

Minutes
Wylie Economic Development Corporation
Board of Directors Work Session
November 29, 2021 – 8:30 A.M.
300 Country Club Road, Building #100
Wylie, TX 75098

CALL TO ORDER

Announce the presence of a Quorum

President Demond Dawkins called the Work Session to order at 8:34 a.m. Board Members present were Melisa Whitehead, Gino Mulliqi, and Tim Gilchrist. Board Member Blake Brininstool was present for observation purposes only via teleconference at 11:45 a.m. during Discussion Item DS4 and for the duration of the meeting.

Ex-Officio Member Interim City Manager Brent Parker was present. Ex-Officio Member Mayor Matthew Porter arrived at the 11:00 a.m. reconvening of meeting.

WEDC staff present included Executive Director Jason Greiner and Senior Assistant Rachael Hermes.

INVOCATION & PLEDGE OF ALLEGIANCE

President Dawkins gave the invocation and led the Pledge of Allegiance.

COMMENTS ON NON-AGENDA ITEMS

With no citizen participation, President Dawkins moved to Discussion Items.

DISCUSSION ITEMS

DS1. Discussion regarding WEDC Property Holdings and Future Development.

Recess the WEDC Board Work Session to conduct a driving tour to WEDC-owned properties and sites around Wylie. The driving tour will conclude by 11:00 a.m. with Work Session Discussion resuming in the Council Conference Room at that time. A quorum of the Wylie Economic Development Board may or may not be present for this Tour, and no action will be taken during this Tour.

The following locations will be part of the driving tour: State Hwy 78 & Brown, State Hwy 78 & Marble, State Hwy 78 & Ballard, State Hwy 78 & Birmingham, Jackson & Oak, Ballard & Brown, South Ballard, Stone & Ballard, State Hwy 78 & Eubanks, Brown & Eubanks, State Hwy 78 & Anson, State Hwy 78 & Martinez, State Hwy 78 & Alanis, State Hwy 78 & Sanden, State Hwy 78 & Westgate, FM 544 & State Hwy 78, FM 544 & Cooper, FM 544 & Commerce, FM 544 & Westgate, FM 544 & Sanden, FM 544 & FM 1378, FM 544 & Hooper, FM 544 & Regency, Regency & Capital, FM 544 & Springwell, FM 544 & Woodbridge Pkwy.

Staff Comments

Staff discussed an overview of the WEDC and the intent of the creation of an EDC. Staff discussed the growth and development of the Wylie community and demographic shifts that have occurred over time. The Board discussed what brought them to Wylie and what aspects of the community they enjoy. Staff discussed the concept of site selection and the association of marketing and attraction paired with existence of infrastructure in the area, providing examples dating back to the early establishment of the railroad to provide access to agriculture. Infrastructure creates opportunities for industry, resulting in job creation, rooftops follow jobs, and commercial activity follows residential growth. Staff discussed the removal of the railroad tracks along the Highway 78 thoroughfare in the early 2000's to allow for development as well as the importance of strategic planning and partnerships. Staff highlighted the

major developments and redevelopment projects completed or underway in Wylie and the WEDC's involvement in associated projects. Staff discussed future planning and projections for Wylie.

The Board recessed into a driving tour to WEDC-Owned properties and sites around Wylie at 9:05 a.m.

The Board reconvened into the Work Session at 11:00 a.m.

Mayor Porter joined the work session at 11:00 a.m. and stepped out of the meeting at 11:04 a.m.

The Board agreed to allow Board Member Blake Brininstool to connect via teleconference for observation purposes only.

Staff Comments

Staff reviewed WEDC Property Holdings following the driving tour. The Board directed staff regarding the following properties: Steel Road - hold and market property; FM 544 Gateway- assemble correct users, complete waterline installation; Kirby - provide 60-day notice to current tenant upon approval of contract; Alanis- continue with flood study; Cooper/S of Cooper- hold, bring back drainage plan, bring back options; Cooper/Current Leased Properties - continue month-to-month, bring back potential users, provide 60-day notice to current tenants upon approval of contract; Birmingham - let Jackson develop and reassess; 103 S Ballard- demolish, put up signage; Brown/State Hwy 78- tree removal, put up signage; Jackson - put up signage; Squire - continue to allow current use and put up signage. Overall, the Board directed staff to put up signage on lots that were ready for development and continue to bring concepts and users back for their consideration.

DS2. Discussion regarding WEDC Properties, Future Land Use, and the Comprehensive Plan Advisory Committee.

Staff Comments

Staff provided the current City of Wylie Comprehensive Plan, Thoroughfare Plan, Parks Master Plan, and NCTCOG Downtown Study for Board reference and review. Staff noted that associated updates regarding the Comprehensive Plan Advisory Committee would be made available to them. Staff discussed future land use considerations.

President Dawkins moved to Discussion Item DS4.

DS4. Discussion regarding WEDC Bylaws.

Mayor Porter returned at 11:33 a.m. during Discussion Item DS4.

Board Member Brininstool joined via teleconference at 11:45 a.m. during Discussion Item DS4.

Staff Comments

Staff provided the Board with the current WEDC Bylaws and examples of bylaws from other Type A Corporations. The Board discussed reviewing the current bylaws to provide further clarification and make any necessary adjustments. Staff noted that any changes to the bylaws would be taken to City Council for their review/approval. The Board discussed the option of cross-referencing bylaws and a handbook. The Board opted to plan for individual review of the WEDC Bylaws and will bring the item back at the January Board Meeting to compare notes and further discuss. Staff advised that electronic editable copies would be provided to the Board for their review purposes. Mayor Porter advised that any potential revisions should be provided to legal counsel for their review. The Board discussed the

option to provide specific board member expectations/understanding when applying for the WEDC Board. The Board will make any necessary bylaw revisions from January-March and provide proposed amendments to City Council in April.

DS5. Discussion regarding Board Member Responsibilities, Vision/Mission Statement, Action Plan, and Board Member Handbook.

Staff Comments

Staff provided the Board with the WEDC Mission Statement/Overview and examples of board member handbooks from other Type A Corporations. Staff will provide electronic editable copies for the Board for their review purposes. The Board will individually review the handbooks and will bring the item back at the January Board Meeting to compare notes and further discuss. The Board discussed the implementation of a handbook with the intent of providing a framework for additional guidance regarding board member expectations.

The Board discussed and reviewed the WEDC Mission Statement. Mayor Porter noted the opportunity to include emphasis on retention within the WEDC Mission Statement. The Board requested that staff provide the mission statements of other Type A Corporations and noted the need to add retention to the current mission statement. The Board discussed the consideration of role rotations and commented that this change would likely be reflected in bylaws rather than in a handbook.

DS6. Discussion regarding Processes and Procedures for WEDC.

Staff Comments

Staff discussed previous review of the Temporary Access Agreement protocols/standards. The Board discussed utilizing a checklist for temporary use of WEDC-owned property and talking with a TML Attorney to discuss insurance requirements. After further discussion, the Board directed staff to defer applicants to the City of Wylie for completion of the Special Event Permit application prior to requesting use of WEDC-owned properties. Consideration of specific insurance requirements for Temporary Access Agreements will be based on requested use.

DS7. Discussion regarding ICSC- Here, We Go. 2021.

Staff Comments

Staff provided the Board with a schedule of events for “ICSC- Here We Go. 2021.” and will send calendar invites for appointments to those that will be attending. Staff noted that this event will be structured differently and have a different participation level than ICSC RECon. Staff discussed classes available and typical expectations and opportunities at ICSC events. Mayor Porter stressed the importance of maintaining confidentiality regarding projects.

DS3. Discussion regarding Strategic Planning and Long-Term Goals.

Staff Comments


Staff discussed annual or semi-annual review of the Strategic Plan. Staff discussed the Comprehensive Planning Advisory Committee and provided IEDC information on Economic Development. Staff reviewed the 2007 Strategic Plan and the role of WEDC in accomplishing objectives in the community. Staff discussed the implementation of Goals & Objectives and will further review with the Board in January in preparation for the annual report.

FUTURE AGENDA ITEMS

There were no Items requested for inclusion on future agendas.

ADJOURNMENT

With no further business, President Dawkins adjourned the WEDC Board meeting at 1:25 p.m.



Melisa Whitehead, Vice-President

ATTEST:



Jason Greiner, Executive Director