



**SOUTHLAKE COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION
BOARD MEETING MINUTES: June 22, 2021**

LOCATION: The Marq Southlake
Legends Hall – Boardroom
285 Shady Oaks Drive
Southlake, Texas 76092

TIME: 6:00 p.m.

**COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION BOARD
MEMBERS PRESENT:** Board President Martin Schelling, Board Vice President Tom DeCaro, Board Secretary Craig Sturtevant, Robert Mundlin, Jennifer Kolb, Jeff Wang and Mike Pazera.

**COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION BOARD
MEMBERS ABSENT:** None

STAFF PRESENT: Assistant City Manager Alison Ortowski, Chief Financial Officer & Board Treasurer Sharen Jackson, Director of Community Services Chris Tribble and Director of Economic Development & Tourism Daniel Cortez.

1. Call to order

Board President Martin Schelling called the meeting to order at 6:00 p.m.

2. Consider approving the minutes from the May 25, 2021 Community Enhancement and Development Corporation meeting

A motion was made to approve the minutes from the May 25, 2021 meeting with grammatical corrections being made to page three on the business relief grant item as noted.

Motion: DeCaro
Second: Sturtevant
Ayes: Schelling, DeCaro, Kolb, Sturtevant, Wang, Pazera, Mundlin
Nays: None
Abstain: None
Vote: 7-0-0

Motion Carried – APPROVED

3. Economic Development

a. Review and provide feedback on the framework, role, and responsibilities for the proposed Target Industry Recruitment Task Force

Director of Economic Development & Tourism Daniel Cortez presented the Board with the framework, operating guidelines, and responsibilities of the proposed Target Industry Recruitment Task Force. He noted that the City Council is wanting the City to take a more proactive role in the recruitment of businesses into Southlake.

The Board provided some feedback on the operating guidelines and appointment process and suggested the City consider updating the target industry study that was conducted several years ago so that the new task force will have the most current information on the economic state of the City.

b. Discussion of FY 2022 Economic Development budget items

Director of Economic Development & Tourism Daniel Cortez informed the Board that there are no new items within Economic Development's budget for the upcoming fiscal year. Assistant City Manager Alison Ortowski also informed the Board that the target industry study is funded out of the Community Enhancement and Development Corporation budget so it is likely the Board will consider an item for this at the next meeting.

4. The Marq Southlake

a. Discussion of FY 2022 The Marq Southlake budget items

Chief Financial Officer Sharen Jackson provided the Board with amended budget figures for the FY 2021 budget year. She noted that based on the overall positive trends at Legends Hall and Sales Tax for the year we're looking at an overall revenue increase of 6.4% to \$8,123,500.

Director of Community Services Chris Tribble also presented to the Board some new budget items for The Marq. He noted the following items are being requested for FY 2022:

- Equipment Replacement – \$160,000
- Senior Center Contract Services & Supplies - \$15,500
- Staff Training & Sales Meetings - \$3,200

He also noted there are some capital costs associated with the facility such as the outside planter settling, the HVAC in the pool area, water getting under the pool liner, some pool liner staining, rust in pool water supply system, and water intrusion into the aerobics room. He mentioned all these items are the responsibility of the

contractor but if they are not resolved promptly, the City will make the corrections and request reimbursement from the contractor.

5. Staff Reports

a. Financial reports

i. The Marq Southlake financial highlights and membership sales report

Chief Financial Officer Sharen Jackson provided information about Champions Club membership trends and revenue. She informed the Board that the City is expected to meet or exceed the budgeted cost recovery for The Marq. Director Jackson noted that Legends Hall is exceeding sales expectations particularly in April and May with weddings and other receptions coming in with close to \$40,000 in revenue for each of those months.

She also noted that memberships at Champions Club are increasing to just under 2,300 with most of the new memberships being for individuals and not family memberships.

ii. Sales Tax Report

Chief Financial Officer Sharen Jackson presented the Board with the most recent sales tax data. She noted that April 2021 collections were at \$ 555,055 which was a 42 percent increase from what was collected in April of 2020 and 19 percent above what the City collected in 2019. She also mentioned that she expects the amended 12% sales tax revenue increase figure of \$5.9 million to be surpassed as well by the time the current fiscal year ends.

b. Economic and development activity report

i. Starting a New Business Guide


Director of Economic Development & Tourism Daniel Cortez provided the Board with a draft of the Southlake Business Guide that is provided to individuals looking to start a new business in Southlake. He asked the board to provide any input on this guide before it is published when the new website is launched.

6. ADJOURNMENT

Board President Schelling adjourned the meeting at 6:55 p.m.



Martin Schelling, Board President
Community Enhancement and Development Corporation Board



Craig Sturtevant, Board Secretary
Community Enhancement and Development Corporation Board