



CITY OF FULSHEAR DEVELOPMENT CORPORATION

A Type "A" Economic Development Sales Tax Corporation

PO Box 279 · 6611 West Cross Creek Bend Lane · Fulshear, Texas 77441 · (281) 346-1796 · www.fulsheartexas.gov

Meeting Minutes

May 15, 2023

6:00 PM

Board Members Present: Bryan White; Paul Foster; Rev. Jackie Gilmore; Mark DeRouen (Arrived at 6:10)

Board Members Absent: Andrew Van Chau

Staff: Annel Guadalupe (EDC Director); Haden Farr (EDC Coordinator); William Henry (PD); Charles Zech (Legal Counsel); Sharon Valiante (PW Director)

Attendees: Aaron Groff (Mayor); Joel Patterson (Councilmember); Ramona Ridge; Kayleen Nelson

1. Call to Order

There being a quorum, Bryan White called the meeting to order at 6:01 p.m.

- 2. Public Comments - Citizens who desire to address the Corporation making either general comments (i.e., matters not on the agenda) or regarding matters on the agenda will be received at this time. Citizens desiring to make comments must register with the Corporation prior to the meeting being called to order. The number of speakers will be limited to the first ten (10) speakers and each speaker is limited to three (3) minutes. Discussion by directors regarding matters on the agenda will only be made at the time the subject is scheduled for consideration.**

In accordance with the Texas Open Meetings Act, the Corporation may respond to a general comment by (1) responding with a statement of specific factual information or (2) recite the Corporation's existing policy on that issue. The Corporation may also direct the person making the general comment to visit with staff about the issue, or the Corporation may offer to place the item on the agenda for discussion at a future meeting.

None.

3. Consideration and possible action on EDC support of the Fulshear Farmers' Market.

Representatives from the Fulshear Farmers' Market, Kayleen Nelson and Ramona Ridges, presented information about the impact of the Farmers' Market on the community. The representatives highlighted the percentages of visitors from outside the city that the

market brings, as well as its reach around the region for specialized vendors. Two funding requests were presented:

1. \$300 per weekend (\$15,600) for the hiring of local musicians to perform at the Market
2. A one-time funding of \$7,000 for beautification and structural updates to their facility

Due to the influx of outside visitors and interest to the community, justification for funding under the Advertising and Promotion allowance granted to both Type A & B boards is valid.

Motion to grant 50% of the funding to the Fulshear Farmers' Market for a one-time payment of \$7,000 (\$3,500) and \$300 (\$150) per weekend through the end of FY23.
– Foster ; Second – DeRouen

Ayes : 4

Nays: 0

Abstentions: 0

Staff noted that an MOU would need to be drafted and brought before the Boards prior to any funding being distributed.

4. Economic Development Report – Briefings or updates may be provided regarding City and Economic Development projects and programs, certificates of occupancy, conferences and meetings attended, upcoming meetings and events, business contacts and announcements, economic indicators, and administrative items.

a. April 17th – May 15th Activity Overview

Annel Guadalupe noted the various development meetings and projects that have taken place since the last regular meeting.

b. Retail Coach Update

Aaron Farmer of the Retail Coach provided a memo to staff highlighting the positive momentum and potential being realized within the city.

c. Update on EDC website & Explore Fulshear Magazine

The EDC website is now under staff review and is in the final stages of its production. Staff hopes to have the site live within the next few months. Additionally, final design and content for ad space in the Explore Fulshear magazine was submitted and will soon be out for print.

d. Update on RFQ for long-term legal counsel

The RFQ document was reviewed by legal counsel and will be posted this month.

e. Update on Fulshear Entrepreneurship & Business Hub

The first draft of the Business Hub contract was reviewed by legal and is now with staff for initial modifications. It will likely return for a first round of comments at the July EDC meeting.

f. Update on Hotel Feasibility Study



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The Hotel Feasibility Study has been completed and shows positive indication that a smaller-format hotel would perform well in the city.

g. Launch of "The Best of Fulshear" Photography Contest

EDC and city staff have developed a photography contest to showcase the talents of our community and to decorate the new Municipal Complex. Details of the contest will be posted on City social media, and will be highlighted at the May 16, City Council meeting.

h. New Businesses & Developments to Fulshear

Main Squeeze Juice Co. recently opened a store along FM 1463. Additionally numerous multifamily developments are opening throughout the city, a positive sign for attracting retail growth to the city.

5. Consideration and action on financials and payables for the period ending March 31, 2023.

Staff addressed a question raised at the May 8, 2023, Special Meeting regarding a significant increase in the fund balance between January and March. Staff informed the Boards that the increase resulted from the recently purchased property being added as an asset to the fund balance. Members requested that a cash balance popout be included in future financial statements.

Kaye Kahlich (FDC) raised a question regarding the fluctuation in ASA reimbursements seen in the statements. Staff informed the Boards that an answer would be provided at the next meeting.

Motion to approve the financials and payables for the period ending March 31, 2023.

– DeRouen; Second – Foster

Ayes:4

Nays: 0

Abstentions: 0

6. Review, discussion, and possible action concerning the funding of CIP Projects for the 2023-2024 fiscal year. (Moved to Item 4)

During the May 8, 2023, Special Meeting the Boards asked that the following questions be addressed:

- Specificity on lighting buildout
 - Conduit is scheduled to be assessed in the scope of this project, but new lighting fixtures are not. Existing lighting will remain in the interim.
- Potential for the City to accelerate other aspects of the Livable Center projects
 - The city has already made significant steps in completing the projects outlined in the LCS; they will continue to be addressed as funding becomes available

- Possibility of a zoning overlay within the downtown district to limit residential use
 - An update to the CDO expected to be heard in June at the Fulshear City Council meeting addresses this concern by stating that new construction on the frontage on Harris Street must have ground-floor retail
- Future phasing of downtown improvements
 - Harris Street and the reconstruction of Wallis are the top priority as of now; Eastside Drainage and other downtown projects will be addressed as the previous are completed

Director of Public Works, Sharon Valiante, presented another brief overview on the request for funding from both CDC and FDC Boards. James Buccieri (FDC) and Bryan White presented the idea of shifting a higher percentage of the cost to the CDC due to the limitations the board would face following the end of FY23.

Motion to forgo the funding of the FY23 Eastside Drainage Project (\$625,000) and to fund half (\$1,540,000) of the Harris Street Improvement Project for the FY24 Budget Year.
 – DeRouen; Second – Gilmore

Ayes:4 Nays: 0 Abstentions: 0

7. Review and discuss budget process, schedule, and development.

Staff presented the Board with an overview of the upcoming budget process including the current budget parameters, and funding priorities for FY24.

In addition to the funding priorities outlined by staff (CIP and The Cannon Business Hub) staff fielded suggestions from the board members, these included:

Kaye Kahlich (FDC):

- HR Green cellular updates and improvements
- Land Acquisition
- Christmas Expenditures

Tommy Kuykendall (FDC):

- Signage along Texas Heritage Parkway
- Updates to the EDC Strategic Plan

8. Consideration and action on minutes of the Corporation for the April 17, 2023 meeting.

Motion to approve the minutes of the Corporation for the April 17, 2023 meeting.
 – White; Second – Gilmore

Ayes:4 Nays: 0 Abstentions: 0

9. Consideration and possible action on authorization of an updated demographic study through PASA for \$8,300 (\$4,150 Per Board).



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Staff highlighted the need for updated demographic figures for attraction and retention of businesses Fulshear. Through negotiations with other departments in the city who would also benefit from an updated study, staff was able to procure funding assistance totaling \$6,000 dollars. This results in a difference of \$8,300.

Motion to assist in the funding of an updated demographic study through PASA not to exceed \$4,150.

– Foster; Second – DeRouen

Ayes:4

Nays: 0

Abstentions: 0

10. Discussion on possible programming for Christmas 2023.

Staff presented several ideas for programming around the Christmas holiday. The goal of these suggestions were to involve multiple areas of the city, while maintaining safe organization, and driving visitors to businesses throughout the city.

Kaye Kahlich (FDC) suggested running an ad for the Christmas Tree lighting and other events in the Community Impact magazine.

Board members were largely receptive to the idea of multiple small-scale events throughout the city and were invited to provide more ideas to staff we get closer to the holiday season.

11. Presentation by City Council Liaison(s).

Councilmember Lisa Martin provided an update on the previous city council meeting.

Highlights:

- Boards and Commission applications will be reviewed on May 17, 2023
- Updates to the Major Thoroughfare Plan
- A resolution was passed to move Regular City Council Meetings to 5:30 p.m.

12. Future agenda items

The Board of Directors of the Corporation will have the opportunity to inquire about subjects for which notice has not been given but which individual members of the Board of Directors of the Corporation wish to place on the agenda for a subsequent meeting. At this time, only statements of specific factual information and a recitation of existing policy may be made in response to the inquiry. In accordance with Section 551.042 of the Texas Open Meetings Act, the only deliberation of or decision about the subject of the inquiry shall be limited to a proposal to place the subject on the agenda for a subsequent meeting.

Director, etc.	Suggestion or comment made by director, etc.
Mark DeRouen	<ul style="list-style-type: none"> • Question regarding the ideal number of parking spots to have downtown to facilitate having events in that area.
Kaye Kahlich (FDC)	<ul style="list-style-type: none"> • Real Estate Acquisitions • HR Green Update
Tommy Kuykendall (FDC)	<ul style="list-style-type: none"> • Lemonade Day
Lee O'Brien (FDC)	<ul style="list-style-type: none"> • Shirts or lapel pins for Directors

13. Announcements

The Board of Directors of the Corporation will have the opportunity to address items of community interest, which – as aligned with Section 551.0415 of the Texas Open Meetings Act – specifically includes (1) expressions of thanks, congratulations, or

condolence; (2) information regarding holiday schedules; (3) an honorary or salutary recognition of a public official, public employee, or other citizen; (4) a reminder about an upcoming event organized or sponsored by the Corporation; (5) information regarding an event organized or sponsored by an entity other than the Corporation that was attended or is scheduled to be attended by a member of the Board of Directors of the Corporation; and, (6) announcements involving an imminent threat to the public health and safety of people in the City of Fulshear that has arisen after the posting of the agenda.

Director	Announcement or comment made by director
Kaye Kahlich (FDC)	<ul style="list-style-type: none"> • Fort Bend EDC meets the 3rd Thursday of the month • Fort Bend Chamber meeting is May 18th. Kaye Kahlich and Annel Guadalupe will be in attendance. Please notify staff if anyone else wishes to attend.
Tommy Kuykendall (FDC)	<ul style="list-style-type: none"> • Gave thanks and appreciation to Kay Kahlich's service to the city, highlighting her role as the first Fulshear Council Member to be term-limited

14. Adjournment

Motion to adjourn at 8:15 p.m.
 – Foster; Second – Gilmore

Ayes:4

Nays: 0

Abstentions: 0

Passed and approved this 12th of June 2023.



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President

ATTEST: _____ Secretary