efforts to inform its regulatory policies, evaluate its future service needs, and identify infrastructure projects to be incorporated into its Capital Improvement Program (CIP). The City’s economic development efforts must be integrated into and aligned with these growth management efforts. This can be done by carefully targeting the City’s economic development corporations’ investments. Infrastructure investments, land acquisition and control, and direct project support are three ways the City and the EDCs can invest their resources to further economic development and manage growth. Aligning these investments can stimulate private investment in key areas in a deliberate way that is consistent with Fulshear’s growth management goals.”*

Opportunity Areas are referenced in the Strategy (pg. 15) as *“...areas [that] offer high commercial or catalytic potential within the City’s current or future sphere of influence, where intervention might be needed... to realize the area’s high potential over the long term.”* Four primary opportunity areas were identified in the Strategy planning process including: **Downtown, the FM 359 corridor outside of downtown, the intersection of FM 1093 and Texas Heritage Parkway, and the Texas Heritage Parkway Corridor.**

Designating opportunity areas at subsequent meetings will allow continuation of the associated strategies of Goal 2, which seeks to facilitate the coordination of targeted investment into these areas through the direct engagement of key stakeholders in each of the areas (2.1.1 – years 2-3), and the development of investment strategies for each of the areas (2.1.2 - years 4-5).

**B)** The second item, related to **adopting “Best Fit Industries”** identified in the Strategy document, is specifically tied to Goal 1: Business Development. The Strategy (see page 10 of linked document above) states that *“At this point, the City’s efforts related to business recruitment should be very selective. The marketing, proposal preparation, relationship building, and prospect management involved in business recruitment can be time intensive and costly. And, in many ways, Fulshear’s success in business recruitment will come down to the competitiveness of its available sites within the context of West Houston. While Fulshear has a great deal of undeveloped land, it has few ‘shovel-ready’ sites that would be highly competitive. IN addition, the lack of frontage on Interstate 10 within the City’s ability to influence and regulate development, limits Fulshear’s potential for industrial development. With its limited resources, the City would likely realize higher returns on investments related to infrastructure that can influence development patterns over the long term than on a single business recruitment project.”*

Best Fit Industries are referenced in the Strategy (pg. 14 and in detail in Appendix 4 starting on pg. 118) as *“[t]he fastest growing industries in the Greater Houston region that are dependent on these [Fulshear’s accessible talent base’s] occupational strengths include the following sectors. **Corporate headquarters and offices, professional and business services, energy, and technology.**”* After analyzing the geography of Houston-area higher education institutions and program offerings related to high-demand business and financial operations occupations and computer and mathematical occupations, the Strategy (pg. 118) also states that *“Another project or area that represents promise for Fulshear is **higher education.**”*

Adopting Best Fit Industries at subsequent meetings will allow continuation of the associated strategies of Goal 1, which seeks selectively recruit new businesses to Fulshear (1.5) through the creation of criteria or attributes of “ideal” businesses that Fulshear would like to attract (1.5.1– years 4-5). It also supports the ongoing development of policies/procedures to guide the use of incentives which further supports goal 1 by developing a toolbox to support economic development efforts (1.1).

## **RECOMMENDATION**

Specific action items will be brought forth to each body's subsequent meetings for consideration.

Positive affirmation of each of the two items as outlined in the Strategy will generally allow for its continued implementation. Specifically designating broad areas both geographically and relative to industry sectors allows staff to continue to ‘drill down’ to develop and propose specific incentive, financing, and/or development tools to set the table and encourage development of the transformational projects outlined in the Strategy (2.4: Support select projects that promote Fulshear’s economic development vision, guiding principles, and desired outcomes, and 4.3: Define and establish the process by which businesses and developers seek City [including EDC] participation or investment).