

**Minutes**  
**Wylie Economic Development Corporation**  
**Board of Directors Regular Meeting**  
January 15, 2025 – 7:30 A.M.  
WEDC Offices – Conference Room  
250 S Hwy 78 – Wylie, TX 75098

**CALL TO ORDER**

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*Announce the presence of a Quorum*

Vice President Blake Brininstool called the meeting to order at 7:32 a.m. Board Members present were Harold Smith and Melisa Whitehead. Board Member Whitney McDougall arrived during the invocation and Pledge of Allegiance at 7:33 a.m.

Ex-officio members, Mayor Matthew Porter and City Manager Brent Parker were present.

WEDC staff present included Executive Director Jason Greiner, Assistant Director Rachael Hermes, Research Analyst Marissa Butts, and Office Manager Christy Stewart.

**INVOCATION & PLEDGE OF ALLEGIANCE**

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Brent Parker gave the invocation and led the Pledge of Allegiance.

**COMMENTS ON NON-AGENDA ITEMS**

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With no citizen participation, Vice President Brininstool moved to Consent Agenda.

**CONSENT AGENDA**

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*All matters listed under the Consent Agenda are considered to be routine by the WEDC Board of Directors and will be enacted by one motion. There will not be a separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.*

- A. **Consider and act upon approval of Minutes from December 18, 2024, Regular Meeting of the WEDC Board of Directors.**
- B. **Consider and act upon approval of the December 2024 WEDC Treasurer's Report.**

**Board Action**

A motion was made by Melisa Whitehead, seconded by Whitney McDougall, to approve the Consent Agenda as presented. A vote was taken, and the motion passed 4-0.

**REGULAR AGENDA**

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- 1. **Consider and act upon issues surrounding the Performance Agreement between the WEDC and Phoenix Ascending Investments, LLC.**

**Staff Comments**

Staff discussed a First Amendment to the Performance Agreement with Phoenix, extending the Certificate of Occupancy deadline within the Performance Agreement from 15 months to 18 months.

Staff noted that if the CO could not be obtained due to the delay in the installation of fire lanes at the 544 Gateway Project, this extension would help avoid the need for an amendment at the last minute. Staff stated that this amendment preserves the right to request a 90-day extension if written notice is provided prior to the CO deadline, as per the original agreement.

#### **Board Action**

A motion was made by Whitney McDougall, seconded by Harold Smith, to approve a First Amendment to the Performance Agreement between the WEDC and Phoenix Ascending Investments, LLC, amending the “CO deadline” in Section 2 (a). i. from fifteen (15) months to eighteen (18) months and further authorize the Executive Director to execute any necessary documents. A vote was taken, and the motion passed 4-0.

#### **DISCUSSION ITEMS**

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Staff requested that the Board move to Discussion Item 2 to allow time for the guest invited to speak during Discussion Item 1 to arrive.

#### **DS2. Staff report: WEDC Property Update, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs.**

#### **Staff Comments**

Staff referred the Board to the Agenda Report provided in the packet for all updates related to WEDC Property Updates, Temporary Access Agreements, Downtown Parking, Engineering Report, Upcoming Events, and WEDC Activities/Programs. Regarding the Engineering Report, Staff provided project updates on the 544 Gateway Addition and Cooper Plaza. Staff discussed a budgeted flood study that will be needed for the City’s 19 acres. Staff noted that Board Member Harold Smith accompanied staff to Sanden International for the presentation of their final incentive payment. Staff discussed a Leadership Skills Program made available through Collin College that will benefit local businesses, noting that the City of Wylie will also participate in the program. Mayor Porter mentioned the upcoming 5 Loaves Gala to gauge participation and availability. Staff discussed organizing a future Broker/Developer Event and FAM Tour. Staff noted a 2.89% decrease in sales tax revenues for the month of January.

Vice President Brininstool moved to convene into Executive Session. Discussion Item 1 will be addressed after reconvening into Open Session.

#### **EXECUTIVE SESSION**

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Recessed into Closed Session at 7:59 a.m. in compliance with Section 551.001, et. seq. Texas Government Code, to wit:

#### **Sec. 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING.**

**ES1. Consider the sale or acquisition of properties located at Brown/Eubanks, FM 544/Cooper, FM 544/Sanden, Jackson/Oak, Regency/Steel, State Hwy 78/Brown, and State Hwy 78/Skyview.**

#### **Sec. 551.074. PERSONNEL MATTERS; CLOSED MEETING.**

**Sec. 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS; CLOSED MEETING.**

**ES2. Deliberation regarding commercial or financial information that the WEDC has received from a business prospect and to discuss the offer of incentives for Projects: 2021-4b, 2021-6c, 2022-1b, 2022-1c, 2023-1c, 2023-2d, 2023-11a, 2023-11b, 2024-2d, 2024-4e, 2024-5a, 2024-5f, 2024-7a, 2024-7b, 2024-7e, 2024-8a, 2024-8b, 2024-8c, 2024-8d, 2024-9b, 2024-9c, 2024-9d, 2024-9e, 2024-9f, 2024-10a, 2024-10b, 2024-10c, 2024-11a, 2024-11b, 2024-11c, 2024-11d, 2024-11e, 2024-12-a, 2024-12b, 2024-12c, 2025-1a, 2025-1b, and 2025-1c.**

**RECONVENE INTO OPEN SESSION**

*Take any action as a result of the Executive Session.*

Vice President Brininstool reconvened into Open Session at 8:40 a.m. and moved on to Discussion Item 1.

**DS1. Discussion and updates regarding Discover Wylie.**

**Staff Comments**

Staff discussed the partnership between the City of Wylie, Wylie Downtown Merchants Association, and WEDC to create a landing page for all activities and events within the community. Staff welcomed Jeremy Meier with the WDMA to speak about Discover Wylie's history and the direction WDMA would like to take the brand in the future. Discussion included the expansion of Discover Wylie to encompass components other than Historic Downtown Wylie and providing a collaborative resource for everything within and around the community/area/region to assist with bringing additional tourism and economic development to Wylie. City Manager Brent Parker discussed plans for the City of Wylie to turn the Brown House into a Visitor's Center. Historically, city staff has not promoted events that are not "city events". However, staff at the Brown House would manage and update the collaborative website to promote all events. Staff explained what would be needed to make the website successful, including revamping the current website with an enhanced focus on destination marketing. Staff stated that more information would be provided to the Board as it became available. Jeremy Meier expressed appreciation on behalf of WDMA for the support provided by the City of Wylie and WEDC.

**EXECUTIVE SESSION**

Recessed into Closed Session at 9:02 a.m. in compliance with Section 551.001, et. seq. Texas Government Code, to wit:

**Sec. 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING.**

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**RECONVENE INTO OPEN SESSION**

*Take any action as a result of the Executive Session.*


Vice President Brininstool reconvened into Open Session at 9:19 a.m.

**FUTURE AGENDA ITEMS**

Staff noted that a quorum will already be present on Friday, January 24<sup>th</sup> for a Staffing & Compensation Committee Meeting and gauged Board availability to attend a WEDC Special Called Meeting at 8 a.m. prior to the Committee meeting. Staff will contact the Board to confirm attendance at the WEDC Board Special Called Meeting on Friday, January 24<sup>th</sup>.

**ADJOURNMENT**

With no further business, Vice President Brininstool adjourned the WEDC Board meeting at 9:20 a.m.

  
Demond Dawkins, President

**ATTEST:**

  
Jason Greiner, Executive Director