CITY COUNCIL AND ECONOMIC DEVELOPMENT BOARD
ECONOMIC SUMMIT
Collin College: Collin Higher Education Center, Rm #135
3452 Spur 399, McKinney, TX 75069

FRIDAY, MARCH 9, 2012

7:45 A.M. – 4:30 P.M.

MINUTES

I. CALL TO ORDER AND ANNOUNCE A QUORUM OF THE CITY COUNCIL PRESENT:

Mayor Jim Lewis called the summit to order at 8:15 a.m. Council members present were Sean Terry, Larry Berg and Bill Webber. Councilman Wayne Nabors and Councilwoman Carmen Roberts arrived in the afternoon. Council members Terry, Berg and Webber left in the afternoon. Councilman Dewey Isham was absent.

II. CALL TO ORDER AND ANNOUNCE A QUORUM OF THE ECONOMIC DEVELOPMENT BOARD PRESENT:

Economic Development Corporation Board Chairman Doug Dillon called the summit to order at 8:15 a.m. Board members present were Susan Owens and Stacy Arias. Board Member Kyle Rose arrived in the afternoon. Board Member Lance Poole was absent.

The Celina City Council and Celina Economic Development Corporation will conduct an economic summit related to managing and guiding growth, protecting and utilizing core values, historical assets, and quality of life.

City Manager Mike Foreman introduced EDC Board Member Stacy Arias and recognized her for organizing the summit. Ms. Arias introduced EDC Consultant Don Dillard.

8:20 – 9:55 City of Richardson Speakers: Former Mayor Ray Noah
City Manager Bill Keffler

Former Mayor Noah gave a history of the city from 1967 and its commitment to not make the mistakes of other cities. Richardson wanted jobs, a place to live, work, play, with adequate water and sewer services and parks. Revising their building codes was important. He covered issues from a historical standpoint. The city set their boundaries for a manageable 100,000 population. He stressed the importance of regional planning for transportation. They joined the City of Dallas in Goals for Dallas. They were active in changing legislation regarding right-of-way issues and other issues important to their city.

A concern for the city was a need to change their zoning plan. The City of Richardson joined the NCTCOG, provided leaders and became a player in regional issues. He suggested determining what you've got and how to use it, putting a team together with the school district, providing good service to industry and encouraging them to stay and expand.

City Manager Bill Keffler told the audience that continuity creates great cities. He said transportation was at the forefront for Richardson due to the location of the city. He stressed being patient with land use and hold the land to its highest and best use. Richardson exchanged land with Plano in order to not create a portion of the city divided by a major roadway. Regionalism in transportation, water, air quality, working together made transportation a major asset. Richardson's employment base is important to them. Economic Challenges for them were attracting new employers and renewing old ones. Strengths for them were: a mission statement, partnering with the Chamber of Commerce as their Economic Development tool, partnering with major corporations. Regarding abatements-make sure they get money coming back to the community. Meet with HOA's, build relationships. Mr. Keffler then took questions regarding land owner partnerships, the role of the community college, DART, the tollway and railways and gave insights on corners created by roadway intersections.

9:55-10:15 Break

10:15-11:55 City of Grand Prairie Speakers: City Manager Tom Hart
Economic Development Director Bob O'Neal

City Manager Tom Hart emphasized the importance of sustainability and the role of economic development in making the city sustainable and balanced. Create jobs where people can live there. Look at the taxes and bring in the right volume of money. Look at your strengths, weaknesses and opportunities. Other important issues are land planning, thoroughfares, paying attention to aesthetics in your public facilities. Create an image, reputation, dream it. Mr. Hart related stories and specific issues that Grand Prairie faces related to the school districts and highways built several years ago with no access roads.

Economic Development Director Bob O'Neal emphasized several points with Mr. Hart. Some incentives used in Grand Prairie are tax abatements (as long as the city is benefitting), TIF, PID, Venue Bills and Partnerships. Other economic development catalysts for Grand Prairie were Lone Star Park, Euless turned an old industrial park into a golf course and hotel. Public Private Partnership projects – Quik Trip Park, and the Verizon Theatre. He talked about risk and cumulative risk. Regarding downtown redevelopment – take your assests and work with them. Transportation is important. Create your own opportunities.

They took questions regarding the issue of continuous frontage roads and venue bills.

11:56-12:35 Lunch

12:35 – 1:50 City of Frisco Speakers: Mayor Maher Maso
Arts of Collin County Director Mike Simpson
City Manager George Purefoy
President EDC Jim Gandy

Mayor Maher Maso stated that working together is the foundation of a great city. Know what kind of growth you have. He spoke about having good external communication: website, townhall meetings, HOA meetings, developer meetings, and social media. Be forward in building standards to create something better. He turned the floor over to former Mayor Mike Simpson.

Former Mayor Mike Simpson talked about having a consistent vision through the years being a key role of the council. He went through the growth questions submitted to the speakers as they related to the City of Frisco. Key issues are infrastructure, deciding what you want to become, strategic planning, bond elections and setting a focus area each year.

Economic Director Jim Gandy talked about their mission statement. Expanding and diversifying the tax base, having an industry focus strategy. Analyze your assets and opportunities. Decide what types of industries you want and target those businesses. Be a business incubator, promote entrepreneurship, grow your own. Improve your readiness, have incentive and be competitive. Use of EDC funds: incentive resource, competitive advantages, public private partnerships. Be a regional player. Stabilize neighborhoods by upgrading building standards. Have joint meetings with the City, ISD, P & Z, CDC, County, Colleges.

They took questions regarding citizens police, fire, search and city hall 101 and how to work with little or no money.

1:50-2:10	Break		
2:11-3:30	City of Plano	Speakers:	Deputy City Manager Frank Turner Customer & Utility Services Mark Israelson

Deputy City Manager Frank Turner gave a history of the City of Plano and the challenges facing them now as a mostly built-out city. He talked about Plano's policy of planning on one square mile grids with schools, neighborhoods, shopping and an arterial network. They made their public works and development standards predictable. A challenge to the city now is their physical aging and how to pay for re-building. There has been a demographic and family make-up change to the city over the years. They form partnerships and collaborations. He spoke about Plano's initiatives with the Plano ISD. Plano located sites for schools and parks on 25 to 30 acres, sharing maintenance and athletic facilities. They make sure they have adequate public facilities for each development with water, sewer, drainage, and roadways taking a cost sharing approach. He gave tips for being wise with your resources, and economic development. They keep people interested in Plano with jobs. They earmark money for EDC and provide incentives.

Customer, Administrative, Utility Services Manager Mark Israelson highlighted some key aspects for Plano: roads and connectivity, water is a key development issue, Plano ISD being the biggest development driver, council-manager form of government, their commitment to accreditation and the highest possible quality gives direct benefits/value to resident and businesses. Some challenges: stay ahead of the needs of the citizens and development. They have no debt in their water/sewer fund. They have a pay as you go system. Staffing – keep qualified and talented staff. Redevelopment is an exercise in patience. Mark said public safety can be a challenge, civil service. Their council is elected at-large with a 3, 3-year term limit.
Some words to the wise: leverage state funds with TXDOT to build roads, look for matching funds, get innovative ideas. Policies of Plano: Master Plans, Fiscal Policy, sales tax, 50% commercial-50% residential make-up, Reserve Funds, bond rating is triple A, debt per capita, for Economic Development they set aside 2 cents of ad valorem tax. They have a Capital Reserve Fund setting aside money for maintenance items to be paid for in cash. They partner with utility providers for franchise management.

They took questions regarding schools, communication and cultural diversity and cultural roundtables, current tax rate, and downtown area redevelopment with DART.

City Manager Mike Foreman and Mayor Jim Lewis made concluding remarks. City Manager Mike Foreman presented Stacy Anne Arias with a thank you gift for organizing the event.

III. ADJOURNMENT:
The meeting adjourned at 3:35 p.m.

Jim Lewis, Mayor

Vicki Faulkner, City Secretary
City of Celina, Texas

April 09, 2012
Date Minutes Approved

THE CITY OF CELINA TEXAS