



Economic Development Corporation (Type A) Agenda

Monday, July 24, 2023
3:30 PM

City Hall - 141 W. Renfro
Burleson, TX 76028

1. CALL TO ORDER

2. CITIZEN APPEARANCES

Each person in attendance who desires to speak to the 4A Economic Development Board on an item NOT posted on the agenda, shall speak during this section.

A speaker card must be filled out and turned in to the City Secretary prior to addressing the Board. Each speaker will be allowed three (3) minutes.

Please note that Board may only take action on items posted on the agenda. The Texas Open Meetings Act prohibits the Board from deliberating or taking action on an item not listed on the agenda. The Board may, however, receive your comments on the unlisted item, ask clarifying questions, respond with facts, and explain policy.

Each person in attendance who desires to speak to the Board on an item posted on the agenda, shall speak when the item is called forward for consideration.

3. GENERAL

- A. Consider approval of the minutes from the July 10, 2023 Economic Development Corporation (Type A) meeting. (*Staff Contact: Amanda Campos, City Secretary*)
- B. Consider approval of Resolution 4A072623ProjectU approving changes and budget for the Project U Leadership Conference. (*Staff Presenter: Alex Phillips, Director of Economic Development*)

4. EXECUTIVE SESSION

In accordance with Chapter 551 of the Texas Government Code, the Board may convene in Executive Session in the City Council Workroom in City Hall to conduct a closed meeting to discuss any item listed on this Agenda.

Pending or contemplated litigation or to seek the advice of the City Attorney pursuant to Section 551.071, Texas Government Code

Discussion regarding possible purchase, exchange, lease, or value of real property pursuant to Section 551.072, Texas Government Code

Deliberation regarding commercial or financial information received from or the offer of a financial or other incentive made to a business prospect seeking to locate, stay or expand in or near the territory of the City and with which the City is

**conducting economic development negotiations pursuant to Section 551.087, Texas
Government Code**

5. **ADJOURN**

Alex Philips
Economic Development Director
bphilips@burlesontx.com

CERTIFICATE

I hereby certify that the above agenda was posted on this the 19th of July 2023, by 5:00 p.m., on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.



Amanda Campos

City Secretary

ACCESSIBILITY STATEMENT

The Burleson City Hall is wheelchair accessible. The entry ramp is located in the front of the building, accessible from Warren St. Accessible parking spaces are also available in the Warren St. parking lot. Sign interpretative services for meetings must be made 48 hours in advance of the meeting. Call the A.D.A. Coordinator at 817-426-9600, or TDD 1-800-735-2989.

Economic Development Corporation (Type A)

DEPARTMENT: City Secretary's Office
FROM: Amanda Campos, City Secretary
MEETING: July 24, 2023

SUBJECT:

Consider approval of the minutes from the July 10, 2023 Economic Development Corporation (Type A) meeting. (*Staff Contact: Amanda Campos, City Secretary*)

SUMMARY:

The Burleson 4A Economic Development Corporation Board duly and legally met on July 10, 2023.

OPTIONS:

- 1) Board may approve the minutes as presented or approve with amendments.

RECOMMENDATION:

Approve.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A.

FISCAL IMPACT:

N/A.

STAFF CONTACT:

Name: Amanda Campos, TRMC
Title: City Secretary
Email: acampos@burlesontx.com
Phone: 817-426-9665

BURLESON 4A ECONOMIC DEVELOPMENT CORPORATION

July 10, 2023
DRAFT MINUTES

COUNCIL PRESENT:

Phil Anderson, Place 2
Ronnie Johnson, Place 4
Larry Scott, Place 1
Dan McClendon, President, Place 3
Adam Russell, Place 5

COUNCIL ABSENT:

Staff present:

Tommy Ludwig, Deputy City Manager
Monica Solko, Deputy City Secretary
Lisandra Leal, Assistant City Secretary
Matt Ribitzki, Deputy City Attorney

1. CALL TO ORDER – Time: 3:31 P.M.

2. APPROVE THE MINUTES FROM THE ECONOMIC DEVELOPMENT CORPORATION (TYPE A) MEETING

A. Minutes from the June 20, 2023 Economic Development Corporation (Type A) meeting. (Staff Contact: Amanda Campos, City Secretary)

Motion by Adam Russell and seconded by Phil Anderson to approve.

Motion passed 5-0.

3. CITIZEN APPEARANCE

- No speakers.

4. REPORTS AND DISCUSSION ITEMS

A. 4A071023MMA, professional services agreement with Mycoskie & Associates, Inc. dba MMA, Inc. in the amount of \$206,100. (Staff Contact: Errick Thompson, Deputy Director of Public Works – Engineering)

Errick Thompson, Deputy Director of Public works presented the service agreement to the 4A Economic Development Corporation.

Motion by Adam Russell and seconded by Larry Scott to approve.

Motion passed 5-0.

5. COMMUNITY ANNOUNCEMENTS

- None.

6. BOARD REQUESTS FOR FUTURE AGENDA ITEMS OR REPORTS

- None.

7. RECESS INTO EXECUTIVE SESSION

Pursuant to Section 551.071, Texas Government Code, the Board reserves the right to convene in Executive Session(s), from time to time as deemed necessary during this meeting for any posted agenda item, to receive advice from its attorney as permitted by law.

A. Pending or contemplated litigation or to seek the advice of the City Attorney pursuant to Section 551.071, Texas Government Code

- No Executive Session needed.

8. ADJOURN

There being no further discussion President Dan McClendon adjourned the meeting.

Time: 3:52 P.M.

Monica Solko
Deputy City Secretary

Economic Development Corporation (Type A)

DEPARTMENT: Economic Development

FROM: Alex Philips, Director of Economic Development

MEETING: July 24, 2023

SUBJECT:

Consider approval of Resolution 4A072623ProjectU approving changes and budget for the Project U Leadership Conference. (*Staff Presenter: Alex Philips, Director of Economic Development*)

SUMMARY:

The Project U Leadership Conference began in 2020 with the mission to promote the City of Burleson as having a dynamic and innovative business environment. The Conference does this by providing valuable resources for attendees to enhance their current skill set, collaborate with like-minded professionals and become better leaders within their community. The Conference is a full-day leadership event, featuring nationally recognized leaders, authors and business professionals. The event is planned each year to break-even with ticket sales and sponsorships covering costs, this keeps ticket prices as low as \$125/person.

While the inaugural event was planned to be in-person in 2020, due to COVID-19, the event was held as a 6-week virtual series. There were 72 attendees.

In 2022, Project U saw its first in-person event held at First Baptist Burleson. There were 328 attendees.

Project U 2023 was held at Pathway Church with 372 attendees (32 tables of 8 sold), some traveling from Mansfield, Wichita Falls, Wyle and Waco.

The 2023 event had a 4A budget of \$30,000. \$48,000 was raised through sponsorships and \$32,651.58 was collected in ticket sales. The total expenses were \$87,150.26 (\$43,050 attributed to speaking fees). \$6,468.68 was used from the 4A budget to cover the shortfall.

For the 2024 event, the EDC is proposing a much higher caliber of speakers and a budget increase to \$40,000. We anticipate collecting \$50,000 in sponsor revenue and \$33,000 in ticket sales. Allowing the event to cover \$123,000 in expenses (\$81,250 in speaking fees).

The 2024 tentative lineup is as follows:

Damon West

- Motivational Speaker, “Change Agent”
- Topic: Keeping a positive mindset

Jess Ekstrom

- Founder and CEO, Headbands for Hope
- Topic: Optimism and activating purpose

Dr. Ed Nichols

- Superintendent, Madison City Schools, AL
- Topic: Emergenetics personality study

Carlos Whittaker

- Motivational Speaker, “Hope Dealer”
- Topic: How to Human, best version of yourself

Jon Acuff *Headliner*

- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking

The 2024 event will also include a new “Bookstore” offering an opportunity for attendees to purchase books from all the speakers and a chance to meet the speakers and have books signed. In addition to the direct benefit of the bookstore, this will allow for more volunteers to get involved with the event and an additional sponsorship opportunity.

In the end, the Project U Leadership Conference is a unique and effective way to advertise the City for the purposes of developing new and expanded business enterprises.

OPTIONS:

- 1) Approve as presented
- 2) Approve with changes
- 3) Deny

RECOMMENDATION:

Staff recommends approval

PRIOR ACTION/INPUT (Council, Boards, Citizens):

n/a

FISCAL IMPACT:

Explain fiscal impact if any

STAFF CONTACT:

Alex Philips
Director of Economic Development
aphilips@burlesontx.com
817-426-9613



Leadership Conference

Where did the Idea come from?

Item B.

- **Consultant Connect**

- Provides an avenue between site consultants and EDC
- Provide conferences, webinars, podcasts for Economic Development professionals
- Educational seminars for Economic Development professionals
- Leadership summits and conferences (Next & Thrive)

- **Economix Conference**

- Site Selector Conference with Leadership Aspect
- This conference moves around each year
- Designed for Economic Developer professionals
- Held annually

- **Catalyst University**

- Kalamazoo, MI
- 3500 Attendees
- Leadership Conference for the region as well as invited guests from across the country
- Designed to spark fresh ideas to empower your best and energize your community



Tupelo, MS

Item B.

Ignite Leadership Conference

- Started in 2018
- Hosted by the Community Development Foundation
- Started with 650 attendees 1st Year
- Hosted at local church
- Has sold out every year since (Capacity is 700)

Mission

- One day leadership summit inspiring attendees to lead and create desired change within their organizations and communities with renewed passion and drive

Vision

- To engage and develop dynamic and effective leaders in the community who are committed to a prosperous future and powered by purpose



Mission

The City of Burleson Economic Development Corporation created this event to promote the City of Burleson as having a dynamic and innovative business environment. The Conference provides valuable resources for attendees to enhance their current skill set, collaborate with like-minded professionals and become better leaders within their community

Project U is a full-day leadership conference, featuring nationally recognized leaders, authors and business professionals



Why?

Item B.

Providing leadership development opportunities can improve morale, loyalty and organizational growth

No cost effective tools in the DFW market for small businesses to attend for leadership development

80% of new projects across the State come from expanding businesses in their home community

We want to give all businesses in our community a cost effective tool that they can deepen their roots in Burleson by growing their workforce and business

As Burleson Works filled a gap for businesses in our community this will do the same as companies are looking for ways to grow their existing workforce

Project U At a Glance

Item B.

- **Project U 2020**
 - Due to COVID, first in-person event was held virtually over six weeks
 - 72 attendees
- **Project U 2022**
 - Held in-person at First Baptist Burleson
 - 328 attendees



Project U At a Glance

Item B.

Project U 2023

- Held in-person at Pathway Church
- 372 attendees
- 23 tables of 8 sold
- Attendees traveled from:
 - Mansfield
 - Wichita Falls
 - Waco
 - Wylie

Event Budget

2023 Actual

Sponsor Revenue	\$48,000.00
Ticket Revenue	\$32,651.58
4A Budget	\$30,000.00
*Only \$6,498.68 spent from 4A Budget	
Expenses	\$87,150.26
*Speakers	\$43,050.00

2024 Proposed

Sponsor Revenue	\$50,000.00
Ticket Revenue	\$33,000.00
4A Budget	\$40,000.00
Expenses	\$123,000.00
*Speakers	\$81.250.00

We are asking to increase the 4A budget \$10,000 to allow staff to raise the bar of the event with well rounded speakers



2024 Speaker Lineup & Costs

Item B.

Damon West

- Motivational Speaker, “Change Agent”
- Topic: Keeping a positive mindset

Jess Ekstrom

- Founder and CEO, Headbands for Hope
- Topic: Optimism and activating purpose



Dr. Ed Nichols

- Superintendent, Madison City Schools, AL
- Topic: Emergenetics personality study

Carlos Whittaker

- Motivational Speaker, “Hope Dealer”
- Topic: How to Human, best version of yourself

Jon Acuff *Headliner*

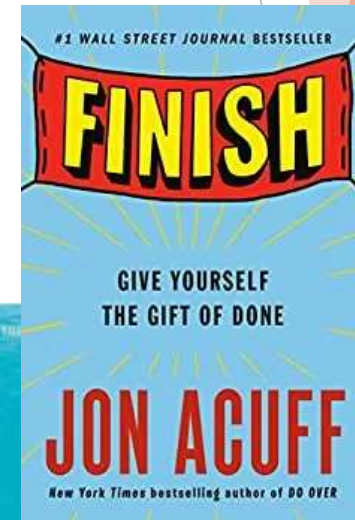
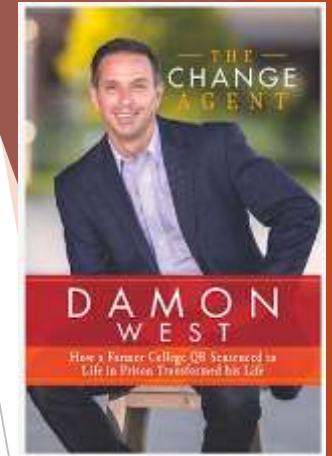
- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking



Speaker Bookstore

The EDC plans to add a bookstore to this year's event:

- Attendees can purchase books from all speakers
- During breaks attendees can meet speakers and have books signed
- Local group to assist with running bookstore
- Additional sponsorship opportunity to support event



Takeaways

Item B.

- Collaboration amongst the attendees
- Best Practices when it comes to owning, growing or creating a business
- Motivating the business community
- Inspiring up and coming leaders in our community to take the next step
- Holding an event that all businesses can be apart of when it comes to cost
- Opportunities for the EDC to help businesses in our community
- Unique and effective way to promote the City for the purposes of developing new and expanded business enterprises

Requested Board Action

- Board approval will allow staff time to book speakers, make plans for changes and pay deposits & travel accommodations
- Approve changes and budget to Project U Leadership Conference as presented
- Modify changes and budget to Project U Leadership Conference with changes
- Deny changes and budget to Project U Leadership Conference

RESOLUTION 4A072623ProjectU

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE BURLESON 4A ECONOMIC DEVELOPMENT CORPORATOIN AUTHORIZING A BUDGET FOR PROJECT U LEADERSHIP CONFERENCE.

WHEREAS, the Burleson 4A Economic Development Corporation, known as the “Type A Corporation”, incorporated and certified in October 2000 under the authorization of the Development Corporation Act of 1979; and

WHEREAS, the City of Burleson, Texas (“City”), is a home rule city acting under its charter adopted by the electorate pursuant to Article XI, Section 5 of the Texas Constitution and Chapter 9 of the Local Government Code; and

WHEREAS, the Project U Leadership Conference is a full-day leadership conference scheduled to take place in the city limits on February 20, 2024, that is marketed to business professionals in the region and promotes the City as having a dynamic and innovative business environment; and

WHEREAS, the Board of Directors of the Type A Corporation finds that the Project U Leadership Conference is a unique and effective way to advertise the City for the purposes of developing new and expanded business enterprises; and

WHEREAS, the Board of Directors of the Type A Corporation further finds that, including the proposed promotional expenditures associated with the Project U Leadership Conference, the Type A Corporation has not and will not spend more than ten percent (10%) of its annual corporate revenue on expenditures related to promotional purposes.

NOW, THEREFORE, BE IT RESOLVED BY THE BURLESON 4A ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS, THAT:

Section 1.

The Board of Directors of the Type A Corporation hereby approves and authorizes the following budget for the 2024 Project U Leadership Conference:

2024 Project U Leadership Conference Budget

Sponsor Revenue	\$50,000.00
Ticket Revenue	\$33,000.00
4A Budget	\$40,000.00
Expenses	\$123,000.00
*Speakers	\$81.250.00

Section 2.

The foregoing recitals are adopted and incorporated herein for all purposes.

Section 3.

The Type A Corporation hereby requests that the City Council of the City of Burleson ratify this resolution and actions of the Type A Corporation. Accordingly, this resolution shall take effect immediately after such ratification.

PASSED, APPROVED, AND SO RESOLVED by the Board of Directors of the Burleson 4A Economic Development Corporation on the ____ day of _____, 20____.

Print Name: _____

Print Title: _____

Burleson 4A Economic Development Corporation

ATTEST:

Amanda Campos, Secretary