



**SOUTHLAKE COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION
BOARD MEETING MINUTES: August 27, 2019**

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 Brandon Bledsoe, Board Secretary Suzanne Maisto, Tom DeCaro, Craig Sturtevant, Robert Mundlin, and Jeff Wang.

**COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION BOARD
MEMBERS ABSENT:** N/A

STAFF PRESENT: Assistant City Manager Alison Ortowski, Chief Financial Officer & Board Treasurer Sharen Jackson, Director of Community Services Chris Tribble, Director of Public Works Rob Cohen, and Deputy Director of Economic Development 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 August 1, 2019 Community Enhancement and Development Corporation meeting

A motion was made to approve the minutes from the August 1, 2019 meeting as presented.

Motion: Bledsoe
Second: Wang
Ayes: Schelling, Bledsoe, Maisto, DeCaro, Sturtevant, Wang
Nays: None
Abstain: Mundlin
Vote: 6-0-1
Motion Carried – APPROVED

3. Economic Development

a. Discuss and make recommendations regarding the Southlake Marketplace Commercial Site Assessment

Deputy Director of Economic Development Daniel Cortez presented the site assessment for Southlake Marketplace, the second commercial center that underwent the department's vitality assessment. After the presentation the board provided the following feedback on the assessment results:

- We've attempted to collaborate as partners to improve accessibility into the center
- Improved ingress and egress to the center should be a continuous goal
- Conducting the assessment is difficult to do without ownership participation
- Maybe we should consider going to the tenants themselves
- We should attempt and try to have another conversation with ownership
- Perhaps this center is serving its purpose for "startup" entrepreneurial type businesses

No formal action was sought on this item other than board feedback and questions pertaining to the site assessment.

b. Discuss and provide feedback regarding the concept for the new SelectSouthlake.com website

Assistant City Manager Alison Ortowski provided an overview of the design, aesthetics and organization for the new SelectSouthlake.com website project, currently under development.

- Having a search bar that is readily available is important
- We should be sure to have a site where the updates to the data and maps is at a minimum or automated to save staff time
- Shopping center information at a high-level could be important for someone who's not familiar with our centers
- Our site should be aligned with the business characteristics we're looking for
- Having business references about locating in Southlake could be beneficial for businesses hearing it straight from other businesses rather than the City

No formal action was sought on this item other than board feedback and questions.

4. The Marq Southlake

a. Review the amendments to the City's fee schedule related to The Marq Southlake

Director of Community Services Chris Tribble provided the board with updates to the City's fee schedule for The Marq Southlake related items. Director Tribble indicated the purpose of many of these changes was to streamline and simplify

invoicing for customers now that there is a better understanding of costs associated with events and applying competitive pricing for packages and events.

No formal action was sought on this item other than board feedback and questions on the fee adjustments.

5. Staff reports:

a. Financial reports

i. The Marq Southlake financial performance

Chief Financial Officer and Board Treasurer Jackson presented the following performance data for The Marq:

- The current cost recovery for The Marq is at 39.96%
- There are 1,159 events held at Legends Hall for FY2019 (October – July time period) in comparison to 1,265 for FY2018 for the same period; however, the dollar value associated with this year's events exceeds that of 2018
- Champions Club is starting to see an increase in customer satisfaction (NPS) scores

Director of Community Services Chris Tribble noted that it's been challenging to improve the customer satisfaction scores due to dissatisfied members consistently providing low scores. The board suggested different strategies be applied to capture additional members particularly satisfied members who may not feel compelled to provide feedback.

ii. Champions Club membership sales report

Director Tribble reported that Champions Club has well exceeded the first-year target of 1,717 memberships with over 2,300 memberships to date.

iii. Sales tax report

Chief Financial Officer and Board Treasurer Jackson informed the Board that the Corporation brought in \$480,882 in revenue for the month of June 2019, which is 4% below what was collected for the same month last year. The total revenue for the year is over \$4.2m (\$4,270,553).

b. Economic and development activity report

No report for this month.

c. Construction management report

Director of Public Works Rob Cohen reported to the board that the contractor is about 99% complete on their work and they are mainly working on outstanding punch list items with \$33.9 million paid to date.

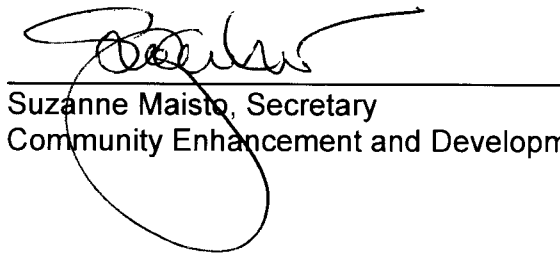
7. ADJOURNMENT

Staff mentioned that the next board meeting is scheduled for Tuesday, September 24.

Board President Schelling adjourned the meeting at 7:34 p.m.



Martin Schelling, Board President
Community Enhancement and Development Corporation Board



Suzanne Maisto, Secretary
Community Enhancement and Development Corporation Board