

City of Buda
Special Called City Council Workshop Minutes
January 23, 2010 – 8:00 a.m.

A. CALL TO ORDER

Mayor Lane called the January 23, 2010 City Council workshop meeting to order at 8:04 a.m.

B. ROLL CALL

Mayor Bobby Lane – Present
Councilmember Place 1 Ron Fletcher – Present
Councilmember Place 2 Kelly Allen – Present
Councilmember Place 3 Sandra Tenorio – Present
Councilmember Place 4 Cathy Chilcote – Present
Councilmember Place 5 Tom Crouse – Present
Councilmember Place 6 Scott Dodd – Present
Director Sam Cooper – Present
Director Laurie Cromwell – Present
Director Antonio Sosa – Present
Director Richard Carey – Present
Director William McAnelly – Absent
Director Cathy Chilcote - Present

Mayor Lane welcomed everyone and recognized City Attorney Charlie Zech and Buda EDC Attorney Jeff Moore. His expectations of the workshop would be to have a clear understanding of the Buda EDC and to improve the communications between the City Council and the Buda EDC. Director Laurie Cromwell thanked the Mayor for the opportunity to be at the workshop and asked that before they got started if everyone would keep Director McAnelly and his family in their prayers as there has been some unexpected medical situations that have arisen.

A. REGULAR AGENDA

1. Discussion regarding current outstanding obligations (debt) of the Buda Economic Development Corporation; direction to Staff.

Mayor Lane asked Director Cooper to discuss their current outstanding obligations (debt) of the Buda EDC. Director Cooper began by asking if there were any questions regarding the Buda EDC's financial statements. Director Cooper covered their outstanding obligations and the debt of the Buda at the end of December 2009 was at 4.1 million debt. Mayor Lane asked what the annual revenue was for the EDC. Discussion held regarding the Sportsplex Park and the obligation that the City and the EDC has of maintaining the park. Councilmember Tenorio voiced the concerns of the cost of running the park. The economic development is the infrastructure that leads up to the Park. She doesn't believe the city will break even or make money on the park. The cost of the grass, to water and maintain the grass. Councilmember Tenorio asked how do we think about the future of the park and how much the park is going to cost. Director Cromwell stated she feels strongly that part of the reason we're dealing with the issues is we were "growing up" in the City and didn't know how to create this park as a young City at the time the park was developed. There needs to be a process that we are being diligent on. At the time the park was developed, we didn't have the expertise from anyone that had developed a park of this magnitude. Councilmember Tenorio stated the park is a lesson that needs to be taken a really strong look at. Councilmember Tenorio also stated the City didn't have the expertise at the time the park was thought of or developed. Staff didn't have a parks person that could take a look at the projected costs. Director Cooper in fact does believe that there is a revenue

stream. City Manager, Kenneth Williams stated there is a revenue stream even when you charge for the use of the fields but it's minimal. Councilmember Tenorio wants to figure out how we don't do the same thing again. Mayor Lane stated we're in this situation now because we didn't sit down as two entities and have this discussion that we're having now. Director Cromwell also agreed. Councilmember Tenorio stated the lesson in the future is to sit down as two collective groups and be able to collaborate the project together. Councilmember Dodd, asked can we allow sponsorships? Director Cooper answered yes. Director Cooper to share the impact analysis that has been done. He recalled \$25k in revenue, and \$180K in maintenance. How do we get these numbers to balance out. We're talking about spending money and not making money on the events held at the park. Director Cromwell said she thinks the difference in the revenue and the maintenance will turn around. There are opportunities still out there. Councilmember Fletcher, stated he believes it is a marketing issue.

2. Discussion regarding the future goals of the Buda Economic Development Corporation; direction to Staff.

The EDC held a retreat and the Directors were assigned in pairs to work on further development of the outlined goals. The assigned working pairs are Director McAnelly to promote economic awareness and visibility through a system that creates accountability and a strong sense of shareholder involvement with the community. Creating the awareness in the community about what the EDC is about. To create some cohesiveness, and a buy-in to get others involved. Director Cromwell and Director Sosa are tasked to facilitate a forum for downtown merchants in order to revitalize commerce in Buda's downtown area. City Manager, Kenneth Williams stated the Tourism Director, recently hired Alisha Burrow, and is working together with the Downtown Merchants. It was recommended that Director Cromwell and Director Sosa meet with Alisha Burrow to come up with a development plan. Councilmember Tenorio stated that now that we have created the Staff position, she's afraid that the two entities would be stepping on each other in trying to achieve the same goal. Ms. Burrow could work with the EDC in working on the BIG grant. Director Cromwell said there's a lot of misunderstanding and misinformation out there. Councilmember Tenorio asked the EDC to give the tourism department a chance to work with the downtown merchants and to step back to allow the tourism department to take on this roll. Kenneth Williams says when we're on the brink of being able to do something big with the tourism department, then Staff would ask for the EDC's support. Executive Director, Warren Ketteman wants to be clear that the EDC has always been supportive of downtown merchants, ie truck by-pass to get the trucks out of downtown, grant money for downtown improvements. Councilmember Dodd also said this downtown group needs to workshop with the Historic Commission. Jeff Moore, visiting Attorney, representing the Buda EDC, spoke about what the statute says about improvements being made to the downtown merchants buildings. There are limits on what can be done to existing buildings. Director Cromwell spoke regarding the outreach program which is being paired by Director Chilcote and Director Carey. They develop an outreach program to create awareness for community members, elected officials and stakeholders. Kenneth Williams met with PEC regarding the outreach program. Building relationships with HOA's and PTA's to get word out about the EDC. Mayor Lane asked if there is a state EDC organization? Yes, the TEDC. They provide newsletters, annual reports, etc. Director Cooper said in the beginning they wanted to stay under the radar, and by doing their work bringing businesses to town. The EDC had a lot of work to do in the beginning and we're remiss in thinking that everyone knows what they are doing as a board and informing the public on where their tax dollars are going. The goal of the EDC by Director Cooper and Executive Director Ketteman is to develop a comprehensive and diverse business attraction/retention program and to create a directory of sorts of the downtown, creating a questionnaire. Councilmember Tenorio says she appreciated our EDC did not build an industrial park. She also stated she thinks the Council, the EDC, and the Chamber all need to sit down and collectively listen to what each entity does and is expected to do. Presenting their goals is a great asset and the Council

needs to commit the same to the EDC. Director Cromwell would like to see the Council advise the EDC about infrastructure plans, annexation plans, ETJ plan, and the Austin ETJ plan coming to Buda. Councilmember Tenorio stated discussions in public have concentrated on annexation plans that have been presented to the Council by the Planner. EDC would like to see the Council's annexation plan with the data included.
No formal action taken by Council.

3. Discussion regarding the City Council's goals and expectations for the Buda Economic Development Corporation; direction to Staff.
Councilmembers requested Staff to schedule a workshop to discuss Council's own goals and expectations to share with the Buda EDC.
No formal action taken by Council


4. Discussion regarding the communication flow between the City Council and Buda Economic Development Corporation; direction to Staff.
Need to create a tangible report, how often to hold a workshop maybe quarterly. Understanding the roles and responsibilities of each entity, as a unit or individually. The EDC board/corporation is an independent entity of the City. The Council is responsible for who is going to serve on the EDC, but does not set the agenda of the EDC. Confusion by Staff on what the EDC's responsibilities are. There needs to be an understanding. Council, the debt to the Council, and approving projects by the Council. Councilmember Tenorio stated having a brainstorming session and come up with a protocol. Director Cromwell stated yes, and to look at how things are disseminated and to come up with a plan.
No formal action taken by Council

5. Discussion regarding the possible collaboration of future projects between the City of Buda and the Buda Economic Development Corporation; direction to Staff.
Mayor Lane asked the EDC to bring to the Council, future projects to have the discussions prior to coming to the Council for approval. Mayor Lane envisions a project status report. Communication between the EDC Executive Director and the City Manager should take place between the two entities. Changes on Staff have hampered part of this process as well. Director Cooper stated he's been involved since the EDC's inception, has heard rumors the past months about doing away with the Economic Development Corporation, we all want to adhere to the wishes of the citizens. He has a good solid board of professional members (EDC), and the board was created by a vote of the citizens of Buda. Mayor Lane's closing remarks, stating goals, agenda items, and allow the Council to help get the word out to the city about who the EDC is and what they do. Councilmember Tenorio stated it's good to reassess ever so often. Mayor Lane says this has been a very productive meeting and would like to see this communication continue on a quarterly basis.
No formal action taken by Council.

B. ADJOURNMENT 10:00 a.m.



Bobby D. Lane, Mayor



Toni Milam, City Secretary