



Quinlan Economic Development Corporation

P.O. Box 2319 | 105 W. Main St. | Quinlan, TX 75474 | PH (903) 226-6072

BOARD OF DIRECTORS

Regular Monthly Meeting

May 8, 2023

6:00 o'clock P.M.

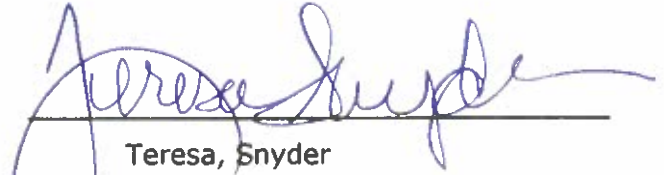
The Regular monthly meeting of the Board of Directors of the Quinlan Economic Development Corporation (QEDC) will be held in the Quinlan City Council Chambers, 104 East Main Street, Quinlan, Texas, at which time there will be discussion and action upon the following items of business:

AGENDA

1. **Call to Order**
2. **Minutes:** **Regular Meetings:**
Approve the Minutes of the Regular Meeting held April 10, 2023.
3. **Treasurer's Report:** **Operating Statement & Invoices:**
 - a. Review and possibly approve May Operating Statement.
 - b. Review and possibly approve new invoices; Texas Lawn & Order \$375.00.
 - c. Review and possibly approve allowing payment for invoices for previously approve expenditures when received.
 - d. Review CD's & Money Market Acct. with Alliance Bank and Lonestar.
4. **Citizens Comments** **Citizens Comments**
Citizens, who wish to address the QEDC Board, may up to 3 minutes and must signup prior to the start of the meeting.
5. **QEDC Board Places** **Reinstate Board Places.**
Review and possibly reinstate; Bobby Clay, Place 1, Jacky Goleman, Place 3, Tommy Underwood, Place 5, and Adam Slaughter, Place 7.
6. **Project #14-25:** **Community Park Phase III**
Workshop in progress.
7. **Project #21-33 & Project #22-35:** **Old Town; North Main, Sidewalk and Parking Spaces:**
LP Miller Construction will begin work on May 22nd, 2023.
8. **Project #22-36:** **(PEIP) Property Enhancement Incentive Policy:** No new applications.
#22-36 P19 Classic Donuts: In progress.
9. **QEDC Properties:** **Land Acquisitions:**
Executive Session: 501.072 Regarding Real Property.
10. **Wayfinding Signage:** **Signage to redirect traffic to the Downtown Businesses.**
TXDOT has approved the 4 sign locations.
11. **Hwy 276 Monument:** **New Monument at the Entrance to Quinlan on the bypass.**
Location is not in the Quinlan City Limits and TXDOT will not approve.
12. **Training** **Texas Economic Development Council**
TEDC Midyear Conference; Allen, TX, June 21-23, \$425.00, Hotel \$350.21 & Parking \$42.00. Total \$817.21.
TEDC Tax Workshop; Sep. 22, 2023, Richardson, \$200.00.
13. **Future Agenda Items: Possible Future Agenda Items**
 - a. Branding the City with a new identity and logo.
 - b. Annual Workshop with the City Council, Planning & Zoning, and Board of Adjustments.
 - c. Development/Annexation Agreement, and TIRZ.

14. Adjourn

POSTED 5/5/23 12:16 AM/PM
RK


Teresa, Snyder

Note to the Agenda: The QEDC reserves the right to retire into executive session under Sections 551.071/551.074 - of the Texas Open Meetings Act concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act.



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MINUTES OF THE REGULAR MEETING OF THE QUINLAN ECONOMIC DEVELOPMENT CORPORATION BOARD OF Directors April 10, 2023

The Regular Monthly Meeting of the Board of Directors of the Quinlan Economic Development Corporation was held in the Quinlan City Council Chambers, located at 104 East Main Street, Quinlan, Texas, 75474 at 6:00 o'clock P.M.

1. Treasurer, Jacky Goleman called the meeting at 6:02 p.m.

Debi Darter recorded the minutes.

Directors present: Jacky Goleman
Charlie Thompson
Teresa Snyder
Gene Sousa
Bobby Clay

Directors absent: Tommy Underwood
Adam Slaughter

Also, in attendance: Debi Darter, Executive Director, John Adel, City Administrator, Laura Kennemer, City Secretary, Jimmie Pierce, and Todd Snyder.

2. Minutes

March 13th Minutes; After discussion, on a motion by Thompson, seconded by Sousa, and unanimously carried to accept the March 13th minutes as written.

3. Treasurer's Report

Operating Statement & Invoices

- a. After discussion, on a motion by Thompson, seconded by Goleman, and unanimously carried to accept the April 2023 Operating Statement as written.
 - b. After discussion, on a motion by Thompson, seconded by Clay, and unanimously carried to accept the 2022 Audit Report as presented by Luis BreeLove from Brooks Watson & Co.
 - c. After discussion, on a motion by Snyder, seconded by Thompson, and unanimously carried to pay the outstanding invoice for Texas Lawn & Order LLC for the sum of \$250.00.
- Cash on hand is **\$2,882,129.69.**

4. Project #14-25

Community Park Phase III

John Adel gave an update on the progress of the grant workshop.

5. Project #21-33 & Project #22-35

Old Town; North Main, Sidewalk and Parking Spaces:

Tow Bids were received and read aloud April 10th at 2:00pm in the Council Chambers.

After discussion on a motion by Goleman, seconded by Thompson, and unanimously carried to accept LF Constructions bid for the construction of these two projects with the addition of Alternate #1 Utility Improvements, and Alternate #2 Ramp Relocation totaling \$ 475,115.00.

- 6. Project #22-36** **Property Enhancement Incentive Policy (PEIP):**
After reviewing and discussing, a motion was made by Snyder, seconded by Souse, and unanimously carried to accept Jensco Properties application for building improvements to the Classic Donut Shop located at 8993 State Hwy 34 South.
- 7. QEDC Properties:** **Land Acquisitions:**
Review Current Land Development. HOLD
- 8. Wayfinding Signage:** **Signage to redirect traffic to the Downtown Businesses.**
Locations chosen to further explore signage; #1 at the West entrance side of State Hwy 276 Bypass, #3 Hwy 34 S, and Main Street, and #4 at Old State Hwy 34 Bus S. (264) and State Hwy 276.
- 9. Hwy 276 Monument:** **New Monument at the Entrance to Quinlan on the bypass.**
In review with TXDOT for placement location.
- 10. Future Agenda Items:** **None given**
- 11. Adjourned** **Treasurer, Jacky Goleman adjourned the meeting at 6:57 PM**

DATED: _____

Adam Slaughter, President

ATTEST: _____
Teresa Snyder, Secretary

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Operating Statement May 2023

REVENUE	INTEREST		MARCH BALANCE
Sales Tax	0.05%	Sales Tax Revenue (Dep. in ANBTX)	44,114.27
			YTD /304,757.34

Account Holdings	0.01%	American National Bank of Texas	24.30	2,659,338.76
	0	Lone Star Savings	0.00	26.45
	0.02%	Lone Star Money Market	24.61	128,349.42
	0.05%	Alliance CD Matures 2/3/2023	0.00	94,463.97
			48.91	2,882,178.60

Miscellaneous		
Revenue Totals		44,163.18

PROJECTS		MARCH	YTD / PROJECT BUDGET
Events	4th of July Event Fireworks Show	0.00	0 /10,000K
	Special Events 2022	0.00	1,0000/20,000K
	Project #14-25 Park Phase 3 HOLD	0.00	0 / 100,000K
Property Enhancement Incentives	Project # 15-28 P-16 TooDash 123 W. Main Street (CLOSED)	0.00	10,000 /100,000k
	Project # 15-28 P-18 Smithpire 116 W. Main Street (REDACTED & CLOSED)	0.00	0.00
	Project # 22-36 P-19 Jensco Prop. LLC 8993 S. HWY 34, Classic Donuts	0.00	0.00
Downtown Imp.		0.00	6,875.00 / 480.000K
Land Aquisitions	Texas Lawn & Order	250.00	67,480.00 / 350,000K
Total Monthly Project Expenditures		250.00	

OTHER EXPENSES				MARCH
Check	City of Quinlan	Payroll	5,025.75	31,917.14 / 65,000
Check	City of Quinlan	Rent (Facility Rental)	300.00	1,800.00 / 3,600
Check	City of Quinlan	Finance (Professional Services)	150.00	2,351.60/ 45,000
CC	Google	Google Workspace 3/1/23 (Computer)	19.12	95.60 / 2,000
			5,494.87	

March 2023 QEDC Budget vs. Actual

800 - Quinlan EDC Funds QEDC	Current Month Actual	YTD Actual	Annual Budget	% Budget Used	Budget Remaining
Sales Tax					
800-4030 Sales Tax	44,114.27	304,757.34	646,000.00	47.18%	341,242.66
Sales Tax Totals	<u>44,114.27</u>	<u>304,757.34</u>	<u>646,000.00</u>	<u>47.18%</u>	<u>341,242.66</u>
Investments					
800-4228 Interest Earned	48.91	412.45	1,000.00	41.25%	587.55
Investments Totals	<u>48.91</u>	<u>412.45</u>	<u>1,000.00</u>	<u>41.25%</u>	<u>587.55</u>
Miscellaneous					
800-4232 Miscellaneous Revenue	0.00	25.00	500.00	5.00%	475.00
800-4925 Refunds & Reimbursements	0.00	38.74	500.00	7.75%	461.26
Miscellaneous Totals	<u>0.00</u>	<u>63.74</u>	<u>1,000.00</u>	<u>6.37%</u>	<u>936.26</u>
Revenue Totals	<u>44,163.18</u>	<u>305,233.53</u>	<u>648,000.00</u>	<u>47.10%</u>	<u>342,766.47</u>

800 - Quinlan EDC Funds QEDC	Current Month Actual	YTD Actual	Annual Budget	% Budget Used	Budget Remaining
800-800-5001 QEDC Regular Pay	5,025.75	31,917.14	65,000.00	49.10%	33,082.86
800-800-5204 QEDC Workers	0.00	112.00	200.00	56.00%	88.00
800-800-5304 QEDC Computer	19.12	114.72	2,000.00	5.74%	1,885.28
800-800-5307 QEDC Prop & Liability	0.00	283.92	800.00	35.49%	516.08
800-800-5331 QEDC Postage & Freight	0.00	0.00	150.00	0.00%	150.00
800-800-5334 QEDC Furniture & Office	0.00	0.00	1,000.00	0.00%	1,000.00
800-800-5346 QEDC Facility Rental	300.00	1,800.00	3,600.00	50.00%	1,800.00
800-800-5350 QEDC Equipment	0.00	0.00	3,000.00	0.00%	3,000.00
800-800-5352 QEDC Travel & Training	0.00	2,116.70	6,000.00	35.28%	3,883.30
800-800-5354 QEDC Special Events	0.00	1,000.00	20,000.00	5.00%	19,000.00
800-800-5360 QEDC Professional Services	150.00	2,351.60	45,000.00	5.23%	42,648.40
800-800-5365 QEDC Marketing	0.00	0.00	30,000.00	0.00%	30,000.00
800-800-5375 QEDC Memberships &	0.00	0.00	1,200.00	0.00%	1,200.00
800-800-5401 QEDC Office Supplies	0.00	63.42	1,500.00	4.23%	1,436.58
800-800-5501 QEDC Mail Box Cluster	0.00	0.00	0.00	0.00%	0.00
800-800-5501 QEDC Capital Imp. Expense	0.00	0.00	0.00	0.00%	0.00
800-800-5501 QEDC Downtown	0.00	6,875.00	480,000.00	1.43%	473,125.00
800-800-5501 QEDC Land	250.00	67,480.00	350,000.00	19.28%	282,520.00
800-800-5501 QEDC Prop. Enhancement	0.00	10,000.00	100,000.00	10.00%	90,000.00
800-800-5501 QEDC Park Construction	0.00	0.00	100,000.00	0.00%	100,000.00
800-800-5520 QEDC Water Sys. Proj.	0.00	0.00	200,000.00	0.00%	200,000.00
800-800-5520 QEDC 276&34 Relocate	0.00	0.00	0.00	0.00%	0.00
800-800-5520 QEDC Last Frontier	0.00	0.00	0.00	0.00%	0.00
800-800-7500 QEDC Contingency	0.00	0.00	40,000.00	0.00%	40,000.00
QEDC Totals	<u>5,744.87</u>	<u>124,114.50</u>	<u>1,449,450.00</u>	<u>8.56%</u>	<u>1,325,335.50</u>
Expense Totals	<u>5,744.87</u>	<u>124,114.50</u>	<u>1,449,450.00</u>	<u>8.56%</u>	<u>1,325,335.50</u>



Texas Lawn & Order LLC

Ramon
Business Number 4693072838
Royse City Texas
4693072838
texaslawnandorder21@gmail.com

INVOICE
INV0174

DATE
04/27/2023

DUE
On Receipt

BALANCE DUE
USD \$375.00

BILL TO

Debi Darter (Tree Customer)

☎ +12146732171

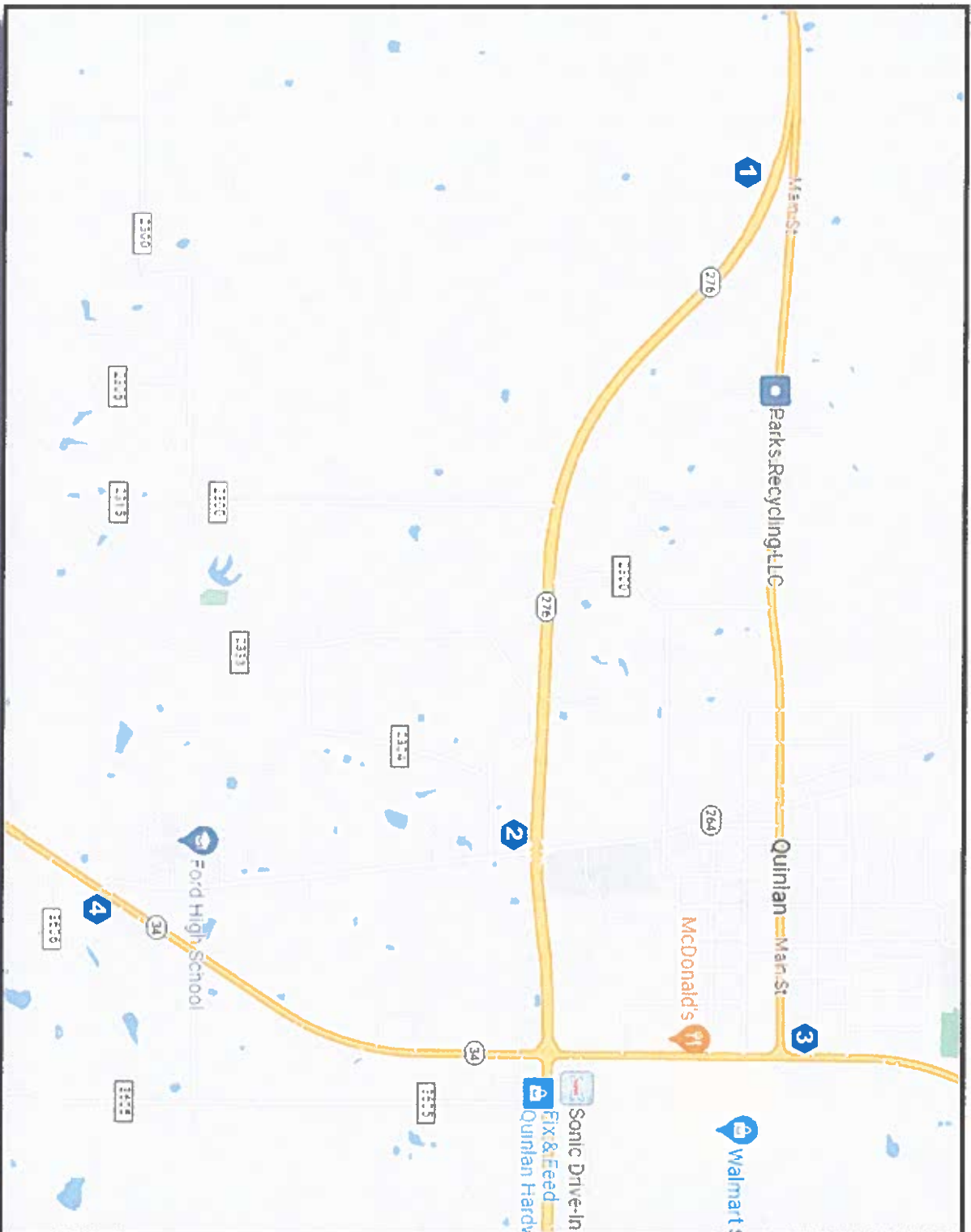
DESCRIPTION	RATE	QTY	AMOUNT
City of quinlan lawn maintenance	\$125.00	3	\$375.00

Payment Info

	SUBTOTAL	\$375.00
OTHER	TAX (8.25%)	\$0.00
Cash, zelle, Venmo or check	TOTAL	\$375.00
	BALANCE DUE	USD \$375.00

City of Quinlan Wayfinding Signage

Locations approved by TXDOT - May 3, 2023



- 1 276 @ Main St. cutback
- 2 276 @ 264
- 3 Hwy 34 S. @ Main
- 4 Hwy 34 S. @ 264

Wednesday June 21st

- 7:15 AM **TEDC Golf Tournament** at Twin Creeks Golf Club [separate registration required]
Sponsored by: **TGB Group**
- 11:00 AM-5:30 PM **Exhibitors Open** *The Porch*
- 12:15-1:00 PM **Community Economic Development Award Committee** *The Incubator*
[CEDA Committee Members only]
Education Committee [Open to All] *The Catalyst*
PAC Committee [Open to All] *The Generator*
- 1:15-1:30 PM **Welcome and Opening Remarks** *Starlight Ballroom I -II*
Ray Dunlap, President, Terrell Economic Development Corporation and
TEDC 2023 Board Chair
- 1:30-2:30 PM **The Future of Texas is in Our Public Schools** *Starlight Ballroom I -II*
Moderator: **John Zakian**, CEcD, SVP of Program Development, GrantWorks
Panelists: **Missy Bender**, Trustee in Residence and Regional Director of Advocacy;
Bob Popinski, Senior Director of Policy, Raise Your Hand Texas

Learn how public education policy impacts the future of Texas' workforce, the role that
Raise Your Hand Texas plays in influencing that policy, and specific examples of engaging
the business community in that effort.
- 2:30-3:30 PM **What You Should Know About Working With Foreign Investors** *Starlight Ballroom I -II*
Donald Lichay, Assistant Special Agent in Charge, FBI-Dallas

International partnerships are key to economic growth and development in today's world.
Those partnerships do require some due diligence before moving forward. The FBI will be
discussing their knowledge and capabilities to better inform decision makers on potential risks
for certain investments by foreign entities. The FBI will also highlight ways that law enforcement
and the private sector can better work with each other to address this growing area of concern.
- 3:30-4:00 PM **Networking Break** *The Porch*
Sponsored by: **Greenville Economic Development Corporation, Oncor**
Wylie Economic Development Corporation
- 4:00-4:45 PM **Session Title TBD** *Starlight Ballroom I -II*
Adriana Cruz, Executive Director, Office of the Governor-Economic Development
& Tourism; Panelists TBD
- 4:45-5:15 PM **Team Texas Update** *Starlight Ballroom I -II*
Samantha Brown, Director, Team Texas

Thursday June 22nd

- 7:00-8:00 AM **Breakfast and Networking** Starlight Ballroom III
Sponsored by: **Allen Economic Development Corporation**
- 7:30 AM-6:30 PM **Exhibits Open** The Porch
- 8:00-9:00 AM **The State of Texas Workforce** Starlight Ballroom I -II
Gabriel "Mike" Guzman, Manager, Economic Analysis Unit, Texas Workforce Commission

A highly engaging presentation on labor market and industry trends in Texas based on data and facts. This presentation will also highlight various labor market tools and resources at the state and local level that could be of value to the local economic development professional in Texas.
- 9:00-9:30 AM **2023 Workforce Excellence Award Recognition** Starlight Ballroom I -II
- 9:30-9:45 AM **Coffee Break** The Porch
Sponsored by: **The Colony Economic Development Corporation**
- 9:45-10:45 AM **Creating Big Opportunities for Small Towns** Starlight Ballroom I -II
David Thornell, Founder, Small Town Solutions Consulting

Take a look at your community from the viewpoint of those you are trying to attract. What impresses? What distresses? What can you do to promote the good and fix the bad? PLENTY. The desire to transform your small town for the better is already in your heart and head, but it takes action and a team effort to implement a shared vision. Thornell will share from his book, *Small Town Solutions*, what success looks like taken from decades of working on the front lines of rural community and economic development. Find out what makes small towns special (and what big towns may also want to try), to rise above the familiar in order to reach their untapped potential.
- 10:45-11:45 AM **Bond Financing for Type A & B Sales Tax Corporations** Starlight Ballroom I -II
Jason Hughes, Managing Director, Hilltop Securities; **George Williford**, Regional Managing Director, Hilltop Securities

The presentation will cover specific items related to the issuance of sales tax revenue bonds by Type A and Type B corporations. Included in the overview is the statutory authority of sales tax corporations to issue debt, methods of selling debt, types of bonds that may be issued, and the professionals involved in a sales tax revenue bond issuance. The presentation will also cover credit aspects of sales tax revenue bonds and how bonding capacity for a sales tax corporation is determined.
- 11:45-1:15 PM **Lunch on your own**

Thursday June 22nd

- 1:15-2:15 PM **Moving from Coordination to Integration: A Labor Market Approach** *Starlight Ballroom I -II*
Richard Froeschle, Senior Labor Market Economist, Texas State Technical College
Economic development is a group activity. All regional stakeholders benefit when they can align their resources and initiatives not siloed but within an integrated, market-driven, economic framework. This session covers some key economic trends in the Texas economy and promotes the concept of enhanced collaboration among education, workforce and economic development partners around a common understanding of how regional labor markets can and do evolve.
- 2:15-3:15 PM **FAME: An Industry Workforce Solution that Drives Economic Development** *Starlight Ballroom I -II*
Moderator: **Pooja Tripathi**, Director of Workforce Initiatives, The Manufacturing Institute
Panelists: **Michele Boggs**, Vice President of Economic Development, New Braunfels Economic Development Corporation; **Leslie Cantu**, Assistant Vice President of Administration, Toyotetsu; **Joshua Schneucker**, Executive Director, Seguin Economic Development Corporation
The Federation for Advanced Manufacturing Education (FAME) model was created by a manufacturer to develop global-best advanced manufacturing technicians in an earn-while-you-learn program with built-in leadership development. FAME is so successful among manufacturers that it is becoming a strategic economic development tool. Join us to learn more about this initiative and how employers and economic developers have utilized FAME to strengthen their communities right here in Texas.
- 3:15-3:45 PM **Networking Break** *The Porch*
Sponsored by: **Dallas Regional Chamber, TiP Strategies**
- 3:45-4:45 PM **Workforce ReStated** *Starlight Ballroom I -II*
Moderator: **Amy Madison**, CEcD, EDFP, Executive Director, Pflugerville Community Development Corporation
Panelists: **Tamara Atkinson**, CEO, Workforce Solutions Capital Area; **Ed Latson**, Executive Director, Austin Regional Manufacturers Association; **Tom Stellman**, CEO, TiP Strategies
The panel will share highlights of national and regional trends impacting workforce availability, share best practices on how local economic development and training organizations can effectively work together to help deliver a skilled workforce, and offer practical solutions for how local employers can enhance their workforce development efforts. Additionally, the panel will discuss a recent study conducted by the Texas Workforce Commission to enhance programming and services statewide for workforce and economic development practitioners.
- 5:00-6:30 PM **Networking Reception** *The Porch and Patio*

Friday June 23rd

7:00-8:00 AM	Breakfast and Networking	Starlight Ballroom III
7:30-10:00 AM	Exhibits Open	The Porch
8:00-8:45 AM	Community Economic Development Award Success Stories Moderator: Scott Livingston , CEcD, Director of Economic Development, League City Economic Development Corporation and 2023 CEDA Committee Chair Panelists: Marcos Delgado , Executive Vice President, Borderplex Alliance; Victor Perez , President & CEO, Pharr Economic Development Corporation; Kent Sharp , President, Sherman Economic Development Corporation; Rayna Teicheira , Economic Development Director, City of Navasota Join recent past recipients of the TEDC's Community Economic Development Award as they provide insight into their award-winning projects.	Starlight Ballroom I -II
8:45-9:00 AM	Coffee Break Sponsored by: Taylor Economic Development Corporation	The Porch
9:00-9:45 AM	A Texas Economic Update Jason Saving , Senior Economist, Federal Reserve Bank of Dallas In this presentation, Jason Saving, Senior Economist with the Federal Reserve Bank of Dallas, will provide an overview and highlights of the Texas economy, including economic indicators, trends and analysis.	Starlight Ballroom I -II
9:45-10:30 AM	Legislative and Economic Development Sales Tax Joint Committee Meeting Stewart McGregor , Legislative Committee Chair; Joshua Schneuker , Economic Development Sales Tax Committee Chair	Starlight Ballroom I -II
10:45-11:45 AM	TEDC Board of Director's Meeting [Open to All]	Starlight Ballroom III



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

This event is recognized by the International Economic Development Council (IEDC) as a professional development training that counts toward the recertification of Certified Economic Developers (CEcD).



ED Sales Tax DFW

SEP

22

Mandatory every 2 years

LOCATION

701 E Campbell Rd, Richardson, TX

VENUE

Hilton Richardson Dallas

TIME

8:00 AM – 4:00 PM

REGISTRATION FEE

Registration Fee:

Registration Opens: Monday, February 27th, 2023

Registration Close: Friday, September 15th, 2023

Workshop Date: Sep 22nd, 2023

Time: 8:00 AM – 4:00 PM

Venue: Hilton Richardson Dallas

Location: 701 E Campbell Rd, Richardson, TX

Registration Fees:

Registration Fee:	\$200.00
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The Economic Development Sales Tax Workshop are designed specifically for EDC Board Members and local elected officials and include information about economic and community development in general, and changes to the Economic Development Sales Tax Law. The workshops will include a discussion of changes to the Economic Development Sales Tax law that occurred during the 88th session of the Texas Legislature. Workshop attendees will receive Open Meetings Act and Public Information Act certification as a part of this course. Attendees of the Economic Development Sales Tax Workshop will be provided training materials, a light breakfast, and lunch.

For assistance registering multiple people, please email abi@texasedc.org.

BRANDING A CITY

City branding should not be perceived merely as branding or marketing; it is the art of creating an image of a city in peoples mind so that they are attracted towards it; the unique character of the city is what makes it different from the rest of the world. *If we don't brand our city then the world will brand it for us.*

City branding is a long-term process and cannot be achieved in a few years; effective city branding requires real changes before the campaign, and public relations can come with effect. Short-term advertising and vague goals portraying a pretty picture of the city won't help in the long run. A Systematic approach targeting each stakeholder is what works. The real-time experiences of investors should inspire this approach. The same city can hold different interests for various people, so these need to be addressed and adopted rather than incorporating a singular approach.

City branding is done in 5 stages:

1. City audit to identify the strengths and weaknesses of the city
2. Construction of identity through discussions
3. Understanding competition and position finding
4. Creation of vision for city and listing of objectives
5. Developing a strategy to promote the city or the process of "branding."

Once these stages are completed the city gets a distinct identity as reflected in the image below! The brand name helps in getting investment for the city which can be for a specific sector like tourism, industry, manufacturing, research, innovation, etc.

