



**CITY OF ROLLINGWOOD
COMMUNITY DEVELOPMENT CORPORATION
AGENDA**

Monday, April 10, 2023

Notice is hereby given that the Community Development Corporation of the City of Rollingwood, Texas will hold a meeting, open to the public, in the Municipal Building at 403 Nixon Drive in Rollingwood, Texas on April 10, 2023 at 12:00 PM. Members of the public and the Community Development Corporation may participate in the meeting virtually, as long as a quorum of the Community Development Corporation and the presiding officer are physically present at the Municipal Building, in accordance with the Texas Open Meetings Act. The public may watch this meeting live and have the opportunity to comment via audio devices at the link below. The public may also participate in this meeting by dialing one of the toll-free numbers below and entering the meeting ID and Passcode.

Link: <https://us02web.zoom.us/j/5307372193?pwd=QmNUbmZBQ1lwUjNjNmM5RnJreIRFUT09>

Toll-Free Numbers: (833) 548-0276 or (833) 548-0282

Meeting ID: 530 737 2193

Password: 9fryms

The public will be permitted to offer public comments via their audio devices when logged in to the meeting or telephonically by calling in as provided by the agenda and as permitted by the presiding officer during the meeting. If a member of the public is having difficulties accessing the public meeting, they can contact the city at dadair@rollingwoodtx.gov. Written questions or comments may be submitted up to two hours before the meeting. A video recording of the meeting will be made and will be posted to the City's website and available to the public in accordance with the Texas Public Information Act upon written request.

CALL ROLLINGWOOD COMMUNITY DEVELOPMENT CORPORATION MEETING TO ORDER

1. Roll Call

PUBLIC COMMENTS

Citizens wishing to address the RCDC for items not on the agenda will be received at this time. Please limit comments to 3 minutes. In accordance with the Open Meetings Act, RCDC is restricted from discussing or taking action on items not listed on the agenda.

CONSENT AGENDA

All Consent Agenda items listed are considered to be routine by the RCDC and may be enacted by one (1) motion. There will be no separate discussion of Consent Agenda items unless a Board Member has

requested that the item be discussed, in which case the item will be removed from the Consent Agenda and considered in its normal sequence on the Regular Agenda.

2. Discussion and possible action on the minutes from the January 9, 2023 RCDC meeting

REGULAR AGENDA

- 3. Discussion and possible action to elect a President, Vice President, Secretary and Treasurer of the Rollingwood Community Development Corporation
- 4. Presentation from the Retail Coach on potential scope and capabilities for a second phase of work in support of phase one findings and the feedback on the approved Comprehensive Plan
- 5. Discussion on scope and objectives for Retail Coach second phase of work for the development of detailed plans and execution based on phase one findings and framework provided by the Comprehensive Plan
- 6. Discussion and possible action regarding the engagement of the Retail Coach for Phase 2
- 7. Analysis of "Due To City of Rollingwood" on the RCDC Balance Sheet
- 8. Discussion on the possibility of requesting the use of RCDC funds to make capital expenditures for trail, drainage, and parking lot or other park improvements
- 9. RCDC Financials through February, 2023

ADJOURNMENT OF MEETING

CERTIFICATION OF POSTING

I hereby certify that the above Notice of Meeting was posted on the bulletin board at the Rollingwood Municipal Building, in Rollingwood, Texas and to the City website at www.rollingwoodtx.gov at **5:00 p.m.** on **April 6, 2023.**

Desiree Adair
Desiree Adair, City Secretary

NOTICE -

The City of Rollingwood is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please contact the City Secretary, at (512) 327-1838 for information. Hearing-impaired or speech-disabled persons equipped with telecommunication devices for the deaf may call (512) 272-9116 or may utilize the stateside Relay Texas Program at 1-800-735-2988.

The Community Development Corporation will announce that it will go into executive session, if necessary, to deliberate any matter listed on this agenda for which an exception to open meetings requirements permits such closed deliberation, including but not limited to consultation with the corporation's attorney(s) pursuant to Texas Government Code section 551.071, as announced at the time of the closed session.

Consultation with legal counsel pursuant to section 551.071 of the Texas Government Code;
discussion of personnel matters pursuant to section 551.074 of the Texas Government Code;
real estate acquisition pursuant to section 551.072 of the Texas Government Code;
prospective gifts pursuant to section 551.073 of the Texas Government Code;

security personnel and device pursuant to section 551.076 of the Texas Government Code;
and/or economic development pursuant to section 551.087 of the Texas Government Code.
Action, if any, will be taken in open session.



**CITY OF ROLLINGWOOD
COMMUNITY DEVELOPMENT CORPORATION
MINUTES**

Monday, January 09, 2023

The Community Development Corporation of the City of Rollingwood, Texas held a meeting, open to the public, in the Municipal Building at 403 Nixon Drive in Rollingwood, Texas on January 9, 2023. Members of the public and the Community Development Corporation were able to participate in the meeting virtually, as long as a quorum of the Community Development Corporation and the presiding officer were physically present at the Municipal Building, in accordance with the Texas Open Meetings Act. A video recording of the meeting was made and will be posted to the City’s website and is available to the public in accordance with the Texas Public Information Act upon written request.

CALL ROLLINGWOOD COMMUNITY DEVELOPMENT CORPORATION MEETING TO ORDER

1. Roll Call

President Emily Doran called the meeting to order at 11:34 a.m.

Present Members: President Emily Doran, Brian Rider, David Smith, Pat Sheehan, Barry Delcambre, and Colin Harvey.

Also Present: RCDC Attorney Megan Santee, City Administrator Ashley Wayman, Council Member Phil McDuffee, Council Member Kevin Glasheen, Finance Director Abel Campos, City Secretary Desiree Adair, and Assistant to the City Administrator Makayla Rodriguez.

Present Virtually: Bobby Hempfling

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

All Consent Agenda items listed are considered to be routine by the RCDC and may be enacted by one (1) motion. There will be no separate discussion of Consent Agenda items unless a Board Member has requested that the item be discussed, in which case the item will be removed from the Consent Agenda and considered in its normal sequence on the Regular Agenda.

2. Discussion and possible action on the minutes from the December 12, 2022 RCDC meeting

Brian Rider requested that the minutes be amended to list Brian Rider and Colin Harvey as being present.

Brian Rider moved to approve the Consent Agenda with the proposed amendment. Pat Sheehan seconded the motion. The motion carried with 5 in favor and 0 against.

REGULAR AGENDA

- 3. Workshop and discussion with the Retail Coach

Aaron Farmer, of the Retail Coach, gave a presentation regarding the current partnership with the RCDC, the retail market analysis, the retail recruitment strategy, broker connections, representation, development and redevelopment opportunities, and recommendations.

David Smith joined the meeting at this time.

The RCDC asked questions of Mr. Farmer regarding opportunities, recommendations, timelines, and parking. The RCDC considered next steps.

Bobby Hempfling joined the meeting virtually at this time.

Mr. Farmer agreed to provide additional information.

- 4. Discussion and possible action on the Professional Services Agreement with the Retail Coach

President Emily Doran tabled this item.

- 5. Update regarding City Council action on RCDC proposed items

City Administrator Ashley Wayman updated the Corporation on City Council action on RCDC items. City Council approved the Park Amenities and Promotion project for up to \$3,000. For the Welcome to Rollingwood Business Promotion, City Council was generally in favor and the program falls under the promotional budget so no resolution is required.

Barry Delcambre volunteered to lead this program.

- 6. Discussion and possible action on an amended resolution approving the Rollingwood Park Amenities and Promotion Project

Brian Rider motion to approve the amended resolution attached. Barry Delcambre seconded the motion. The motion carried with 7 in favor and 0 against.

- 7. Discussion and possible action on a resolution of the Rollingwood Community Development Corporation amending the Fiscal Year 2022-2023 budget to identify funding for the Rollingwood Park Amenities and Promotion Project

Brian Rider moved to approve the item number 7 resolution that’s attached amending the budget. Pat Sheehan seconded the motion. The motion carried with 7 in favor and 0 against.

8. RCDC Financials through November 30, 2022

Brian Rider asked about a payable from the City on the balance sheet.

Finance Director Abel Campos discussed auditor adjustments to the balance sheet. Brian Rider asked for the detail of these adjustments, and Mr. Campos agreed to provide details at the next meeting.

ADJOURNMENT OF MEETING

The meeting was adjourned at 12:36 p.m.

Minutes Adopted on the _____ day of _____, 2023.

Emily Doran, RCDC President

ATTEST:

Desiree Adair, City Secretary



Retail Development Strategy Phase 2 Discussion

Rollingwood, Texas

March 2023



Phase 1 (Refresh)

Phase 1 Scope

- Market Analysis
- Retailer and Restaurant Identification
- Developer Identification
- Retailer and Developer Recruitment
- Site Identification and Overall Site Opportunity Awareness

Phase 1 Recommendations

- Consider starting a Rollingwood Commercial Exchange that would meet regularly. These could be quarterly meetings with shopping center owners, brokers, and potential developers/prospects.
- Consider developing a fund (public, private or public/private partnership) with a focus on buying up properties in Rollingwood (when available) so that targeted development can occur.
- Get creative. Examples could be working with the banks in town to see if there are new development opportunities on their sites that would include them leasing space in a new development.
- Due to the rising cost of development, a focus on multi-level development should be in focus.

Phase 1 Recommendations

- Consider offering façade improvement incentives or grants for existing buildings in Rollingwood. These improvements can help improve the tenant mix and also increase the rental rates that can be obtained.
- Incentives should be in focus (if available). Incentivizing property owners to upgrade their properties/centers will help reach the higher level of tenants desired by the community.

Phase 2 Priority Sites

Priority Sites

- Rollingwood Plaza (Potential Complete Redevelopment)
- Park Hills Baptist Church Property (Potential Redevelopment Opportunity)
- Banks (Repurposing)
- The Palisades (Re-Tenancing Opportunity)

Phase 2

Focus on Awareness and Implementation

Phase 2 Scope

1. TRC will complete an analysis of the retail market to determine attainable rental rates if shopping centers are re-developed (i.e. Rollingwood Plaza, The Palisades, etc.)
2. TRC will analyze the impact of multi-level development and attainable sales tax increases of redeveloped properties. This type of analysis will aid in determining the potential fiscal impact to the RCDC/City and will help help in determining what incentives should be considered
3. TRC will develop an incentive policy/framework to aid in the redevelopment of underutilized properties in Rollingwood

Phase 2 Scope

4. TRC will initiate conversations with property owners about redevelopment opportunities to determine if there is interest in the selling, re-tenanting, or redevelopment of their centers
5. Continued recruitment of retailers and developers
6. Continued representation at retail industry events (i.e. Retail Live and ICSC events)
7. Help with organizing the first Rollingwood Commercial Exchange Meeting

Phase 2 Pricing

- \$8,750
- 12 Month Agreement
- Phase 1-3 complete in no more than 60 Days
- Phase 4-7 ongoing throughout entire 12 month agreement

RETAIL RECRUITMENT EXPERTS



AARON FARMER
PRESIDENT

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AGENDA ITEM SUMMARY SHEET
City of Rollingwood
RCDC Meeting Date: April 10, 2023

Submitted By:

Staff

Agenda Item:

Discussion on the possibility of requesting the use of RCDC funds to make capital expenditures for trail, drainage, and parking lot or other park improvements

Description:

At the City Council meeting on March 22, 2023, Council voted to approach the RCDC and the Park Commission to gauge interest and talk about using RCDC money to improve the walking trail, to do drainage analysis and drainage improvement projects in the Park, parking lot improvements on the parking lot between Rollingwood Drive and Field 2, and parking lot improvements between the fields and the Western Hills Athletic Club.

Action Requested:

None at this time.

Fiscal Impacts:

To be determined.

RCDC
MONTHLY FINANCIAL ANALYSIS

NOTE: YTD ACTUAL AS OF FEBRUARY 28, 2023; 42% OF FISCAL YEAR

REVENUE STATUS & COMPARISON TO PRIOR YEAR

	CURRENT YEAR:			PRIOR YEAR:		CURRENT YR COMPARED TO PY YR
	EST. REVENUE	YTD	PERCENT	YTD		
SALES TAX REVENUE	\$ 150,000	\$ 75,547	50%	\$ 76,227		99%

BUDGET STATUS & COMPARISON TO PRIOR YEAR

	CURRENT YEAR:			PRIOR YEAR:		CURRENT YR COMPARED TO PY YR
	BUDGET	YTD	PERCENT	YTD		
ECONOMIC DEVELOPMENT:						
REVENUE	\$ -	\$ -	#DIV/0!	\$ -		#DIV/0!
EXPENDITURES	\$ 20,000	\$ -	0%	\$ -		#DIV/0!
NON-PROJECTED RELATED:						
REVENUE	\$ 200,000	\$ 75,547	38%	\$ 76,259		99%
EXPENDITURES	\$ 77,000	\$ 1,718	2%	\$ -		#DIV/0!
ADDITIONAL NEW PROJECTS:						
REVENUE	\$ -	\$ -	#DIV/0!	\$ -		#DIV/0!
EXPENDITURES	\$ 125,000	\$ -	0%	\$ -		#DIV/0!
RECAP:						
REVENUE	\$ 200,000	\$ 75,547	38%	\$ 76,259		99%
EXPENDITURES	\$ 222,000	\$ 1,718	1%	\$ -		#DIV/0!

CITY OF ROLLINGWOOD
BALANCE SHEET
AS OF: FEBRUARY 28TH, 2023

500-RCDC

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
ASSETS			
=====			
500-1000	RCDC OPERATING CASH	335,768.29	
500-1005	TEXPOOL	129,410.82	
500-1100	DUE FROM CITY	29,395.80	
500-1350	SALES TAX RECEIVABLE	0.00	
		<u>494,574.91</u>	494,574.91
TOTAL ASSETS			=====
LIABILITIES			
=====			
500-2000	ACCOUNTS PAYABLE	0.00	
500-2020	ACCOUNTS PAYABLE RCDC	0.00	
500-2030	PAYABLE TO CITY	24,542.19	
500-2060	Retirement Payout Reserve	0.00	
500-2140	Vehicle Financing Notes	0.00	
	TOTAL LIABILITIES	<u>24,542.19</u>	
EQUITY			
=====			
500-3000	FUND BALANCE-UNAPPROPRATED	396,203.27	
500-3001	XXFUND BALANCE	0.00	
500-3010	OTHER FUND BALANCE	0.00	
	TOTAL BEGINNING EQUITY	<u>396,203.27</u>	
TOTAL REVENUE		75,547.15	
TOTAL EXPENSES		<u>1,717.70</u>	
TOTAL REVENUE OVER/ (UNDER) EXPENSES		73,829.45	
TOTAL EQUITY & REV. OVER/ (UNDER) EXP.		<u>470,032.72</u>	
TOTAL LIABILITIES, EQUITY & REV.OVER/ (UNDER) EXP.			=====
			494,574.91

CITY OF ROLLINGWOOD
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: FEBRUARY 28TH, 2023

500-RCDC
FINANCIAL SUMMARY

41.67% OF FISCAL YEAR

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUE SUMMARY</u>					
NON-PROJECT RELATED	200,000.00	14,595.46	75,547.15	37.77	124,452.85
TOTAL REVENUES	200,000.00	14,595.46	75,547.15	37.77	124,452.85
<u>EXPENDITURE SUMMARY</u>					
ECONOMIC DEVELOPMENT	20,000.00	0.00	0.00	0.00	20,000.00
NON-PROJECT RELATED	77,000.00	0.00	1,717.70	2.23	75,282.30
ADDITIONAL NEW PROJECTS	125,000.00	0.00	0.00	0.00	125,000.00
TOTAL EXPENDITURES	222,000.00	0.00	1,717.70	0.77	220,282.30
REVENUES OVER/ (UNDER) EXPENDITURES	(22,000.00)	14,595.46	73,829.45		(95,829.45)

CITY OF ROLLINGWOOD
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: FEBRUARY 28TH, 2023

500-RCDC

41.67% OF FISCAL YEAR

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
NON-PROJECT RELATED					
TAXES					
500-4-90-4000 SALES TAX REVENUE	200,000.00	14,136.84	73,441.82	36.72	126,558.18
TOTAL TAXES	<u>200,000.00</u>	<u>14,136.84</u>	<u>73,441.82</u>	<u>36.72</u>	<u>126,558.18</u>
INVESTMENT INCOME					
500-4-90-4400 INTEREST INCOME	0.00	445.10	2,037.51	0.00 (2,037.51)
500-4-90-4401 INTEREST INCOME - CHECKING	0.00	13.52	67.82	0.00 (67.82)
TOTAL INVESTMENT INCOME	<u>0.00</u>	<u>458.62</u>	<u>2,105.33</u>	<u>0.00 (</u>	<u>2,105.33)</u>
TOTAL NON-PROJECT RELATED	200,000.00	14,595.46	75,547.15	37.77	124,452.85
TOTAL REVENUES	<u>200,000.00</u>	<u>14,595.46</u>	<u>75,547.15</u>	<u>37.77</u>	<u>124,452.85</u>

CITY OF ROLLINGWOOD
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: FEBRUARY 28TH, 2023

500-RCDC

41.67% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
ECONOMIC DEVELOPMENT					
OTHER NON-DEPARTMENTAL					
500-5-80-5524 ROLLINGWOOD BUS PROMOTION	20,000.00	0.00	0.00	0.00	20,000.00
500-5-80-5527 COVID-19 RELIEF PROGRAM	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER NON-DEPARTMENTAL	20,000.00	0.00	0.00	0.00	20,000.00
TOTAL ECONOMIC DEVELOPMENT	20,000.00	0.00	0.00	0.00	20,000.00
NON-PROJECT RELATED					
CONTRACTUAL SERVICES					
500-5-90-5275 ADMIN SERVICES AGREEMENT	72,000.00	0.00	0.00	0.00	72,000.00
TOTAL CONTRACTUAL SERVICES	72,000.00	0.00	0.00	0.00	72,000.00
MISCELLANEOUS OTHER EXP					
500-5-90-5380 LEGAL EXPENSES	5,000.00	0.00	1,717.70	34.35	3,282.30
TOTAL MISCELLANEOUS OTHER EXP	5,000.00	0.00	1,717.70	34.35	3,282.30
TOTAL NON-PROJECT RELATED	77,000.00	0.00	1,717.70	2.23	75,282.30
ADDITIONAL NEW PROJECTS					
MISCELLANEOUS OTHER EXP					
500-5-95-5387 MOPAC LEGAL EXPENSES	40,000.00	0.00	0.00	0.00	40,000.00
500-5-95-5388 PARK IMPROVEMENT PROJECT	0.00	0.00	0.00	0.00	0.00
500-5-95-5389 COMPREHENSIVE PLAN	0.00	0.00	0.00	0.00	0.00
500-5-95-5390 COMMERCIAL CODES UPDATES COMP	30,000.00	0.00	0.00	0.00	30,000.00
500-5-95-5391 MOBILITY, CONNECTIVITY & SAFET	55,000.00	0.00	0.00	0.00	55,000.00
500-5-95-5392 PARK AMENITIES AND PROMOTION	0.00	0.00	0.00	0.00	0.00
TOTAL MISCELLANEOUS OTHER EXP	125,000.00	0.00	0.00	0.00	125,000.00
TOTAL ADDITIONAL NEW PROJECTS	125,000.00	0.00	0.00	0.00	125,000.00
TOTAL EXPENDITURES	222,000.00	0.00	1,717.70	0.77	220,282.30
REVENUES OVER/ (UNDER) EXPENDITURES	(22,000.00)	14,595.46	73,829.45		(95,829.45)