Notice of Meeting for the Georgetown Economic Development Corporation of the City of Georgetown October 21, 2019 at 4:00 PM at 808 Martin Luther King Jr Street, Georgetown, TX 78626

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Regular Session

(This Regular Session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

- A Consideration and approval of the minutes for the Georgetown Economic Development Corporation Meeting held on August 19, 2019--Hugh Brown, Secretary
- B Consideration of the September 30, 2019 financial report.--Leigh Wallace, Finance Manager, GEDCO, Finance Director, COG.
- C 2030 Comprehensive Plan Update Sofia Nelson, Planning Director
- D Discussion and possible action regarding the Staff Report David Morgan, City Manager
 - Performance Agreement Report
 - Activity Report
 - Other Staff Items
- E Economic Development Strategic Plan Update Michaela Dollar, Economic Development Director
- F Action out of Executive Session

Executive Session

In compliance with the Open Meetings Act, Chapter 551, Government Code, Vernon's Texas Codes, Annotated, the items listed below will be discussed in closed session and are subject to action in the regular session.

G Sec. 551.071: CONSULTATION WITH ATTORNEY

Consultation with attorney regarding legal issues related to agenda items and other matters in which (1) when the governmental body seeks the advice of its attorney about: (A) pending or contemplated litigation; or (B) a settlement offer; or (2) on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter - Charlie McNabb, City Attorney

H Section 551.072. DELIBERATION REGARDING REAL PROPERTY

Discussion and possible action to deliberate the purchase, exchange, lease or value of real property for purposes authorized by the Development Corporation Act which discussion in open session would have a detrimental effect on negotiations with third persons.

I Section 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS.

Deliberation regarding commercial or financial information that the corporation has received from a business prospect that the Georgetown Economic Development Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown and with which the Corporation is conducting economic development negotiations; and/or deliberation regarding the offer of a financial or other incentive to a business prospect that the Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown.

-Project Big C

Adjournment

Adjourn meeting

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2019, at , and remained so posted for at least 72 continuous hours preceding the scheduled time of said

meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas Georgetown Economic Development Corporation October 21, 2019

SUBJECT:

Consideration and approval of the minutes for the Georgetown Economic Development Corporation Meeting held on August 19, 2019--Hugh Brown, Secretary

ITEM SUMMARY:

FINANCIAL IMPACT: N/A

SUBMITTED BY: Amy Mertink, Board Liaison

ATTACHMENTS:

Description

August minutes

Type Backup Material

Minutes of the Meeting of the Georgetown Economic Development Corporation City of Georgetown, Texas August 19, 2019

he Georgetow	n Economic Development Corporation of the City of Georgetown, Texas, met on Monday August 19, 2019.
Members Present:	Steve Bohnenkamp, Tom Menke, Kevin Cummins, Hugh Brown, Valerie Nicholson, Ron Garland
Members Absent:	Steve Fought
Staff	David Morgan, City Manager; Michaela Dollar, Director of Economic Development; Kim McAuliffe, Downtown Manager; Paul Diaz, Budget Manager; Laci Grobler, Sr Accountant; Amy Mertink, Finance
Present:	Admin; Conchita Gusman, Business Retention and Expansion Program Manager; Jennifer Schoenradt, Special Events & Marketing Coordinator
Guest	
Present:	

MINUTES

Call to Order at 4:01 pm

A. Consideration and approval of the minutes for the Georgetown Economic Development Corporation Meeting held on Wednesday July 10, 2019--Hugh Brown, Secretary

Motion to approve by Ron Garland, 2nd by Kevin Cummins. Approved 5-0 (Valerie Nicholson absent for the vote).

B. Consideration of the July 31, 2019 financial report.--Leigh Wallace, Finance Manager, GEDCO, Finance Director, COG.

Paul Diaz reviewed the financial reports. He also explained the sales tax info that the city receives and analyzes. No voting needed.

C. Discussion and possible action regarding the Staff Report – David Morgan, City Manager

- Performance Agreement Report
- Activity Report
- Other Staff Items

Michaela Dollar reviewed the performance agreement report. Michaela Dollar also reviewed the activity report. Steve Bohnenkamp gave an update on the Workforce Development Alliance. No voting needed.

-----GEDCO entered into Executive Session at 4:55 pm and returned to Regular Session at 5:27 pm-----

D. Action out of Executive Session.

Motion to approve incentives for Project Cat as discussed in executive session by Hugh Brown, 2nd by Ron Garland, approved 6-0.

Motion to approve incentives for Project Fish as discussed in executive session by Kevin Cummins, 2nd by Tom Menke, approved 6-0.

Motion to approve incentives for Project Wafer as discussed in executive session by Tom Menke, 2nd by Steve Bohnenkamp, approved 6-0.

Meeting adjourned at 5:30

Attest:

Hugh Brown, Secretary

Steve Bohnenkamp, President

GEDCO Minutes August 19, 2019 Page 1 of 1

City of Georgetown, Texas Georgetown Economic Development Corporation October 21, 2019

SUBJECT:

Consideration of the September 30, 2019 financial report.--Leigh Wallace, Finance Manager, GEDCO, Finance Director, COG.

ITEM SUMMARY:

The corporate bylaws require the Finance Manager to present the monthly financial reports to the Board. Included in these reports will be:

•Financial reports

•Sales Tax revenues

•Monthly expenditures

•Any other relevant financial information

Sales tax revenue is two months in arrears; therefore the revenues reflect only the amount received, not actually earned, as of the report date. A report on payments made to vendors in the month of July is also included.

FINANCIAL IMPACT: N/A

<u>SUBMITTED BY:</u> Leigh Wallace, Finance Director

ATTACHMENTS:

Description

D Financials

Type Backup Material

GEORGETOWN ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM COVER SHEET

SUBJECT:

Consideration of the September 30, 2019 financial report. Leigh Wallace, Finance Manager, GEDCO, Finance Director, COG.

ITEM SUMMARY:

The corporate bylaws require the Finance Manager to present the monthly financial reports to the Board. Included in these reports will be:

- Financial reports
- Sales Tax revenues
- Monthly expenditures
- Any other relevant financial information

Sales tax revenue is two months in arrears; therefore the revenues reflect only the amount received, not actually earned, as of the report date. A report on payments made to vendors in the month of September is also included.

ATTACHMENTS:

Monthly Financial Report Sales Tax History

SUBMITTED BY:

Leigh Wallace Finance Manager, GEDCO Finance Director, COG

Georgetown Economic Development Corporation Fund Year-End Projection to Approved: Preliminary Sep FY2019

	APPROVED BUDGET	CURRENT PERIOD	YEAR TO DATE (W/ENCUMB)	YEAR-END PROJECTION	YEAR-END VARIANCE FAV(UNFAV)	% YEAR-END VARIANCE FAV(UNFAV)
BEGINNING FUND BALANCE	6,853,073		6,853,073	6,972,637	(119,564.00)	-1.71%
OPERATING REVENUES						
Interest	40,300	14,494	178,542	119,000	59,542	50.04%
Sales Tax	1,768,275	146,173	1,531,050	1,859,375	(328,325)	-17.66%
OPERATING REVENUES Total	1,808,575	160,668	1,709,592	1,978,375	(268,783)	-13.59%
OPERATING EXPENDITURES						
Joint Services Allocation	238,622	19,885	238,622	238,622	(0)	0.00%
Miscellaneous Expense	50	-	-	50	50	100.00%
Promotional & Marketing Program	100,000	14,997	97,324	100,000	2,676	2.68%
Special Services	30,000	12,493	12,843	30,000	17,157	57.19%
Travel & Training	500	-	-	-	-	0.00%
OPERATING EXPENDITURES Total	369,172	47,375	348,789	368,672	19,883	5.39%
TOTAL NET OPERATIONS	1,439,403	113,293	1,360,803	1,609,703	248,900	15.46%
NON-OPERATING EXPENDITURES						
Principal Reduction	80,568	-	-	80,568	80,568	100.00%
Debt Service	205,069	120	205,189	205,069	(120)	-0.06%
Interest Expense	23,157	-	-	23,157	23,157	100.00%
Atmos Energy	146,096	-	151	225,000	224,849	99.93%
DisperSol	50,000	-	30,000	30,000	-	0.00%
Economic Development Projects -Undetermined	7,000,517	-	-	-	-	0.00%
Holt Cat	185,000	-	-	-	-	0.00%
Radiation Detection Company	150,000	-	-	-	-	0.00%
NON-OPERATING EXPENDITURES Total	7,840,407	120	235,340	563,794	328,454	58.26%
TOTAL NET NON-OPERATIONS	(7,840,407)	(120)	(235,340)	(563,794)	(328,454)	58.26%
EXCESS (DEFICIENCY) OF TOTAL REVENUE OVER TOTAL						
REQUIREMENTS	(6,401,004)	113,173	1,125,463	1,045,909	79,554	7.61%
ENDING FUND BALANCE	452,069		7,978,536	8,018,546	(40,010)	-0.50%

Georgetown Economic Development Corporation

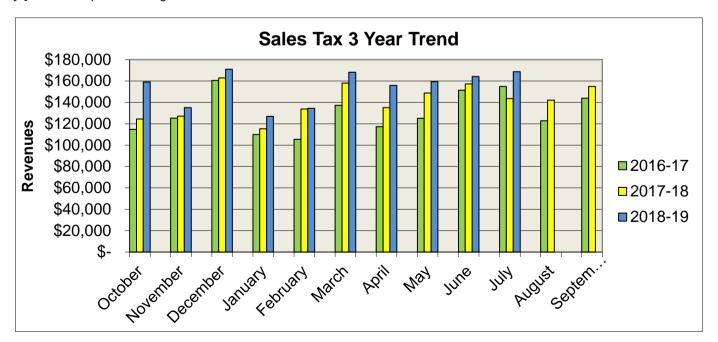
Sales Tax History

MONTH [a]	2	014-15	2	015-16	2016-17	2	017-18	2	2018-19	Variance To FY 17		% Var. To FY 17
October	\$	98,094	\$	106,050	\$ 114,748	\$	124,478	\$	159,033	\$	34,555	27.76%
November		102,891		112,766	125,214		127,063		135,079	\$	8,016	6.31%
December		143,774		148,200	160,542		162,940		171,066	\$	8,126	4.99%
January		87,695		96,563	110,006		115,291		126,985	\$	11,694	10.14%
February		89,107		108,117	105,556		133,797		134,421	\$	624	0.47%
March		123,951		133,492	137,301		158,112		168,168	\$	10,056	6.36%
April		102,671		108,977	117,261		135,036		155,962	\$	20,926	15.50%
Мау		95,699		120,418	125,188		148,761		159,422	\$	10,661	7.17%
June		130,589		142,767	151,484		157,313		164,254	\$	6,941	4.41%
July		108,994		119,534	154,889		143,616		168,692	\$	25,076	17.46%
August		102,888		132,582	122,847		142,154					
September		125,201		135,378	143,897		154,864					
Total	\$ 1	,311,554	\$ 1	,464,844	\$ 1,568,933	\$1,	,703,425	\$ 1	1,543,082			
YTD		843,882		934,583	 995,816	1,	,105,478	1	1,210,136		104,658	9.47% [b]

Notes:

[a] Sales tax revenue from the State Comptroller is received two months in arrears.

[b] YTD compared through current month.



GEORGETOWN ECONOMIC DEVELOPMENT CORPORATION CHECKS WRITTEN REPORT

FOR THE MONTH OF September 2019

•	Promo & Marketing Programs	
-	Hines Georgetown Hotel LLC	\$ 10,000.00
-	Accolades International, INC	\$ 2,985.00
-	Solutions, ETC	\$ 2,012.08
•	<u>Draft Fees:</u> Bank of New York Trust Company	\$ 750.00

City of Georgetown, Texas Georgetown Economic Development Corporation October 21, 2019

SUBJECT:

2030 Comprehensive Plan Update - Sofia Nelson, Planning Director

ITEM SUMMARY:

FINANCIAL IMPACT: N/A

<u>SUBMITTED BY:</u> Sofia Nelson, Planning Director

City of Georgetown, Texas Georgetown Economic Development Corporation October 21, 2019

SUBJECT:

Discussion and possible action regarding the Staff Report - David Morgan, City Manager

- Performance Agreement Report
- Activity Report
- Other Staff Items

ITEM SUMMARY:

The GEDCO Board has requested that staff provide a project progress and status report at each meeting on all of the active projects discussed by the Board.

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

David Morgan, City Manager

ATTACHMENTS:

	Description	Туре
D	Activity Report	Backup Material
۵	Performance Agreement Status Report	Backup Material

Economic Development Activity Report

October 2019



Page 12 of 55

Strategic Goal 1

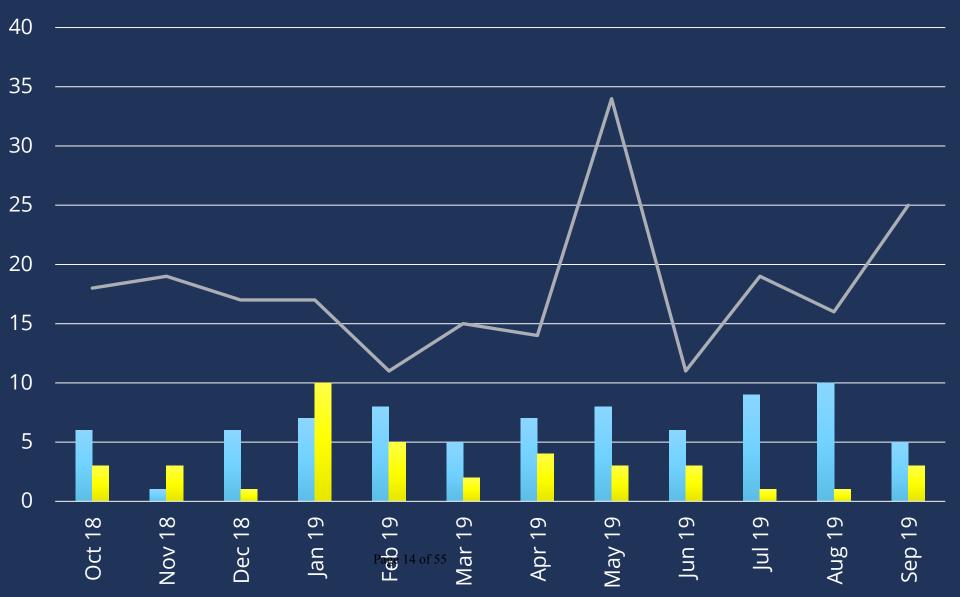
Support existing businesses and industries



Page 13 of 55

Business Retention Activity

Visits Assistance Requests — Touches



Additional BRE Activity

- Breakfast Bites & Downtown Lowdown September 11
- Business Appreciation Lunch & Bowl
- Georgetown Major Employers & GISD Twelve@12
- Sen. Schwertner visit with KJ Scientific
- Airborn Annual ESOP event



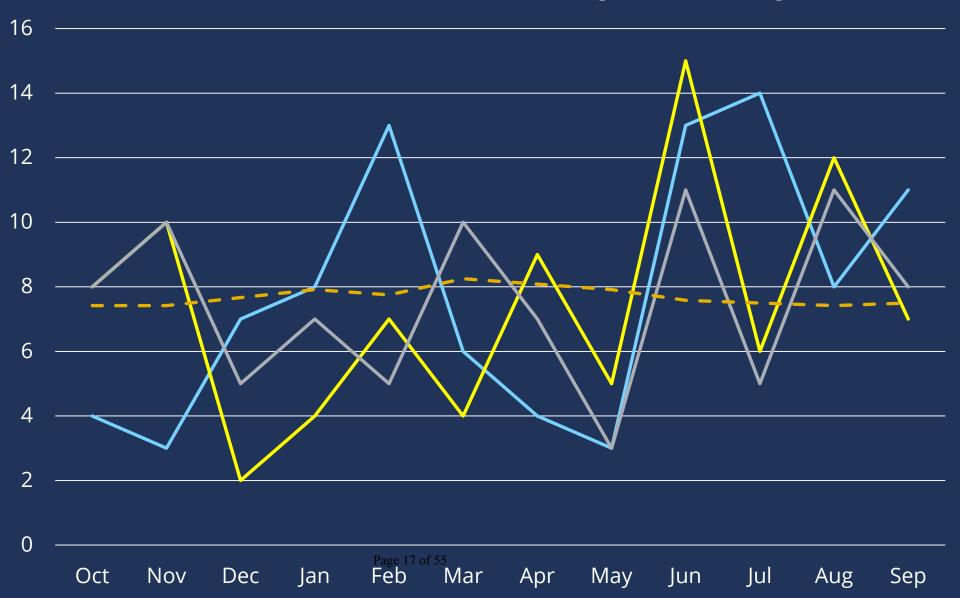
Strategic Goal 2

Enhance targeted recruitment of identified industries



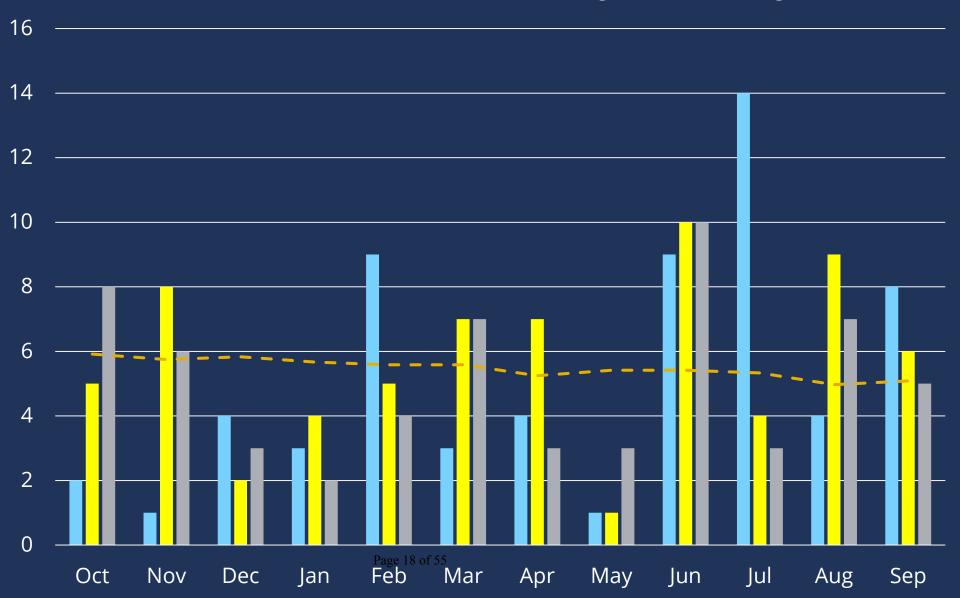
Leads

— FY17 — FY18 — FY19 – – Rolling 12-Month Average



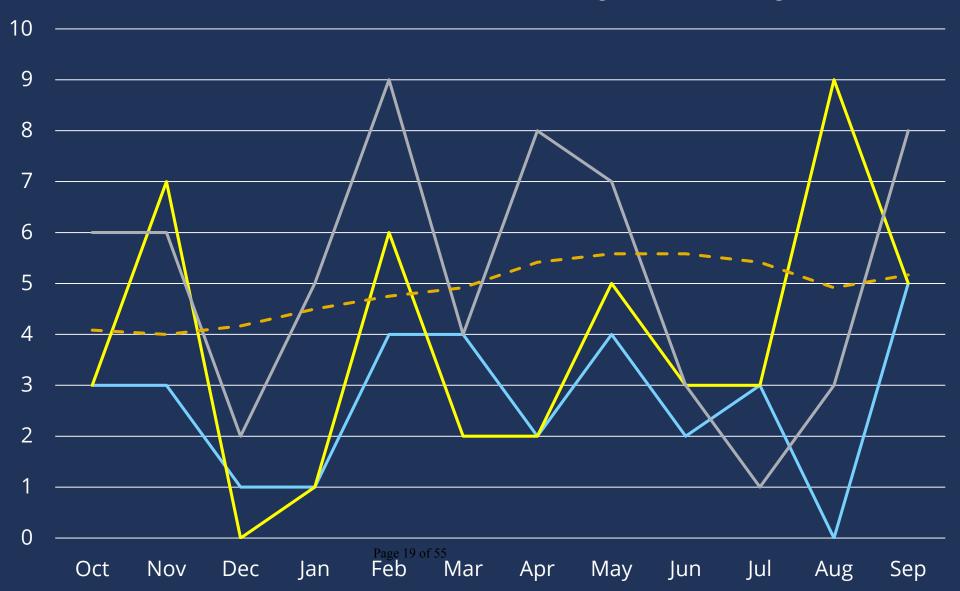
Qualified Leads

FY17 FY18 FY19 – – Rolling 12-Month Average



Site Visits

— FY17 — FY18 — FY19 – – Rolling 12-Month Average



Recruitment Activity

- Participated in SIOR with the WilCo EDP October 16-18
- Lead generation consultant





Diversify workforce development and recruitment initiatives



Workforce Development Activity

- College & Career Readiness Fair September 24
- Major Employers & GISD meeting September 25
- Workforce Services Rural Capital Area ribbon cutting – September 30
- Manufacturers Day October 4





Encourage speculative development



Speculative Development Activity

- Continuing to see interest in speculative projects, mostly industrial
- Working with existing projects through development process



Overall Objective

Tell our story to a broader local audience



Other Activity

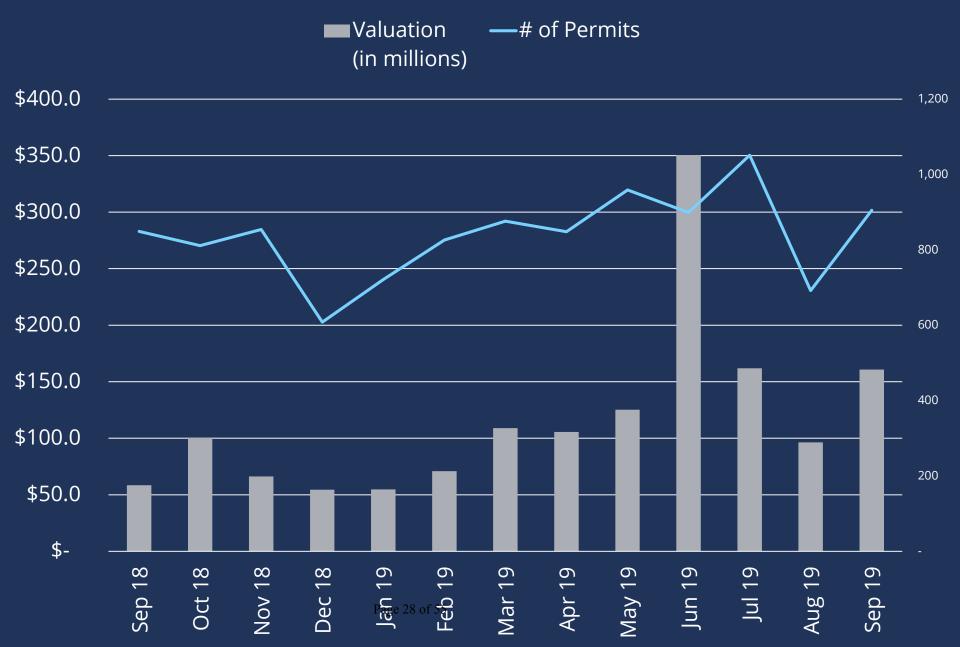
- Planning the WilCo EDP Site Selector event
- Finalizing Symposium details
- Launched "Georgetown Works" campaign
- Completing the Community Profile update
- Website deep clean with new, updated content and pictures



Economic Indicators



Construction Permit Applications



Certificates of Occupancy Issued



Sales Tax Collections

— FY 2017 — FY 2018 — FY 2019



Unemployment Rate



GEDCO - AGREEMENTS STATUS REPORT									
October 21, 2019									
Name	Description	Start Date (Council Approved)	End Date	\$ Encumbered	\$ Expended				
KJ Scientific (KJS)	Provide a grant of the equipment obtained in the TLCC brand acquisition to KJ Scientific (KJS) to retain the business in Georgetown.The retention equipment grant is for five years with KJS obligated to pay a pro-rated amount of \$10,000 per year should they relocate outside of the City.	2/27/2018	12/31/2022	\$ 50,000	\$ 50,000.00				
Holt Caterpillar	GEDCO to provide up to \$360,000 infrastructure grant for fire suppression system pump house installation	9/10/2019		\$ 360,000					
Georgetown Development I, LLC	Infrastructure reimbursement grant of \$500,000 for qualified expenditures related to the development of 90,000 SF of speculative business park space in Georgetown at the Westinghouse Business Center.	10/9/2018	6/1/2021	\$ 500,000					
WBW Development	Infrastructure reimbursement grant of \$200,000 for qualified expenditures and a \$120,000 job creation grant for the creation of 30 jobs over 6 years related to the development of their headquarters location in Downtown Georgetown.	2/12/2019	within 6 years of the certificate of occupancy date	\$ 320,000					
Confido III, LLC	Infrastructure reimbursement grant for \$600,00 to assis with construction of an access road and turn lane to maintain access to the Georgetown airport as area land development continues.	3/8/2019	3/31/2022	\$ 600,000.00					
Sedro Crossing	Infrastructure reimbursement grant of \$250,000 to assist with utilities and access points for construction of 170,000 square feet of new professional office space on Williams Dr.	3/26/2019	12/31/2023	\$ 250,000.00					
Atmos Energy	Infrastructure reimbursement grant of \$148,499.36 for the installation of 776 feet gas main along 7th, 8th. and 9th streets.	4/6/2019		\$ 148,499.36					

City of Georgetown, Texas Georgetown Economic Development Corporation October 21, 2019

SUBJECT:

Economic Development Strategic Plan Update - Michaela Dollar, Economic Development Director

ITEM SUMMARY:

FINANCIAL IMPACT: N/A

<u>SUBMITTED BY:</u> Michaela Dollar, Economic Development Director

ATTACHMENTS:

Description

D Strategic Plan Update

Type Backup Material

Economic Development STRATEGIC PLAN UPDATE 2019

Background

- Fast-paced growth residentially and commercially
- Prior studies:
 - Retail Market Study (2016)
 - Workforce Analysis (2017)
 - Target Industry Analysis (2017)
- Time for a strategic plan
- Adopted by council January 2018

Community Involvement

- Georgetown City Council
- Georgetown Economic Development Corporation
- Georgetown Main Street Advisory Board
- Georgetown City Manager's Office
- Georgetown Department Directors
- Georgetown Economic Development Staff
- Georgetown Chamber of Commerce Board
- Georgetown Development Alliance
- Georgetown Active Retiree Focus Group

Summary

City Council Vision

Georgetown: A caring community honoring our past and innovating for the future

Economic Development Mission

To purposefully support a business friendly environment where companies can and want to grow

Our Strategy

Strategic Goal 1: Support existing businesses and industries.

Strategic Goal 2: Enhance targeted recruitment of identified industries.

Strategic Goal 3: Diversify workforce development and recruitment initiatives.

Strategic Goal 4: Encourage speculative development.

Overarching Goal: Tell our story to a broader local audience.

Opportunities

Business Climate

- Georgetown is increasingly viewed as an attractive and affordable location
- Proactively supportive of growing new businesses
- Large manufacturing sector
- Surprisingly strong maker culture
- Commitment to renewable energy resources

Workforce

- Wealth of talent
- A labor force of 700,000 workers
- Large veteran population
- Education
- Retired residents

Others

- Location along Interstate 35 and Toll 130
- High quality of life

Challenges

Growth

- Extremely low unemployment rate
- Low vacancy rates, limiting options for companies looking for existing space

Perception

- Perception of Georgetown as solely a retirement community
- Viewed as being "too far north"

Our Vision & Mission

City Council's Vision

Georgetown: A caring community preserving our past and innovating for the future

Economic Development's Mission

To purposefully support a business-friendly environment where companies can and want to grow

What is business-friendly?

- Predictable
- Solution-oriented
- Culture of consistency
- Collaboration
- Problem solving
- Does NOT mean saying "yes" to every request

Support existing businesses and industries

- 1. Build strong relationships with businesses through the business retention and expansion program visits.
- 2. Enhance industry cluster groups.
 - Manufacturers Alliance
 - Healthcare Alliance
- 3. Continue to develop and refine the Breakfast Bites event for downtown stakeholders.
- 4. Grow the Annual Business Appreciation event.

Strategic Goal 1 Cont.

- 5. Create a resource for small businesses and entrepreneurs.
 - Explore a Small Business Grant Program with the Georgetown Chamber
 - Publish a Small Business Resource Guide
 - Create a Small Business Resource Event/Workshops
- 6. Enhance the program's online presence and develop a printed marketing piece.
- 7. Organize semi-annual industry tours with economic development stakeholders.
- 8. Create a Georgetown Works social media campaign to highlight local employers

Enhance targeted recruitment of identified industries

- 1. Work to grow and locate companies in Georgetown to create jobs.
 - Create targeted outreach campaigns for advanced manufacturing, life sciences, professional services, and retail development
- 2. Continue developing and maintaining relationships with businesses, site selectors, brokers, developers, and land owners.
- 3. Create a signature commercial broker event.
- 4. Enhance our online presence.
- *5. Explore an independent recruitment/site selector trip.*

Diversify workforce development and recruitment initiatives.

- 1. Develop a stronger relationships with educational institutions that serve Georgetown's workforce.
 - Continue involvement in GISD HS career fair and job readiness program
 - Continue involvement in Manufacturing Day
 - Support a relationship between GISD and local employers
- 2. Tap into the veteran population in Georgetown's northern labor shed.
 - *Continue Veterans & Military Spouses Job Fair in Georgetown*
 - Look to partner an on-site event at Fort hood

Strategic Goal 3 Cont.

- Work to make Georgetown more desirable and wellknown to young professionals.
 - Maintain involvement in the Georgetown Young Professionals group
- 4. Utilize partnerships to aid in the creation of an apprenticeship program framework.
- 5. Create an executive relocation portal.
- 6. Better engage active retirees in existing programs.

Encourage speculative development.

- 1. Evaluate incentive programs for speculative development.
- 2. Identify and vet available land favorable for development.

Over-Arching Objective

Tell our story to a broader local audience.

- 1. Continue to grow the Annual Economic Development Symposium.
- 2. Grow the quarterly Twelve@12 roundtable program.
- 3. Utilize the annual Swirl event to promote Georgetown.
- 4. Continue to participate in regional partnerships.
- 5. Develop a quarterly newsletter.
- 6. Continue monthly reporting to GEDCO & City Council.

Over-Arching Objective Cont.

- 7. Create a craft beer event to promote Georgetown to a new audience.
- *8. Work to maintain the "Small Town Charm" identified in the 2030 Comp Plan Update.*
 - Promote the Façade & Sign Grant program for downtown properties
 - Work to recruit/retain businesses that are consistent with the Downtown Master Plan
 - Promote Georgetown through Small Business Saturday

Economic Development STRATEGIC PLAN UPDATE 2019

SUBJECT:

Action out of Executive Session

ITEM SUMMARY:

FINANCIAL IMPACT: TBD

<u>SUBMITTED BY:</u> Charlie McNabb, City Attorney

SUBJECT:

Sec. 551.071: CONSULTATION WITH ATTORNEY

Consultation with attorney regarding legal issues related to agenda items and other matters in which (1) when the governmental body seeks the advice of its attorney about: (A) pending or contemplated litigation; or (B) a settlement offer; or (2) on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter - Charlie McNabb, City Attorney

ITEM SUMMARY:

FINANCIAL IMPACT: N/A

<u>SUBMITTED BY:</u> Charlie McNabb, City Attorney

SUBJECT:

Section 551.072. DELIBERATION REGARDING REAL PROPERTY

Discussion and possible action to deliberate the purchase, exchange, lease or value of real property for purposes authorized by the Development Corporation Act which discussion in open session would have a detrimental effect on negotiations with third persons.

ITEM SUMMARY:

FINANCIAL IMPACT: N/A

<u>SUBMITTED BY:</u>

Charlie McNabb, City Attorney

SUBJECT: Section 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS.

Deliberation regarding commercial or financial information that the corporation has received from a business prospect that the Georgetown Economic Development Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown and with which the Corporation is conducting economic development negotiations; and/or deliberation regarding the offer of a financial or other incentive to a business prospect that the Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown.

-Project Big C

ITEM SUMMARY:

FINANCIAL IMPACT:

N/A

<u>SUBMITTED BY:</u> Charlie McNabb, City Attorney

SUBJECT:

Adjourn meeting

ITEM SUMMARY:

FINANCIAL IMPACT: N/A

SUBMITTED BY: Amy Mertink, Board Liaison