



**SOUTHLAKE COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION
BOARD MEETING MINUTES: July 27, 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, Jeff Wang and Mike Pazera.

**COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION BOARD
MEMBERS ABSENT:** Jennifer Kolb

STAFF PRESENT: Assistant City Manager Alison Ortowski, Chief Financial Officer & Board Treasurer Sharen Jackson, Director of Community Services Chris Tribble, Tourism Marketing Manager Cambria Jones 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 June 22, 2021 Community Enhancement and Development Corporation meeting

A motion was made to approve the minutes from the June 22, 2021 meeting.

Motion: DeCaro

Second: Sturtevant

Ayes: Schelling, DeCaro, Sturtevant, Wang, Pazera, Mundlin

Nays: None

Abstain: None

Vote: 6-0-0

Motion Carried – APPROVED

3. Consider approval of the amended FY 2021 Southlake Community Enhancement and Development Corporation Operating Budget and adoption of the Fiscal Year FY 2022 Southlake Community Enhancement and Development Corporation Operating Budget and Capital Improvement Plan

Director of Economic Development & Tourism Daniel Cortez began the presentation to the Board noting the budgetary items related to Economic Development. He noted that none of the items are new to the Community Enhancement and Development Corporation (CEDC) budget but are ongoing annual expenditures consisting of the following:

- ED Support Software - \$12,900
- Website Maintenance Agreement - \$4,000
- Marketing & Promotion - \$20,000
- Target Industry / Daytime Population Analysis Study - \$50,000

Director of Community Services Chris Tribble provided an overview of The Marq operating budget for FY 2022 consisting of the following items:

- Administration - \$886,075
- Community Relations - \$10,360
- Legends Hall - \$150,513
- Champions Club - \$495,732
- Supplemental Request: Fitness Equipment Replacement (\$135,171)

Director Tribble also informed the Board about the capital improvements related to The Marq as they relate to maintenance and repairs consisting of the following items:

- Outside planter settling
- HVAC
- Water under pool liner
- Pool liner staining
- Rust in pool water supply system
- Water intrusion into aerobics room
- Generator

Chief Financial Officer Sharen Jackson discussed revenue amendments related to the FY 2021 budget. She stated that Legends Hall has an amended revenue budget of \$286,201 (14.8%) and Champions Club has an amended revenue budget of \$2,050,654 (-0.4%). She also stated that for the budgeted sales tax revenue we have amended this amount to \$5,930,500 (12.9%) based on activity that we are seeing this year and lastly the interest income is being amended to \$12,000 (-82.4%) due to the City not gaining the same level of investment return this year.

Chief Financial Officer Sharen Jackson also discussed the FY 2022 proposed budget that shows a 7.6% increase over FY 2021 and consisting of the following amounts:

- Legends Hall - \$426,971
- Champions Club - \$2,458,883
- Sales Tax – \$6,006,255
- Interest Income - \$12,600

A motion was made to approve the amended FY 2021 Southlake Community Enhancement and Development Corporation Operating Budget and adoption of the Fiscal Year FY 2022 Southlake Community Enhancement and Development Corporation Operating Budget and Capital Improvement Plan.

Motion: Pazera
Second: Mundlin
Ayes: Schelling, DeCaro, Sturtevant, Wang, Pazera, Mundlin
Nays: None
Abstain: None
Vote: 6-0-0

Motion Carried – APPROVED

4. Economic Development

a. Review and provide feedback on the proposed Landscape Recovery Assistance Grant for businesses

Director of Economic Development & Tourism Daniel Cortez presented the Board with the background, purpose and overview of the proposed Landscape Recovery Assistance Grant for businesses. He explained that the program was developed at the request of the City Council and was intended to ensure the following:

- Support local businesses
- Ease the cost burden of replacing landscape material for local businesses
- Ensure required landscaping returns to pre-winter storm levels
- Support the aesthetic landscape beauty of Southlake

Funding for the program would come from the remaining fund allocated to the Southlake Business Relief Grant.

The Board provided feedback on the eligibility requirements for the program specifically related to seasonal plantings not qualifying for the grant and permitting commercial properties without tenants to be eligible to apply.

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 trending well above estimated cost recovery. Director Jackson noted that June saw the largest amount of revenue at \$300,000.

She also noted that new memberships at Champions Club are outpacing the terminations for the last four months with May and June seeing twice the amount of members joining Champions club versus terminating. She noted that family memberships are recovering and seeing the largest gains with 134 family membership additions in June alone.

ii. Sales Tax Report

Chief Financial Officer Sharen Jackson presented the Board with the most recent sales tax data. She noted that May 2021 collections were at \$476,593, a 9.5% increase over FY 2020. She also mentioned that in May we experienced a large audit adjustment, and we would have seen an approximately 20% increase versus the current 9.5% shown.

b. Economic and development activity report

i. Starting Midyear Update on Tourism Initiatives

Tourism Marketing Manager Cambria Jones provided the Board with an overview of some of the data the City is receiving from its marketing efforts through Visit Southlake. She noted the increase in social media traffic since the start of the pandemic and 1.3% increase of followers through Facebook and 7.6% increase in followers through Instagram. She explained to the Board that the City pays for audio, media, social media and video marketing campaigns throughout the year encouraging visitation to Southlake.

6. ADJOURNMENT

Board President Schelling adjourned the meeting at 7:08 p.m.



Martin Schelling, Board President
Community Enhancement and Development Corporation Board



Craig Sturtevant, Board Secretary
Community Enhancement and Development Corporation Board