



FULSHEAR DEVELOPMENT CORPORATION

A Type "B" 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

August 19, 2024

6:00 PM

Board Members Present:	Tommy Kuykendall; Joel Patterson; James Buccieri; Blake Koepke; Jennifer Hagemann; Joel Patterson; Mark DeRouen; Debra Drescher; Lee O'Brien (Ex Officio)
Board Members Absent:	None
Staff:	Annel Guadalupe (EDC Director); Haden Farr (EDC Coordinator); Lt. Henry (PD); George Moon (Finance); Sharon Valiante (PW); Tiffany Stodder (PW)
Attendees:	Tajana Surlan; John Dowdall; Lacy Beasley; Kaye Kahlich

1. Call to Order

Tommy Kuykendall called the meeting to order at 6:03 p.m.

- 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. 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.**

None

- Public Hearing on a general type of projects being proposed by the Corporation for Fiscal Year 2023-2024 being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development; specifically: East Side Drainage (\$1,115,000); Texas Heritage Parkway ILA (\$88,667); Community Events (\$50,000); Fulshear Fast Track Entrepreneurship and Business Hub (\$110,000).**

Tommy Kuykendall opened the public hearing at 6:05 p.m.

John Dowdall: John Dowdall questioned the usefulness of the Fulshear Fast Track Program, highlighting the program cost, return on investment, and perceived overlap of resources currently offered by other programs such as the Fulshear Regional Chamber for Commerce, and Small Business Development Commission.

Kaye Kahlich: Kaye Kahlich spoke about the differences in services offered by Fulshear Fast

Track when compared to the Fulshear Regional Chamber for Commerce or Small Business Development Commission. Noting that the Chamber focuses primarily on serving existing businesses while the primary mission of Fulshear Fast Track is to incubate new businesses from as early as ideation.

Tajana Surlan: Tajana Surlan noted her appreciation for the Board's focus on improvements to the downtown corridor, as well as the continued focus on providing community events especially when done in partnership with the Chamber. She also discussed her concern on the cost of the Fulshear Fast Track program, but appreciates the efforts made to create an entrepreneurial community in Fulshear.

Tommy Kuykendall thanked all of the speakers and welcomed their input.

Tommy Kuykendall closed the public hearing at 6:21 p.m.

4. Presentation by Retail Strategies

Annel Guadalupe introduced the representative from Retail Strategies, Lacy Beasley.

Lacy Beasley provided a presentation covering an overview of Retail Strategies offerings, and their proposed scope of services for Fulshear. She then opened the floor to any questions.

Mark DeRouen asked if there would be any assessment on the strengths and weaknesses of the city itself. Lacy noted that any feedback gathered from retailers or developers regarding the development environment within the city would be relayed to staff.

Tommy Kuykendall questioned how on-site visits would be billed, and how Retail Strategies would assess the types of retailers wanted for the city. Lacy responded that there would be one guaranteed visit per year, and any additional would be billed separately. She noted that input would be gathered from both staff and Board members in order to develop a targeted list.

Jennifer Hagemann asked if current and projected growth rates would be considered by potential retailer and developers. Lacy responded that Fulshear's growth rate would be a heavy consideration for any retailers.

Debra Drescher asked if there would be a way to marry Fulshear Fast Track with outside retail recruitment. Annel Guadalupe responded by noting that they both tackle different goals, FFT is for the development and growth of home grown entrepreneurs while Retail Strategies is for the here and now, and elevating the current city through recruitment efforts.

Joel Patterson asked that the recruitment radius be centered in the downtown? He also asked about the update cycle for data used in their recruitment. Lacy acknowledged that the radius could be moved to reflect a more central look at the city, and that the data could be refreshed at a fairly often basis.

Mark Derouen asked why don't companies like Retail Strategies run off commission. Lacy noted that it was mainly due to the complications associated with identifying who the responsible party was, they prefer to look at recruitment deals as holistic rather than specific.



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James Buccieri asked how would the non-compete clause work. Lacy said it would fall on contiguous municipal boundaries.

Lee O'Brien asked how long the average timeline from initial conversation to opening typically takes. Lacy noted that it is typically an 18–36-month cycle. James Buccieri noted that the initial pipeline should still be in play with The Retail Coach and should shrink that timeline to some degree.

Jennifer Hagemann asked how the Downtown Strategies wing of the company would work. Lacy noted that it would be an additional and separate contract.

5. Presentation and discussion on Harris Street Reconstruction.

Annel Guadalupe introduced Tiffany Stodder to present on the current state of the Harris Street project. She also noted the decision made by the CDC at the August 12th meeting, to support covering the cost of all add-alternates minus the cost of conduit.

Tiffany Stodder provided an overview on the current state of the project, discussing budgeting, bids received, and notifying the Board that the city would cover the cost of conduit in the project.

Tommy Kuykendall clarified each of the alternates up for discussion and questioned the need for any additional concrete once benches are in place. Tiffany noted that everything would be in place for a relatively easy install, with the hope of doing all installation in-house to reduce cost.

Mark DeRouen questioned support for the alternates, noting that the goal was to cover the base-bid while remaining under budget, which had been achieved.

Lee O'Brien asked if the awarded contractors had positive references with similar projects completed in the past. Tiffany noted that references had been reviewed, and the project engineers had signed off on their work.

Mark DeRouen asked if we would get a better price bidding out individual add alternates over time. Tiffany noted that it would be hard to predict, noting that with price fluctuations it could be a significant gamble.

James Buccieri asked for clarification on how the contractor would be paid, and a timeline estimate for completion. Tiffany noted that it would be according to a completion schedule, and that the project should be complete around the July 2025 timeframe.

Joel Patterson stated that though the costs go beyond the initial scope, this is a transformative project and costs will only rise.

Tommy Kuykendall thanked Tiffany Stodder and public works staff for the guidance through this process.

6. Discussion and possible action on FY24 budget amendment.

Motion to amend the FY24 budget to fund the Harris Street project Alternates for \$286,500.

– Patterson ; Second – Buccieri

Ayes: 6

Nays: 1 (DeRouen)

Abstentions: 0

7. Consideration and possible action on amendment to the adopted FY25 Corporation budget (701).

Annel Guadalupe explained the addition of Targeted Incentives following the CDC’s request that they be used for small business incentives following the adoption of a small business incentive policy.

Debra Drescher expressed her support for this addition to the budget.

Mark DeRouen noted that he was not in favor of the process of winners and losers, he would rather have an even playing field with low taxes and impact fee adjustments for everyone.

Joel Patterson noted that \$50,000 is a fairly low figure for support.

Lee O’Brien noted that we should have a comprehensive look at incentives, \$50,000 is insignificant in the long-term.

Tommy Kuykendall noted that if the need outweighs the funds due to its popularity, the budget can always be amended.

Motion to amend the FY25 adopted budget to include the addition of Targeted Incentives for \$50,000.

– Patterson ; Second – Drescher

Ayes: 6

Nays: 1 (DeRouen)

Abstentions: 0

8. 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) July 22nd – August 9th Activity Overview:

1. RFEI for EDC Property

Annel Guadalupe informed the Board that staff anticipates the RFEI to go live by the end of August. Tommy Kuykendall asked that the back yard of the Real Estate office be mowed.

2. Hotel Update

Annel Guadalupe noted that conversations have been taking place with Marriott and potential sites have been sent to them for consideration. She also noted that they were intending to have an in-person visit with staff in the coming weeks.



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3. Downtown Mural

Annel Guadalupe informed the Board that an artist has been approached to draft mural concepts for a Mural to compliment the Harris Street project.

4. Higher Education Partnership

Annel Guadalupe discussed efforts being taken by staff to establish a partnership with regional higher education groups to bring services to the City.

5. Eastside Drainage Update

Annel Guadalupe noted that public works was anticipating the advertisement for bid to take place in October, contingent upon approval of an easement by the City's legal team.

9. Consideration and action on financials and payables for the Corporation for the period ending June 30, 2024.

Motion to approve the financials and payables for the period ending June 30, 2024.

– Buccieri ; Second – Patterson

Ayes: 7

Nays: 0

Abstentions: 0

10. Consideration and action on the minutes of the Corporation for the July 15, 2024, regular meeting

Motion to adopt the minutes of the Corporation for the July 15, 2024, regular meeting.

– Patterson ; Second – Koepke

Ayes: 7

Nays: 0

Abstentions: 0

11. Presentation by City Council Liaison regarding relevant action taken at previous City Council meeting(s).

Joel Patterson provided an update on the recent City Council meetings, topics included:

Regular meeting 7.16-water plant 2-elevated storage tank 61% complete-Robert's rules-presentation on PFAS-drought contingency plan presentation (surcharge based on conservation level)-presentation on tax and revenue certificates of obligation-FY25 budget discussion-primrose park update-discussion on a general obligation bond (parks & rec?)-agreement with kinder Morgan for w & ww extension-painting of the traffic boxes-redistricting discussion for all 5 single member districts by May elections (all will have to be reelected)-approved DA with DR Horton

Special Called Meeting 7.30.2024- Executive session for final four City Manager candidates

Special Called Meeting 8.6.2024-Executive session for selecting City Manager & contract for City Manager

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.
James Buccieri	<ul style="list-style-type: none"> • Would like Debra to assist with the development of the small business incentives program • Continue talks on higher education
Mark DeRouen	<ul style="list-style-type: none"> • Christmas Programming

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
Annel Guadalupe	<ul style="list-style-type: none"> • EDC Photo Contest winners will be announced at the August 20th City Council Meeting

14. Adjournment


Motion to adjourn at 8:16 p.m.
– Buccieri; Second – Hagemann

Ayes: 7


Nays: 0

Abstentions: 0

Passed and approved this 21st of October 2024.



President

ATTEST: 

~~Secretary~~