



**SOUTHLAKE COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION
BOARD MEETING MINUTES: September 24, 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, Suzanne Maisto, Tom DeCaro, Acting Board Secretary Craig Sturtevant and Robert Mundlin.

COMMUNITY ENHANCEMENT AND DEVELOPMENT CORPORATION BOARD

MEMBERS ABSENT: Vice President Brandon Bledsoe and Jeff Wang.

STAFF PRESENT: Chief Financial Officer & Board Treasurer Sharen Jackson, 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 27, 2019 Community Enhancement and Development Corporation meeting

A motion was made to approve the minutes from the August 27, 2019 meeting as presented.

Motion: DeCaro

Second: Maisto

Ayes: Schelling, Maisto, DeCaro, Sturtevant, Mundlin

Nays: None

Abstain: None

Vote: 5-0

Motion Carried – APPROVED

3. Economic Development

a. Consider the funding renewal of a professional consultant agreement with Jerry Hodge and Associates

Director of Public Works Rob Cohen presented an update to the State Highway 114 frontage road project in addition to a history and overview of the professional consultant agreement with Jerry Hodge and Associates and the work that has been performed for the City. The following were points highlighted by Director Cohen:

- The City expects to break ground on the State Highway 114 frontage road project in Q1 of FY 2021.
- There's currently a challenge with an easement location on the TD Ameritrade site; the City will be funding the fuel line relocation for the northside.
- Jerry Hodge's work has been instrumental in facilitating and expediting this project to where it is today.
- Approximately \$200,000 to \$300,000 has been spent to date on this project of the \$3 million that has been funded by the Community Enhancement and Development Corporation.
- If the City does not retain a professional consultant this project may become challenging to complete in a timely manner.

A motion was made to approve the renewal of the professional consultant agreement with Jerry Hodge and Associates, as presented, in an amount not to exceed \$120,000.

Motion: Mundlin
Second: DeCaro
Ayes: Schelling, Maisto, DeCaro, Sturtevant, Mundlin
Nays: None
Abstain: None
Vote: 5-0
Motion Carried – APPROVED

b. Discuss and make recommendations regarding the Southlake Village Center Commercial Site Assessment

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

- The board expressed frustration at the lack of participation by the commercial property management and ownership. A discussion was held about other tactics the City can use to work on supporting the health of these properties.

- The City should continue focusing on existing businesses even as it seeks out newer “trophy” businesses and prioritize the allocation of City funding or incentives where the greatest positive impact will be achieved.
- Landscaping and signage continue to be concerns so it may be helpful to get an update from the Planning staff especially on any future ideas for improvement.

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

4. Staff reports:

a. Financial reports

i. The Marq Southlake financial highlights and membership sales report

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

- The current cost recovery for The Marq is at 56%.
- There were 1,260 events held at Legends Hall for FY 2019 in comparison to 1,397 for FY 2018 for the same period; however, the dollar value associated with this year’s events exceeds that of 2018.
- As it relates to the Senior Center, the majority of fitness-related activities are attended by residents while social related events are primarily attended by non-residents.

The board asked if staff had the ability to track the number of memberships cancelled as well as the memberships added.

ii. Sales tax report

Chief Financial Officer and Board Treasurer Jackson informed the Board that the Corporation has brought in \$4.7 million in revenue for the year up to July, with a remainder of about 16.5% left to be made up for the last two months of the fiscal year.

b. Economic and development activity report

i. SH 114 Frontage Road project update

Director of Public Works Rob Cohen provided this update during the presentation of item 3a.

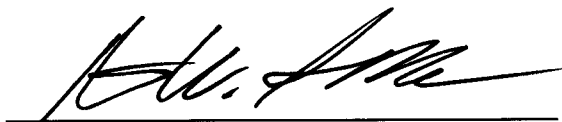
c. Construction management report

Director of Public Works Rob Cohen reported to the board that there is no change from the prior CEDC meeting and the contractor is working through a punch list of outstanding items.

7. ADJOURNMENT

Staff noted that there will be no board meeting in October and that the next board meeting is scheduled to be held on Thursday, November 21.

Board President Schelling adjourned the meeting at 7:17 p.m.



Martin Schelling, Board President
Community Enhancement and Development Corporation Board



Craig Sturtevant, Acting Secretary
Community Enhancement and Development Corporation Board

