



## Economic Development Corporation (Type A) Agenda

Tuesday, September 05, 2023  
3:45 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 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 minutes to speak.

Each person in attendance who desires to speak 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 August 15, 2023 Economic Development Corporation (Type A) meeting. *(Staff Contact: Amanda Campos, City Secretary)*

B. Consider approval of six speaking contracts for the 2024 Project U Leadership Conference in the total amount of \$93,000. *(Staff Presenter: Alex Philips, Director of Economic Development)*

4. **ADJOURN**

### **CERTIFICATE**

I hereby certify that the above agenda was posted on this the 31st of August 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

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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.

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## Economic Development Corporation (Type A)

**DEPARTMENT:** City Secretary's Office  
**FROM:** Amanda Campos, City Secretary  
**MEETING:** September 5, 2023

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**SUBJECT:**

Consider approval of the minutes from the August 15, 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 August 15, 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](mailto:acampos@burlesontx.com)  
Phone: 817-426-9665

# BURLESON 4A ECONOMIC DEVELOPMENT CORPORATION

August 15, 2023  
DRAFT MINUTES

## **BOARD MEMBERS PRESENT:**

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

## **BOARD MEMBERS ABSENT:**

## **Staff present:**

Tommy Ludwig, City Manager  
Amanda Campos, City Secretary  
Monica Solko, Deputy City Secretary  
Matt Ribitzki, Deputy City Attorney

## **1. CALL TO ORDER - 2:00 P.M.**

President Dan McClendon called the meeting to order. **Time: 2:00 P.M.**

## **2. CITIZEN APPEARANCE**

- No speakers.

## **3. GENERAL**

### **A. Minutes from the July 24, 2023 Economic Development Corporation (Type A) meeting. (Staff Contact: Amanda Campos, City Secretary)**

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

Motion passed 5-0.

### **B. 4A081523CraftmastesPhaseOne, resolution authorizing an unimproved property contract between the Burleson 4A Economic Development Corporation and Craftmasters Real Estate, LLC, purchasing approximately 54 acres within Hooper Business Park in Johnson County, Texas in the amount of \$2,500,000. (Staff Contact: Alex Philips, Economic Development Director)**

Alex Philips, Economic Development Director, presented items 3B and 3C as one presentation to the 4A Economic Development Corporation.

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

Motion passed 5-0.

- C. 4A081523CraftmastesPhaseTwo**, resolution authorizing an unimproved property contract between the Burleson 4A Economic Development Corporation and Craftmasters Real Estate, LLC, purchasing approximately 8 acres within Hooper Business Park in Johnson County, Texas in the amount of \$360,000. (*Staff Contact: Alex Philips, Economic Development Director*)

Motion by Ronnie Johnson and seconded by Phil Anderson to approve.

Motion passed 5-0.

- D. 4A081523AnnualBudget**, resolution adopting the Burleson 4A Economic Development Corporation FY2023-2024 annual budget. (*Staff Presenter: Martin Avila, Finance Director*)

Martin Avila, Finance Director, presented a resolution to the 4A Economic Development Corporation.

Motion by Phil Anderson and seconded by Larry Scott to approve.

Motion passed 5-0.

#### **4. RECESS INTO 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**

No executive session needed.

#### **5. ADJOURN**

There being no further discussion President Dan McClendon adjourned the meeting.  
**Time: 2:13 P.M.**

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Monica Solko  
Deputy City Secretary

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## Economic Development Corporation (Type A)

**DEPARTMENT:** Economic Development  
**FROM:** Alex Philips, Economic Development Director  
**MEETING:** September 5, 2023

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**SUBJECT:**

Consider approval of six speaking contracts for the 2024 Project U Leadership Conference in the total amount of \$93,000. (*Staff Presenter: Alex Philips, Director of Economic Development*)

**SUMMARY:**

On July 24, 2023, the 4A Economic Development Board and the City Council approved the budget and high level details for the 2024 Project U Leadership Conference. The budget approved will allow staff to pay speaking fees and travel accommodations for the following speakers:

**Damon West**

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

**Jess Ekstrom**

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

**Stephen Mackey**

- Development Coach
- Topic: Teams overcoming adversity

**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

In the event headliner Jon Acuff is unavailable for booking, staff has identified a substitute that would also fit within the approved budget for the event:

**Ryan Leak**

- Transformational Speaker and Executive Coach
- Topic: Self Leadership

The total amount to book and provide travel for all proposed speakers (or Ryan Leaks in lieu of Jon Acuff) will not exceed \$93,000.00

**OPTIONS:**

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

**RECOMMENDATION:**

Approve as presented

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

List date and description of any prior action related to the subject

**FISCAL IMPACT:**

Explain fiscal impact if any

**STAFF CONTACT:**

Alex Philips  
Economic Development Director  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

817-426-9613





# Leadership Conference



The City of Burleson Economic Development Corporation created this event to provide 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

On July 24, the 4A Board and City Council approved a budget for Project U allowing staff to begin negotiations with proposed speakers for the event

# 2024 Speaker Lineup

## Damon West

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

## Jess Ekstrom

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

## Stephen Mackey

- Development Coach
- Topic: Teams overcoming adversity

## 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

## Ryan Leek \*Alternate\*

- Transformational Speaker and Executive Coach
- Topic: Self Leadership



# Speaking Fees & Travel

The total amount to book and provide travel for all proposed speakers (or Ryan Leaks in lieu of Jon Acuff) will not exceed \$93,000.00

# Requested Board Action

- Approve speaking contracts with all speakers for the 2024 Project U Leadership Conference as presented
- Approve speaking contracts with all speakers for the Project U Leadership Conference, with modifications to the 2024 lineup
- Deny speaking contracts with all speakers for the Project U Leadership Conference