AGENDA

CITY OF TAYLOR, TEXAS

CITY COUNCIL MEETING

CITY HALL, COUNCIL CHAMBERS, 400 PORTER STREET

MAY 22, 2014, 6:00 P.M.

CALL TO ORDER AND DECLARE A QUORUM

INVOCATION

PLEDGE OF ALLEGIANCE

PROCLAMATIONS/RECOGNITION

1. Proclamation: In recognition of volunteers providing tax assistance in Taylor. (Mayor)
2. Recognition of Taylor Independent School students for outstanding achievements. (Mayor)

CITIZENS COMMUNICATION

(The City Council welcomes public comments on items not listed on the agenda. However, the Council cannot respond until the item is posted on a future meeting agenda. Registration forms are available at the sign in table.)

CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Council may act on with one single vote. The Mayor or any Council member may pull any item from the Consent Agenda to discuss and act upon individually on the Regular Agenda.)

3. Approve minutes for May 8, 2014. (Susan Brock)
4. Authorize execution of an economic development agreement with G-Pies, Inc. (Jeff Straub)

REGULAR AGENDA; REVIEW/DISCUSS AND CONSIDER ACTION

5. Consider approving professional services agreement with Halff Associates for engineering services related to future MDUS projects. (Jeff Straub)
6. Consider approving professional services agreement with Avalanche Consulting, Inc. to update city strategic plan. (Jeff Straub)
7. Consider appointment to the Moody Museum Advisory Board. (Susan Brock)
8. Consider appointing a citizen task force to assist in reviewing the permitting and plan review processes. (Jeff Straub)
9. Receive update on West 2nd Street Corridor Plan. (Bob vanTil)
10. Receive update on current and future plans for Heritage Square. (Bob vanTil)
11. Consider future agenda items. (Mayor)

EXECUTIVE SESSION

12. Executive Session I. The Taylor City Council will hold a closed executive meeting pursuant to the provisions of the Open Meetings Law, Chapter 551, Government Code, in accordance with the authority contained in Section 551.074 to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee: Chris Hartung of Chris Hartung Consulting will meet with Council to discuss the City Manager position.
13. Executive Session II. The Taylor City Council will conduct a closed executive meeting pursuant to the provisions of the Open Meetings Law, Chapter 551, Texas Local Government Code, and the authority contained in Section 551.087 to discuss or deliberate regarding commercial and/or financial information on a business prospect that the City of Taylor, Texas, seeks to have locate, stay, or expand in or near the City of Taylor, Texas, and with which the City of Taylor, Texas, is

conducting economic development negotiations and/or deliberate the offer of financial or other incentives to the business prospect.

- Project Overload

14. Consider action from either Executive Session.

ADJOURN

The Council may vote and/or act upon each of the items listed in this Agenda. The Council reserves the right to retire into executive session concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act including: Section 551.071 (Consult with attorney); Section 551.072 (Real Property); Section 551.073 (Gifts and Donations); Section 551.074 (Personnel Matters); Section 551.076 (Security Devices); and Section 551.087 (Economic Development). I certify that the notice of meeting was posted in the Taylor City Hall Lobby before 6:00 pm on May 19, 2014 and remained posted for at least 72 hours continuously before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Press.

In compliance with the ADA the City Hall and Council Chambers are wheelchair accessible. Reasonable accommodations will be provided for persons attending city council meetings in need of special assistance. Please contact Susan Brock, City Clerk, at least 24 hours prior to the meeting for special assistance.

Posted By: Susan Brock Date 5/19/14

Susan Brock, City Clerk

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **1**

Agenda Title: Proclamation in recognition of Tax Assistance Volunteers.

Council Action to be taken: Presentation

Initiating Department: Taylor Public Library

Staff Contact: **Karen Ellis, Library Director**

1. INTRODUCTION/PURPOSE

The Taylor Public Library has coordinated with the AARP's Tax-Aide program to provide free tax assistance for area residents. City Hall provided a second location for tax assistance in Taylor. This effort has been tied together under the Williamson County Financial Stability Coalition, who coordinated the Taylor sites and sites elsewhere in the county.

2. DESCRIPTION/ JUSTIFICATION

The AARP Tax-Aide program has worked in coordination with the Taylor Public Library for many years, and more recently an additional service point at the City Hall Auditorium utilized VITA volunteers (IRS Volunteer Income Tax Assistance Program). Tax assistance at both City Hall and the Library ran from January through the end of filing in April.

At Taylor Public Library, **206** people were served, with a total of **181** returns filed. Refunds from electronic returns totaled **$172,678.** Typical charges for getting professional help for tax returns run $250 per person. Free tax services at the Library saved these individuals **$45,250.00.**

At Taylor City Hall a total of **427** people were served, with a total **354** returns filed. Total refunds were **$581,607.00.** Those who filed their taxes for free with assistance from the VITA volunteers saved **$88,500.00.**

In total: **633** Taylor residents served
535 Returns filed for free, a savings of **$133,750.00**
Tax Refunds to Taylor residents: **$754,285.00.**

From January through the filing deadline on April 15, 2014, the Williamson County Financial Stability Coalition provided free tax assistance with two sites in Taylor plus multiple sites in other parts of the county.

The Williamson County Financial Stability Coalition includes the following organizations:

- United Way of Williamson County
- Williamson County Financial Stability Coalition
- Walmart
- AARP Tax-Aide
- Williamson Burnett County Opportunities
- Internal Revenue Service
- Literacy Council of Williamson County

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

City staff recommends that the Williamson County Financial Stability Coalition and the tax assistance volunteers be recognized for their vital work for the citizens of Taylor.

6. REFERENCE FILES

1a. Proclamation

Proclamation

WHEREAS, volunteers provided valuable tax preparation, filing services, and tax related financial advice to the citizens of Taylor at the Taylor City Hall and the Taylor Public Library from January to April 15th 2014; and

WHEREAS, these volunteers worked on behalf of the Williamson County Financial Stability Coalition, the AARP-Tax-Aide program and the IRS Volunteer Income Tax Assistance Program; and

WHEREAS, these volunteers provided assistance to individuals who received these services and expert assistance at no cost to them.

NOW THEREFORE, on this 22rd day of May, 2014, and on behalf of the City Council of the City of Taylor, Texas, we take great pride in recognizing the work of the Williamson County Financial Stability Coalition tax aide volunteers and proclaim our appreciation and gratitude for the valuable assistance provided to our community.

_____

Jesse Ancira, Jr., Mayor

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **2**

Agenda Title: Recognition of Taylor Independent School students for outstanding achievements.

Council Action to be taken: Mayor will recognize students.

Initiating Department: **City Council**

Staff Contact: **Esther Walton**

1. INTRODUCTION/PURPOSE

In an effort to demonstrate the City of Taylor's pride in the accomplishments of our very talented students and student athletes, Mayor Ancira will present certificates of recognition to these students for their outstanding achievements.

2. DESCRIPTION/ JUSTIFICATION

The Mayor and Council will recognize students for their accomplishments as listed on the attachment.

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

Presentation of Certificates.

6. REFERENCE FILES

2a. List of recipients

TISD – ACCOMPLISHMENTS

Madeline Ward– Academic All-State – Volleyball

Collin Vanecek– TABC Academic All-State– Basketball
Brannon Washington – TABC Academic All-State – Basketball

Blaine Johnson – 2nd Team All-State Linebacker – Football
Dylan Townsend – Academic All-State THSCA-Football

Nick Dominguez – Cross Country State Qualifier

Clark Griffith – Track and Field State Qualifier
My'Lik Kerley – Track and Field State Qualifier
Virginia Kerley – Track and Field State Qualifier
Justin Paris – Track and Field State Qualifier
Isaiah Pittman – Track and Field State Qualifier

Hayden Hudson – Academic All-State – Tennis
Thayer Selleck – Academic All-State – Tennis
Collin Vanecek – Academic All-State – Tennis

Everardo Aruajo – State Qualifier Powerlifter
Daniel Hernandez – State Qualifier Powerlifter
Lorenzo Sanchez – State Qualifier Powerlifter

Sarah Bohac – Honors Academic Decathlon Team
Reginald Caldwell – Honors Academic Decathlon Team
Andres Delgado – Varsity Academic Decathlon Team
Dominic Elizondo – Honors Academic Decathlon Team
Brooke Gardner – Varsity Academic Decathlon Team
Nicholas Mendoza – Varsity Academic Decathlon Team

Justin Paris – Scholastic Academic Decathlon Team
Liam Plybon – Scholastic Academic Decathlon Team
Lorena Sanchez – Scholastic Academic Decathlon Team
Advisor – Vicki Rowe
Finished 5th in national competition

Alex Ancira – 2014 Regional Officer Grand Champion Award-Hi Steppers
Heather Eiben - 2014 Regional Officer Grand Champion Award-Hi Steppers
Anita Jefferson Conley Award-Hi Steppers
Sarah Richter - 2014 Regional Officer Grand Champion Award-Hi Steppers

Olivia Ortega – 2nd Place overall for Hi-Stepper Duet
Elizabeth Miget - 2nd Place overall for Hi-Stepper Duet

Reggie Caldwell – Division I, Class I Ensemble (State qualifier); ATSSB Region Band, Advanced to Area
Sean Chapman – Division I, Class II Solo
Desire Cortez – Division I, Class I Ensemble (state qualifier)
Andres Delgado – ATSSB Region Band
Maryrose Fagan – Division I, Class I Solo and Ensemble (state qualifiers)
Philip Gray - Division I, Class I Solo and Ensemble (state qualifiers); ATSSB Region Band (Advanced to Area)
Lauren Hadley - ATSSB Region Band
Ariel Pietsch - Division I, Class I Ensemble (state qualifier)
Cristian Robles - Division I, Class I Ensemble (state qualifier); ATSSB Region Band (Advanced to Area)
Claudia Sanchez - Division I, Class II Solo
Elizabeth Torres – Division I, Class I Solo and Ensemble (State qualifiers); ATSSB Region Band
Julia Valchar - ATSSB Region Band
Ashlynn Volek - Division I, Class I Ensemble (state qualifier)

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **3**

Agenda Title: Approve minutes for May 8, 2014.

Council Action: Approve by consent or approve with corrections

Initiating Department: City Management/City Clerk

Staff Contact: **Susan Brock, City Clerk**

1. INTRODUCTION/PURPOSE

Pursuant to the Open Meetings Law, Chapter 551, Local Government Code and in accordance with the authority contained in Section 551.021 and the City Charter, the "Minutes" of each City Council must be recorded, compiled and approved by the City Council in subsequent meetings. The purpose of this item is to conform to these legal requirements.

2. DESCRIPTION/ JUSTIFICATION

N/A

3. FINANCIAL/BUDGET

N/A

4. RECOMMENDATION

Approve as submitted or amend with changes noted.

5. REFERENCE FILES

3a. Minutes, May 8, 2014.

The City Council of the City of Taylor met on May 8, 2014, at City Hall, 400 Porter St., Taylor, Texas. In the absence of Mayor Ancira, Mayor Pro Tem Chris Gonzales, Sr. declared a quorum and called the meeting to order at 6:00 p.m. with the following present:

Council Member Scott Green
Council Member Donald Hill
Council Member Brandt Rydell

Jeff Straub, Interim City Manager
Ted Hejl, City Attorney
Susan Brock, City Clerk

INVOCATION
Mr. Bob vanTil led the group in prayer.

PLEDGE OF ALLEGIANCE

CITIZENS COMMUNICATION
No citizens came forward during this time.

PROCLAMATIONS/RECOGNITION

1. PROCLAMATION: NATIONAL POLICE WEEK, MAY 11-17, 2014.
   Mayor Pro Tem Gonzales presented a proclamation recognizing May 11-17 as National Police Week. Chief Fluck and his officers accepted the proclamation.

2. PROCLAMATION: NATIONAL HISTORIC PRESERVATION MONTH.
   Mayor Pro Tem Gonzales proclaimed May, 2014 as National Historic Preservation Month in the City of Taylor as members of the Taylor Historic and Conservation Society and Ms. Deby Lannen, Main Street Manager, came forward to accept the proclamation.

3. RECEIVE CERTIFICATES OF RECOGNITION FROM UNITED WAY OF WILLIAMSON COUNTY.
   Mr. Ed Komandosky presented a certificate of appreciation to the City on behalf of the United Way of Williamson County.

CONSENT AGENDA

4. APPROVE MINUTES FOR APRIL 24, 2014.
5. APPROVE ORDINANCE 2014-07 TO AMEND THE TAYLOR ZONING ORDINANCE SUB SECTION 3.3.8, SECTION 3.3, SUPPLEMENTAL USE REGULATIONS, CHAPTER 3, RELATING TO THE REGULATION OF DISTANCES BETWEEN BARS, TAVERNS, AND LIQUOR STORES AND SCHOOLS, HOSPITALS, AND CHURCHES AS REQUIRED BY THE TEXAS ALCOHOLIC BEVERAGE CODE SECTION 109.33.

ORDINANCE NO. 2014-07

AN ORDINANCE OF THE CITY OF TAYLOR, TEXAS, AMENDING ZONING ORDINANCE NO. 2001-17, AMENDING CHAPTER 3, SECTION 3.3, SUPPLEMENTAL USE REGULATIONS BY REPEALING SECTION 3.3.8.

6. APPROVE ORDINANCE 2014-06 FOR A SPECIFIC USE PERMIT (SUP) ON PROPERTY OWNED BY TAPIMATA, LLC, CONSISTING OF 16.163 ACRES LOCATED IN THE JAMES C. EAVES SURVEY, ABSTRACT 214 AND THE WILLIAM R WILLIAMS SURVEY, ABSTRACT 665, CITY OF TAYLOR WILLIAMSON COUNTY TEXAS (1402 WELCH STREET) ALLOWING FOR THE SALE OF ALCOHOLIC BEVERAGES, CONCERTS, LIVE BANDS, FLEA MARKETS, RODEOS, WEDDINGS, REVIVALS, CARNIVALS, CIRCUSES, SPORTING EVENTS, AND THE PREPARATION OF AND SALE OF FOOD.

ORDINANCE NO. 2014-06

AN ORDINANCE GRANTING A SPECIFIC USE PERMIT ALLOWING THE SALE OF ALCOHOLIC BEVERAGES CONCERTS, LIVE BANDS, FLEA MARKETS, RODEOS, WEDDINGS, REVIVALS, CARNIVALS, CIRCUSES, SPORTING EVENTS THAT INCLUDE BASEBALL, SOCCER, FOOTBALL, WRESTLING AND OTHER SIMILAR SPORTING EVENTS, AND THE PREPARATION OF AND THE SALE OF FOOD ON PROPERTY LOCATED AT 1402 WELCH STREET; AND PROVIDING A SAVINGS CLAUSE.

Council Member Hill moved to approve the consent agenda as presented and Council Member Green seconded the motion. VOTE: Four voted AYE. Motion passed.

REGULAR AGENDA: REVIEW/DISCUSS AND CONSIDER ACTION

7. RECEIVE ANNUAL REPORT FROM THE MOODY MUSEUM ADVISORY BOARD.
Mrs. Susan Komandosky, Chair of the Moody Museum Advisory Board, presented a report to Council providing an update on recent activities at the Museum.

8. CONSIDER APPROVING RESOLUTION R14-09 SELECTING AND APPROVING PROJECTS FOR THE 2014 COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) APPLICATION TO WILLIAMSON COUNTY.
Mr. Bob vanTil, Director of Planning and Development, presented a request to approve a resolution in support of a grant application to Williamson County for CDBG funds with a local match of $200,000 to come from unallocated reserves in the General Fund and from the Utility Fund for any needed utility improvements. Council Member Hill moved to approve the resolution with streets (4th street) listed as the first priority and improvements to the community center located in Fannie Robinson Park be listed as the second priority for funding. Council Member Rydell seconded the motion. VOTE: Four voted AYE. Motion passed.

9. CONSIDER AMENDED REIMBURSEMENT AGREEMENT WITH MCCOY'S LUMBER CO., FOR ADDITIONAL EXPENSES INCURRED FOR OFF SITE IMPROVEMENTS.

   Mr. vanTil presented a request to consider approving an amendment to the reimbursement agreement with McCoy's Lumber for additional street work that was requested by the City and was outside of the scope of the original agreement.

   Council Member Green moved to approve the amended agreement in the amount of $57,234.00 to pay for additional expenses incurred for improvements that included water sewer extensions and the widening of T. H. Johnson Drive across the frontage of their property. Council Member Rydell seconded the motion. VOTE: Four voted AYE. Motion passed.

10. CONSIDER REQUEST FROM LIBRARY ADVISORY BOARD TO SPEND NED ESTATE FUNDS.

    Ms. Karen Ellis, Library Director, presented a request to use funds from the Louis K. Ned estate for purchases approved by the Library Advisory Board. Purchases include computer and office equipment and funds to expand a digital scanning project.

    Council Member Hill moved to approve the request for funds not to exceed $8,000.00 and Council Member Green seconded the motion. VOTE: Four voted AYE. Motion passed.

11. RECEIVE UPDATE ON SUBSTANDARD AND ABANDONED BUILDINGS.

    Mr. vanTil presented a report on current policies relating to the management of substandard and abandoned buildings within the city limits. He provided statistics on how many of these structures are inventoried and statistics on how many cases are handled and resolved. No action was taken on this item.

12. RECEIVE PRESENTATION FROM UTILITY BILLING DEPARTMENT REGARDING UTILITY BILLS.

    Ms. Beth Wilkes, Utility Manager, presented an overview of the process of how staff read water meters and also how to read the utility bill.

13. CONSIDER APPROVING A MEMORANDUM OF UNDERSTANDING TO SUBMIT TO THE TAYLOR INDEPENDENT SCHOOL DISTRICT REGARDING THE 7TH STREET CAMPUS.

    Mr. Straub presented a request to consider approving a proposed agreement with the TISD regarding the 7th street campus. The agreement allows time to conduct a Request for Qualifications (RFQ) before the TISD takes any action on the disposition of the building.

Council Member Hill moved to approve the agreement with item 1-D removed and Council Member Rydell seconded the motion. VOTE: Four voted AYE. Motion passed.

14. CONSIDER FUTURE AGENDA ITEMS.
Mayor Pro Tem Gonzales asked for possible future agenda items and an update from Mr. Straub. Mr. Straub mentioned a plan to update the Strategic Plan and one to address the results from the TEEX Action Plan. He also said the Mayor has suggested a task force to address the planning and development process. Council Member Green requested an update on corridor signage; Council Member Rydell requested a more aggressive and formal approach to minority recruitment for board volunteers, perhaps a Summit with invited leaders in the minority communities to discuss a variety of issues. Council Member Hill suggested a diversity training program. Mayor Pro Tem Gonzales suggested providing some type of recognition for current volunteers to express our appreciation for their service and to also serve as an opportunity to recruit new ones. It was also mentioned that joint breakfasts with other community groups should be renewed. Council Member Green asked for an update on the plan for Heritage Square once the building demolition is complete.

15. EXECUTIVE SESSION. The Taylor City Council will conduct a closed executive meeting pursuant to the provisions of the Open Meetings Law, Chapter 551, Texas Local Government Code, and the authority contained in Section 551.087 to discuss or deliberate regarding commercial and/or financial information on a business prospect that the City of Taylor, Texas, seeks to have locate, stay, or expand in or near the City of Taylor, Texas, and with which the City of Taylor, Texas, is conducting economic development negotiations and/or deliberate the offer of financial or other incentives to the business prospect.
- Project Overload
- Project Landing
- Project Austin

Mayor Pro Tem Gonzales and council members retired to closed session at 8:05 pm.

16. CONSIDER ACTION FROM EITHER EXECUTIVE SESSION.
Mayor Pro Tem Gonzales resumed the open meeting at 8:31 p.m. and stated that there was no action was taken on any issue during Executive Session. He also took an opportunity to express his appreciation to all those men and women in the military and those in public service who serve our community and our country.

ADJOURN

With no further business; Mayor Pro Tem Gonzales adjourned the meeting at 8:31 p.m.

_____
Chris Gonzales, Sr., Mayor Pro Tem

ATTEST:

_____
Susan Brock, City Clerk

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **4**

Agenda Title: Authorize execution of an Economic Development Agreement with G-Pies, Inc.

Council Action to be taken: Approve, Deny or Table

Initiating Department: City Administration

Staff Contact: **Jeff Straub, Interim City Manager**

1. INTRODUCTION/PURPOSE

Staff is seeking authorization to execute this economic development agreement with G-pies, Inc. that will result in the construction of a Gatti-land restaurant and family entertainment center.

2. DESCRIPTION/ JUSTIFICATION

G-Pies, Inc. is an area corporation that currently operates the Mr. Gatti's restaurant in Taylor. G-pies is seeking to construct a 12,500 sq. ft Gattiland restaurant in the 2700 block of North Main Street in Taylor. The construction investment will be approximately $2M. Annual taxable sales in similar restaurants in similarly sized cities in Texas appear to be between $2.5-$3.3M per year.

There has long been a strong desire for a family entertainment venue in Taylor. It is staff's opinion that this Gattiland Restaurant will be a great start in filling that niche.

3. FINANCIAL/BUDGET

The company will make approximate $2.0M investment in construction of 12,500 sq. ft. family entertainment restaurant and will operate this venue.

City will provide $200,000 cash grant upon certificate of occupancy; City will waive all associated permit and impact fees. Property tax rebates will be granted on a decreasing scale over a 5 year period at 90/70/50/30/10 percent. The City's investment should be recouped within 5 years.

4. TIMELINE CONSIDERATIONS

ASAP.

5. RECOMMENDATION

Staff recommends approval.

6. REFERENCE FILES

4a. Economic Development Agreement with G-Pies, Inc.

G-PIES INC

and

THE CITY OF TAYLOR, TEXAS,

CHAPTER 380 ECONOMIC DEVELOPMENT AGREEMENT

This Economic Development Agreement ("Agreement") is entered into by and between the CITY OF TAYLOR, TEXAS, a Texas home rule municipal corporation ("CITY") and G-PIES INC, doing business as MR. GATTI'S. ("GATTI'S").

WHEREAS, the CITY adopted Ordinance 2010-38 on September 9, 2010, ("Ordinance"), establishing and authorizing the CITY to make economic development grants; and

WHEREAS, the CITY is granting economic benefits to GATTI'S in recognition of the positive economic benefits to the CITY through GATTI'S (i) construction of a franchised Gattiland restaurant and family entertainment center in a building having approximately 12,500 square feet ("Building") on a plat to be filed of record taken from a portion of five acres out of Abstract 495 of the J. Pharras Survey, City of Taylor which five acres of property is shown in *Exhibit "A"* attached hereto and incorporated by reference herein ("Property"), (ii) establishment of a Mr. Gatti's franchised pizza restaurant and an entertainment facility normally associated with Gattiland pizza restaurants on the Property("Business"),(iii) collection of City sales tax generated by the Business, and having a (iv) a capital investment of approximately $2,000,000.00 in the Business; and

WHEREAS, the purpose of this Agreement is to promote economic development contemplated by Chapter 380 and the Development Corporation Act, Chapter 501 of the Texas Local Government Code, whereby GATTI'S will construct the Building on the Property and operate the Business in compliance with all rules, regulations, permit requirements, and ordinances pertaining to them; and

WHEREAS, GATTI'S, in consideration of this Agreement, agrees to construct the Building and operate the Business on the Property.

NOW, THEREFORE, in consideration of the mutual benefits and promises and for other good and valuable consideration, the

receipt and sufficiency of which are hereby acknowledged, the CITY and GATTI'S agree as follows:

1. AUTHORITY. The CITY'S execution of this Agreement is authorized by Chapters 380 and 501 of the Texas Local Government Code, and the Ordinance and constitutes a valid and binding obligation of the CITY in the event GATTI'S proceeds with the construction of a Building and establishes the Business on the Property. GATTI'S execution and performance of this Agreement constitutes a valid and binding obligation of GATTI'S in the event GATTI'S proceeds with the Building and Business.

2. COMPLIANCE. GATTI'S shall be obligated at all times to comply with all terms and provisions this Agreement in order to receive the economic benefits described within this Agreement. The CITY shall be entitled to withhold economic benefits granted under this Agreement if GATTI'S defaults under this Agreement in addition to all other relief provided to the CITY under law and equity.

3. CITY 380 GRANTS.

A. CONDITIONS TO GRANTS: As a condition precedent and subsequent to any grant, GATTI'S must complete construction of the Building and establish the Business on the Property.

B. TIME: Construction of the Building shall commence no later than July 1, 2014, and shall be completed with a City certificate of occupancy no later than December 31, 2014.

C. REIMBURSEMENT: The City will reimburse GATTI'S as a total cash grant an amount not to exceed two hundred thousand ($200,000.00) dollars ("Total Cash Grant") for costs incurred by GATTI'S for the building and operation of the Business. Payment of the Total Cash Grant will be paid to Gattis on the date a certificate of occupancy is issued by the City to GATTI'S allowing occupancy of the building for operation of the Business on the Property.

D. AD VALOREM TAX REIMBURSEMENT. The CITY shall reimburse GATTI'S as follows:

For a period of five (5) years beginning on January 1, 2015, the CITY shall annually reimburse to GATTI'S a Chapter 380 Tax Grant Payment equal to ninety (90%)

percent in year 2015, seventy (70%) percent in year 2016, fifty (50%) percent in year 2017, thirty (30%) percent in year 2018, and ten (10%) percent in year 2019, of the CITY ad valorem tax paid on (i) the Property and (ii) the Business located on the Property ("Grant Items"), for each tax year during the term and in the manner and at the times set forth herein.

With respect to each Chapter 380 Tax Grant Payment described above, GATTI'S shall notify the CITY in writing of any sums paid by GATTI'S to the Williamson County tax collection authority in the form of CITY ad valorem taxes on the Grant Items during the term of this Agreement on or before February 1 each year (the "Ad Valorem Revenue Notice"). The CITY's Chapter 380 Grant payments to GATTI'S with respect to the ad valorem revenue shall be based on the amount stated in the Ad Valorem Revenue Notice, which shall be subject to verification by the CITY. Chapter 380 Tax Grant Payments shall be paid to GATTI'S by the CITY on an annual basis for the preceding year, on or before May 1 following the tax year for which they were paid. For example, the first Chapter 380 Tax Grant Payment by the CITY to GATTI'S shall be based on taxes paid for the year 2015, and shall be paid on or before May 1, 2016, and the last such payment shall be based on taxes paid for the year 2019, and shall be paid on or before May 1, 2020.

E. WAIVER OF FEES: The City will waive all City Impact and permit fees resulting from construction of the building on the Property in which the Business shall operate.

4. INSPECTIONS. Employees or designated representatives of the City shall be entitled to inspect the Business during the term of this Agreement to verify and substantiate GATTI'S'S compliance with this Agreement which compliance shall be conditions precedent and subsequent to this Agreement.

5. The City shall be entitled to request information from GATTI'S deemed by the CITY to be reasonable or necessary to verify GATTI'S'S compliance with this Agreement or entitlements under this Agreement.

6. BUSINESS OPERATION. GATTI'S covenants and agrees that it shall continuously operate and maintain the Business on the Property throughout the term of this Agreement.

7. TERM. This Agreement shall become enforceable upon execution by the CITY and GATTI'S and shall be effective as of the date of this Agreement. This Agreement shall terminate no later than upon the CITY'S delivery to GATTI'S of the fifth (5th) annual Chapter 380 Tax Grant Payment unless terminated earlier pursuant to the terms of this Agreement.

8. GATTI'S'S OBLIGATIONS. In consideration of the CITY'S establishment of this economic development program for GATTI'S by the CITY, if GATTI'S proceeds with the Building on the Property, GATTI'S agrees to the requirements of this Agreement.

9. COVENANTS, WARRANTIES, OBLIGATIONS AND DUTIES. GATTI'S makes the following covenants and warranties to the CITY, and agrees to timely and fully perform the following obligations and duties. Any false or substantially misleading statement contained herein or failure to timely and fully perform as required in this Agreement shall be an act of default by GATTI'S. Failure to comply with any one covenant or warranty shall constitute an act of default by GATTI'S.

A. No litigation or governmental proceeding is pending or, threatened against GATTI'S or affecting GATTI'S that may result in any material adverse change in GATTI'S or the Business. No consent, approval or authorization of or registration or declaration within any governmental authority is required in connection with the execution of this Agreement or the transactions contemplated hereby.

B. No certificate or statement delivered by GATTI'S to the CITY in connection with this Agreement, or in connection with any transaction contemplated herein, contains any untrue statement or fails to state any fact necessary to keep the statements contained herein from being misleading.

C. There are no bankruptcy proceedings or other proceedings currently pending or contemplated, and GATTI'S has not been informed of any potential involuntary bankruptcy proceedings.

D. To the best of its knowledge, GATTI'S has acquired and maintains all necessary rights, licenses, permits and authority to carry on the Business in Taylor, Texas, and will continue to use its best efforts to maintain all necessary rights, licenses, permits and authority.

E. GATTI'S shall timely pay all taxes due and owing by it to all taxing authorities having jurisdiction. In addition, GATTI'S shall timely pay all employment, income, franchise, and all other taxes due and owing by it to all local, state, and federal entities.

F. GATTI'S shall complete the Business required by this Agreement and shall provide and staff the requirement employment positions, investment, and other economic development considerations described in this Agreement.

G. GATTI'S shall timely and fully comply with all the terms and conditions of this Agreement.

H. GATTI'S shall notify the CITY in writing of substantial changes in Business management within seven (7) days.

I. GATTI'S agrees that, as to all of the programs and activities arising out of this Agreement, it shall comply fully with all Civil Rights Acts and specifically will not discriminate against any person on the basis of race, color, national origin, sex, or by reason of being disabled.

J. GATTI'S hereby certifies that it does not knowingly employ and will not hereafter employ an undocumented worker as defined in Chapter 2264, Texas Government Code. In addition, GATTI'S shall execute the Condition on Receipt of Public Subsidies/Agreement Regarding Repayment of Interest attached hereto as *Exhibit "B"* attached hereto and incorporated by reference herein.

K. GATTI'S shall operate the Business in compliance with all federal, state and local laws, rules and regulations applicable to the Business, Building and Property during the term of this Agreement.

10. MUTUAL ASSISTANCE. CITY and GATTI'S will do all things reasonably necessary or appropriate to carry out the terms and provisions of this Agreement, and to aid and assist each other in carrying out such terms and provisions in order to put each other in the same economic condition contemplated by this Agreement regardless of any changes in public policy, the law or taxes or assessments attributable to the Business.

11. DEFAULT. If either the CITY or GATTI'S should default in the performance of any obligations of this Agreement, the other party shall provide such defaulting party written notice of the default, and a minimum period of thirty (30) days to cure such default, prior to instituting an action for breach or pursuing any other remedy for default. If the CITY or GATTI'S remains in default after notice and opportunity to cure, the non-defaulting party shall have the right to pursue any remedy at law or in equity for the breach. In addition, the CITY shall have the right to terminate all economic benefits under this Agreement as well as all other relief provided under this Agreement.

12. ATTORNEY'S FEES. In the event any legal action or proceeding is commenced between the CITY and GATTI'S to enforce provisions of this Agreement and recover damages for breach, the prevailing party in such legal action shall be entitled to recover its reasonable attorney's fees and expenses incurred by reason of such action, unless prohibited by law.

13. ENTIRE AGREEMENT. This Agreement contains the entire agreement between the parties. This Agreement may only be amended, altered or revoked by written instrument signed by the CITY and GATTI'S.

14. BINDING EFFECT. This Agreement shall be binding on and inure to the benefit of the parties, their respective successors and assigns as allowed in this Agreement.

15. ASSIGNMENT. GATTI'S may not assign all or any part of its rights and obligations to a third party without prior written approval of the CITY.

16. TERMINATION. In the event GATTI'S elects not to proceed with the Building and Business as contemplated by this Agreement, GATTI'S shall notify the City in writing, and this Agreement and the obligations on the part of both parties shall be deemed terminated and of no further force or effect, with the exception of reimbursements, if any, that may be due to the CITY.

17. NOTICE. Any notice and or statement required and permitted to be delivered shall be deemed delivered by actual delivery, facsimile with receipt of confirmation, or by depositing the same in the United States mail, certified with return receipt requested, postage prepaid, addressed to the appropriate party at the following addressed:

GATTI'S: G-PIES INC
300 Sydney
Thorndale, Texas, 76577-5430

CITY: CITY OF TAYLOR, TEXAS
City Manager
400 Porter Street
Taylor, Texas, 76574
512-352-3774

18. INTERPRETATION. Each of the parties has been represented by counsel of their choosing in the negotiation and preparation of this Agreement. Regardless of which party prepared the initial draft of this Agreement, this Agreement shall, in the event of any dispute, however its meaning or application, be interpreted fairly and reasonably and neither more strongly for or against any party.

19. APPLICABLE LAW. This Agreement is made, and shall be construed and interpreted, under the laws of the State of Texas and venue shall be in the State courts of Williamson County, Texas.

20. SEVERABILITY. In the event any provisions of this Agreement are illegal, invalid or unenforceable under present or future laws, and in that event, it is the intention of the parties that the remainder of this Agreement shall not be affected. It is also the intention of the parties of this Agreement that in lieu of each clause and provision that is found to be illegal, invalid or unenforceable, a provision be added to this Agreement which is legal, valid or enforceable and is as similar in terms as possible to the provision found to be illegal, invalid or unenforceable.

21. PARAGRAPH HEADINGS. The paragraph headings contained in this Agreement are for convenience only and will in no way enlarge or limit the scope or meaning of the various and several paragraphs.

22. NO THIRD PARTY BENEFICIARIES. This Agreement is not intended to confer any rights, privileges or causes of action upon any third party.

23. NO JOINT VENTURE. It is acknowledged and agreed by the parties that the terms of this Agreement are not intended to and shall not be deemed to create any partnership or joint venture among the parties. The CITY, its past, present and

future officers, elected officials, employees and agents do not assume any responsibilities or liabilities to any third party in connection with the GATTI'S or the design, construction or operation of any portion of the Building on the Property or the Business.

24. PREAMBLE. The preamble is incorporated into and made a part of this Agreement for all purposes.

25. EXHIBITS. The following Exhibits are attached and incorporated by reference for all purposes:

Exhibit "A": the "Property".

Exhibit "B"; the Condition of Receipt of public subsidies/Agreement Regarding Repayment of Interest.

Dated this the 15th day of May, 2014.

G-PIES INC

_____
ANN GLENN
President

CITY OF TAYLOR, TEXAS

_____
By: JEFF STRAUB
Its: Interim City Manager

Unofficial Document

EXHIBIT "A"

BEING Five (5) acres out of the John Pharrass Survey, Abstract No. 495, in Williamson County, Texas, part of a 263.47 acre tract described in Deed to Claus Lundell from C. Edward Sinclair of record in Volume 98, Page 496, Deed Records of Williamson County, Texas, as surveyed on the ground by W.F. Forest, Registered Public Surveyor No. 101, in March of 1966 and being the same land described in a deed from Joseph H. Lundell, et al, to Philip A. Mennella dated March 21, 1966 and recorded in Volume 486, Page 594, of the Deed Records of Williamson County, Texas.

BEGINNING at a concrete monument marking the N.W. corner of a tract of 2.99 acres described in a set of field notes prepared by Charles L. Miller, Registered Public Surveyor, of record in Volume 464, Page 483, Deed Records of Williamson County, Texas this point stands North 19 deg 14' West, 2496 feet and North 71 deg East 54.4 feet from the S.W. corner of the 263.47 acre tract this point also stands North 19 deg 14 min. West, 2496 feet and North 71 deg East 85.5 feet from the S.W. corner of the Pharrass Survey;

THENCE with the East ROW line of Highway 95 with a 1 deg. Curve to the left, as follows: North 14 deg. 40' West 112 feet, North 15 deg. 44' West, 101 feet, North 16 deg. 44' West 101.1 feet, North 17 deg. 44' West 101 feet, and North 18 deg. 44' West, 101.1 feet to a ROW monument at the end of curve.

THENCE North 19 deg. 14' West, 28 feet to set an iron pin for the N.W. corner of this tract,

THENCE North 71 deg. East 392.5 feet to set an iron pin for the N.E. corner of this tract;

THENCE South 19 deg. 14' East, 543.3 feet to a concrete monument marking the N.E. corner of the 2.99 acre tract.

THENCE South 71 deg. West, 415.9 feet to the point of beginning.

RECORDERS MEMORANDUM
All or parts of the text on this page was not clearly legible for satisfactory recordation.

EXHIBIT "B"

CONDITION ON RECEIPT OF PUBLIC SUBSIDIES/AGREEMENT REGARDING REPAYMENT OF INTEREST

WHEREAS, G-GATTI'S Inc. has submitted an application to receive a public subsidy as defined in Chapter 2264, Texas Government Code (hereinafter "the Code"); and

WHEREAS, G-GATTIS INC. has certified in the application that neither the business, nor a branch, division or department of the business knowingly employs or will hereafter knowingly employ an undocumented worker (as defined in the Code); and

WHEREAS the Code stated that if any business, or a branch, division, or department of the business, after receiving a public subsidy, is convicted of a violation under 8 U.S.C., Section 1324(f), the business shall be required to repay the amount of the public subsidy with interest; and

WHEREAS the Code requires that as a condition precedent to the CITY OF TAYLOR, TEXAS providing such public subsidy, the CITY OF TAYLOR, TEXAS and G-GATTIS INC. must enter into a written agreement specifying the rate and terms of the payment of interest if G-GATTIS INC . is required to repay the public subsidy.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS THAT THE CITY OF TAYLOR, TEXAS, and G-GATTIS INC. hereby agree that if, after receiving a public subsidy from THE CITY OF TAYLOR, TEXAS, G-GATTIS INC. is convicted of a violation of 8 U.S.C., Section 1324(f), that G-GATTIS INC. shall repay the amount of the public subsidy together with interest at the rate of twelve percent (12%) per annum, such interest to begin accruing on the date of such conviction and to continue until all sums owed under this agreement are paid. Such repayment plus said interest shall be due and payable not later than the 120th day after the date that the CITY OF TAYLOR, TEXAS notifies G-GATTIS INC. of the conviction.

Interest on the public subsidy as referenced above shall not exceed the maximum amount of nonusurious interest that may be contracted for, taken, reserved, charged, or received under law; any interest in excess of that maximum amount shall be credited on the repayment or, if that has been paid, refunded.

All payments due under this document shall be payable in Taylor, Williamson County, Texas.

In the event that a civil action is brought by a public agency, local taxing jurisdiction, the CITY OF TAYLOR, TEXAS or the Texas Attorney General to recover any amounts owed to the CITY OF TAYLOR, TEXAS under the Code and this agreement, the CITY OF TAYLOR, TEXAS shall also be entitled to recover from G-GATTIS INC. all court costs and reasonable attorney's fees incurred in such action.

CITY OF TAYLOR, TEXAS	G-GATTIS INC.
_____	_____
JEFF STRAUB City Manager	ANN GLENN President

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **5**

Agenda Title: Consider approving professional services agreement with Halff Associates for engineering services related to future MDUS projects

Council Action to be taken: Approve, Deny or Table.

Initiating Department: **City Administration**

Staff Contact: **Jeff Straub, Interim City Manager**

1. INTRODUCTION/PURPOSE

At the February 27th, 2014 city council meeting, the Council selected Hallf Associates via the RFQ process to provide engineering services for future Municipal Drainage Utility Systems (MDUS) projects.

This agenda item is requesting Council approval for the scope of work to be completed by Halff and requests authorization to execute the corresponding contract.

There are sufficient unrestricted funds available in the MDUS to fund this agreement.

2. DESCRIPTION/ JUSTIFICATION

The scope of work of this agreement will include: completion of work and construction documents for the Donna Street Drainage Project; Initiation of work to provide design options and alternatives to address the Edmund & Mills Streets Drainage Project; Examination and recommendations for resolution of several smaller drainage issues (McLain, Paula @ Medical, Kirk Street, Sams Street, 1900 W. Lake) sin neighborhoods.

3. FINANCIAL/BUDGET

The cost for these services will be $169,000. Funds are available in the MDUS.

4. TIMELINE CONSIDERATIONS

As soon as is practicable to initiate MDUS work.

5. RECOMMENDATION

Staff recommends approval.

6. REFERENCE FILES

5a. Taylor Drainage Proposal

CONTRACT TASK ORDER #1

ENGINEERING SERVICES FOR
CITY OF TAYLOR MDUS CIP PROJECTS

SCOPE OF SERVICES

The Engineer will provide engineering services to assess/implement projects/issues identified in the city's Municipal Drainage Utility System (MDUS) 5-year Capital Improvement Program (CIP). The proposed services involve different levels of project development for each of the various projects and range from data collection & brief feasibility study/memorandum, to full design and construction documents for the sites identified below. The results of the preliminary engineering will determine feasibility of potential projects and assist the city in selecting alternatives and determining appropriate budgets for implementation plans during subsequent phases of project development. The scope is divided into three parts: Part I - Edmond and Mills Street Drainage Improvements, Part II – Donna Drive Drainage Improvements, and Part III - Miscellaneous Drainage Improvement Projects, each described in more detail below. The base scope of services for Part II is for data collection, review, and validation of preliminary engineering; the alternate scope for Part II is for development of final design, plans, specifications, and project bid manual for construction.

Part I – Edmond and Mills Street Drainage Improvements

Edmond Street from 2nd Street to Cecelia and then Mills Street from Cecelia to McLain Street consists of deep roadside ditches with large driveway culverts. The deep ditches pose pedestrian and vehicle safety issues, erosion, and drainage capacity problems.

Task 1: Data Collection

Engineer shall collect and use the latest most accurate data available from the City and other government agencies. This data collection task includes collecting available topographic data, models, and plans in the area. Other pertinent data may include historical or observed rainfall and flow data, high-water marks, survey data, reports, GIS data and working maps.

- Collect and Review existing data
- Perform field reconnaissance to identify existing site conditions
- Obtain limited survey data where necessary for this preliminary evaluation

Task 2: Existing Condition Analysis

Engineer shall conduct hydrologic and hydraulic analyses to determine the existing conditions.

- Develop peak discharges at key locations
- Develop hydraulic model to evaluate channel capacities and flow properties

Task 3: Alternatives Analysis

Engineer shall conduct an alternatives analysis to identify potential mitigation options.

- Identify potential mitigation projects to resolve the drainage impacts
- Prepare concept plan of proposed mitigation alternatives

- Hold meeting with City staff to focus mitigation options and provide viable options for future design

Task 4: Deliverables

Engineer shall document all data collection, analyses, and propose mitigation projects.

- Prepare a brief summary report describing both an open drainage (channel) and an enclosed drainage (storm sewer) solution, or some combination of those two options.
- Develop estimates of probable cost for each proposed alternative and recommendations for phased implementation if budgeting does not allow for full build out of the recommended solution.

Part II – Donna Drive Drainage Improvements (Base Services)

Donna Drive Channel is located between Donna Drive and Davis Lane. This channel extends from just downstream of Mallard Lane south to discharge into Bull Branch. The Donna Drive Channel drains approximately 125 acres and is constricted by residential homes on both sides of the channel. The existing channel upstream of Drake Street is a vegetated earthen channel that is experiencing down cutting erosion and side slope failure. The channel downstream of Drake Street is concrete lined and is experiencing less erosion. In 2002, the City prepared an evaluation of the drainage channel which included proposed drainage improvement projects. This study is referred to as the Donna Drive Channel Drainage Analysis Preliminary Engineering Report. The City has requested verification of results as well as updated estimates of probable cost for the selected alternative.

Task 1: Data Collection

Engineer shall collect and use the latest most accurate data available from the City and other government agencies. This data collection task includes collecting available topographic data, models, and plans in the area. Other pertinent data may include historical or observed rainfall and flow data, high-water marks, survey data, reports, GIS data and working maps.

- Collect and Review existing data and previous Donna Channel Drainage Analysis Preliminary Engineering Report
- Perform field reconnaissance to identify existing site conditions
- Obtain limited survey data where necessary for this preliminary evaluation

Task 2: Existing Condition Analysis

Engineer shall conduct an evaluation of the hydrologic and hydraulic analyses performed for the Donna Channel Drainage Analysis Preliminary Engineering Report.

- Evaluate peak discharges at key locations
- Evaluate hydraulic model to evaluate channel capacities and flow properties

Task 3: Alternatives Analysis

Engineer shall:

- Evaluate the mitigation projects recommended in the Preliminary Engineering Report (Detention Pond above Mallard Lane, Box culvert Drake Lane, and erosion control below Drake Lane)

- Conference with City staff to review findings and confirm project scope for further development and implementation

Task 4: Deliverables

Engineer shall document all data collection, evaluation of existing analyses, and proposed mitigation projects.

- Prepare a brief summary memorandum of evaluation and recommended option
- Develop/update estimate of probable cost for proposed option

Part II – Donna Drive Drainage Improvements (Alternate Services)

Alternate services for Donna Drive Channel Improvements will include the final design of the recommended options for a Detention Pond above Mallard Lane, Box culvert replacement at Drake Lane, and erosion control below Drake Lane (to remediate and protect against erosion of the channel outfall at Bull Branch). The existing storm sewer across Mallard Lane to the start of the Donna Drive channel was not identified for replacement or upgrade, but if required can be added as additional services.

Task 1: Data Collection

Engineer shall collect and use the latest most accurate data available from the City and other government agencies. This data collection task includes collecting available topographic data, models, and plans in the area. Other pertinent data may include historical or observed rainfall and flow data, high-water marks, survey data, reports, GIS data and working maps.

- Collect and Review existing data and previous Donna Channel Drainage Analysis Preliminary Engineering Report
- Perform full topographic field survey from detention site to the outfall at Bull Branch

Task 2: Existing Condition Analysis

Engineer shall conduct an evaluation of the hydrologic and hydraulic analyses performed for the Donna Channel Drainage Analysis Preliminary Engineering Report.

- Evaluate peak discharges at key locations
- Evaluate hydraulic model to evaluate channel capacities and flow properties

Task 3: Alternatives Analysis

Engineer shall:

- Evaluate the mitigation projects recommended in the Donna Drive Channel Watershed Drainage Analysis Preliminary Engineering Report (Detention Pond above Mallard Lane, Box culvert Drake Lane, and erosion control below Drake Lane)
- Conference with City staff to review findings and confirm project scope for further development and implementation

Task 4: Deliverables

Engineer shall prepare design for the construction of proposed improvements:

- Submit draft design plans, specifications, and project bid manual for review
- Prepare final engineering design plans, specifications, and project bid manual

- Prepare of one (1) Drainage Easement for the proposed detention pond
- Develop estimate of probable construction cost

Part III – Miscellaneous Drainage Improvement Projects

Drainage issues have been identified at the following five (5) locations as described below:

A. McLain Street near Sloan Street: Near the intersection of McLain Street and Sloan Street, a sag in the roadway results in undesirable drainage ponding. This ponding eventually overtops the shallow curb and travels across a residential yard.
B. Paula Street near Medical Parkway: Drainage from parking lots flows behind property lines and eventually in between properties. The flow path of this drainage is uncontained and impacts properties before it enters City right of way. Flooding of structures on Holly Lane has been reported.
C. 800 Kirk Street: A sag in the roadway results in ponded water that overtops a driveway and enters a residential property.
D. Sams Street: West of Laurel Street there are multiple sags in the curblines combined with curb elevations that are higher than adjacent properties result in localized drainage issues and reported water nearby in residential properties.
E. 1922 West Lake Drive: A sag in the curb results in pooled water that overtops the driveway and enters a residential property.

Task 1: Data Collection

Engineer shall collect and use the latest most accurate data available from the City. This data collection task includes collecting available topographic data, models, and plans in the area. Other pertinent data may include historical or observed rainfall and flow data, high-water marks, new survey data, reports, GIS data and working maps.

- Collect and Review existing data
- Perform field reconnaissance to identify existing site conditions
- Obtain limited survey data in the vicinity of the site for this preliminary evaluation

Task 2: Existing Condition Analysis

Engineer shall make an assessment of existing conditions based on field observations and limited survey within public ROW or easements.

Task 3: Conceptual Plan

Engineer shall identify a conceptual plan to mitigate the identified drainage issue.

Task 4: Deliverables

Engineer shall document all data collection, analyses, and proposed mitigation concepts.

- Prepare a brief summary memorandum for each of the sites (A-E) including sketch of conceptual plan
- Develop basic estimate of probable cost for conceptual mitigation at each site.
- Concepts for sites C through E will focus on feasibility of physical improvements for one potential mitigation concept, not detailed hydrologic or hydraulic analysis.

Task Order #1 Fee Summary

TASK SUMMMARY	FEES
Part I – Edmond and Mills Street Drainage Improvements	**$25,000**
Part II (Base services) – Donna Drive Drainage Improvements (Validate/Update Preliminary Engineering)	**$12,000**
Part II (Alternate services) – Donna Drive Drainage Improvements (Final Construction Documents)	**$125,000**
Part III – Miscellaneous Drainage Improvement Projects	**$19,000**
TOTAL with Part II Base services	**$56,000**
TOTAL with Part II Alternate services (Final Design for Donna Drive)	**$169,000**

Task Order #1 Proposed Schedule

Time to Complete Data Collection	6 weeks after Notice to Proceed
Time to Complete Part III deliverables	4 weeks after Data Collection completed
Time to Complete Part I deliverables	8 weeks after Part III deliverables completed
Time to Complete Part II base deliverables	8 weeks after Part III deliverables completed
Time to Complete Parts II final deliverables	14 weeks after Part III deliverables (Dependent on coordination & review times)
Total Estimated Project Time	**24 weeks**

ITEMS EXCLUDED FROM SCOPE OF SERVICES

1. Environmental services
2. Geotechnical services
3. Subsurface Utility Engineering and Utility Coordination
4. Design of water quality treatment systems
5. Design of public and franchised utility adjustments
6. USACE Individual 404 Permit
7. Letter of Map Revision (LOMR)
8. Storm Water Pollution Prevention Plan (SWPPP)
9. Public Involvement
10. Property acquisition or negotiations
11. Filing fees, permit fees
12. Construction phase services
13. Construction staking
14. Quality control and material testing services during construction
15. Engineers certificates. The Engineer shall not be required to execute any documents subsequent to the signing of this Agreement that in any way might, in the judgment of the Engineer, increase the Engineer's risk or the availability or cost of his professional or general liability insurance.

Any additional services required beyond those specifically identified in this proposal are beyond the scope of services to be provided. Additional services, if requested, will be separately identified and negotiated and such additional scope and commensurate fee will be authorized under a supplemental agreement to this proposal/contract.

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **6**

Agenda Title: Consider approving professional services agreement with Avalanche Consulting, Inc. to update city strategic plan

Council Action to be taken: Approve, Deny, Table or RFQ Process

Initiating Department: **City Administration**

Staff Contact: **Jeff Straub, Interim City Manager**

1. INTRODUCTION/PURPOSE

At previous council meetings, the Council has communicated to city management their desire to embark on updating the City's Strategic Plan, especially now that the TEEX Community and Economic Development Community Survey and Strategic Plan have been completed.

In review of the previous incarnation of the City of Taylor's Strategic Plan, it appears that the format and general topic headings will still work very well; that the strategies and tactics to be employed need to be updated.

A method to efficiently update the strategic plan would be to bring back the previous plan's facilitator, Amy Holloway of Avalanche Consulting. Ms. Holloway is extremely familiar with the City of Taylor and our previous experience with her firm was very positive.

The timeline for plan completion is approximately 90 days. Should Council elect to solicit for RFQs, it would add between 45-60 days to complete that process.

2. DESCRIPTION/ JUSTIFICATION

The City's Strategic Plan was last formally updated in 2008. While most of the priority projects and strategies have been completed, the overall goals of the plan still remain valid. It appears that an update with new priority projects, strategies and tactics still using the prior Plan's format could be a very efficient way to complete the strategic planning process.

Amy Holloway of Avalanche Consulting facilitated the 2008 Strategic Plan. She worked extremely well with Council and Staff and put together a user friendly product that was effectively utilized to accomplish much.

Management reached out to Avalanche and received a proposal for facilitation of our new Strategic Plan.

This update will occur in 5 step process (review, on-site visit, workshop planning, workshop, final plan publication) over a 3 month period.

3. FINANCIAL/BUDGET

Cost of services is $14,525.

4. TIMELINE CONSIDERATIONS

Council's discretion.

5. RECOMMENDATION

Staff recommends approval of a professional services agreement with Avalanche Consulting to facilitate development of the City of Taylor's new Strategic Plan.

6. REFERENCE FILES

6a. Avalanche Consulting Proposal
6b. Avalanche Consulting Qualifications.
6c. Strategic Plan accomplishments

avalanche

May 2, 2014

Jeff Straub, Interim City Manager
City of Taylor
400 Porter Street
Taylor, TX 76574

Dear Jeff,

Thank you for reaching out to me regarding the City's strategic plan update. I'm excited at the prospect of working with you again!

In the following pages, I describe a scope of services that will help inform me of Taylor's progress since our last engagement there, interview City leaders to better understand their perspectives on the city's future, and facilitate a City Council workshop that results in an updated strategy.

In addition to this scope of services, I have included our qualifications package containing our client list, complete service offerings, biographies, and testimonials. Since our last project with the City of Taylor, Avalanche has grown as a firm. We now have six staff members who I believe to be the best strategists and researchers in the country. We are now doing work across the US. We work with communities that are willing to do things differently to accomplish their economic development goals. Our approach is highly customized. Our products are not cookie cutter.

Of course, nothing is more rewarding for me personally than to work with past clients, especially when their future is as bright as Taylor's. I appreciate this opportunity so much.

After reviewing our proposal, please let me know if you have questions or would like additional detail on any of the information we've provided. My cell number is 512-917-3815. Feel free to call me any time.

Many thanks,

Amy Holloway
President, Avalanche Consulting, Inc.

Proposed Scope of Services

We are proposing a succinct scope of services that will provide the City of Taylor with strategic direction on how to further focus its economic development and redevelopment efforts.

STEP ONE: REVIEW

To begin, we review all documents pertaining to progress made on action items in the City's 2008 Strategy as well as other plans such as the Taylor EDC's recent economic development strategy.

- Sending us background information for review such as prior reports, studies, news articles, and research
- Developing an agenda for and scheduling our two-day familiarization visit to Jupiter, including planning a tour of Jupiter, identifying participants for industry focus groups, and inviting your Town leaders to participate in a strategic planning workshop.
- Managing logistics for our visit, including securing meeting room(s) and supplies for our focus groups and strategy workshop

During this Step, we will also be busy ramping up for our visit:

- Providing you with a project set-up guide that gives clear direction on the type of information we need from you, a draft familiarization tour agenda, and a list of the types of organizations with whom we will want to meet during our visit
- Reviewing background information that you provide to us
- Researching best practices related to your target industries

STEP TWO: STRATEGIC PLANNING VISIT

Once we have reviewed all relevant reports and other information, we will travel to Taylor to interview City leaders, including all City Council members, the Mayor, City Manager, TEDC Executive Director, Chamber of Commerce, and ISD. The purpose of the interviews will be to (1) determine which action items from the 2008 Strategy are still priorities for the 2014 Strategy, (2) learn more about Taylor's current strengths, challenges, and priorities, (3) discover sensitivities that must be addressed for the 2014 Strategy to be successfully implemented, and (4) understand the roles that other Taylor organizations and ways to avoid duplication of efforts.

STEP THREE: PREPARE WORKSHOP PRESENTATION

Following the Strategy Visit, we will develop handouts and a PowerPoint for use during the City Council workshop.

STEP FOUR: CONDUCT WORKSHOP

We will guide City Councilors through a 2-3 hour workshop in which we (1) confirm the City's vision, mission, goals and objectives, (2) develop new goals and objectives as needed, and (3) prioritize goals and action items for the next five years. I will personally lead the session along with the assistance of one of Avalanche's strategy consultants.

STEP FIVE: WRITE AND FINALIZE THE STRATEGY

Following the workshop, we will write a Strategic Action Plan that aims to guide City Council decisions over the next five years and provide clear direction for the City Manager, department heads and staff. The report will be similar in format to the 2008 Strategy.

Budget and Timing

The total cost of the services described above is $15,525 excluding expenses. Expenses would include mileage and meals in Taylor during our visits, and will not exceed $300.

STEP	TIMING	BUDGET
Step One: Review	Month 1	$ 1,000.00
Step Two: Visit (Trip 1 – One Day)	Month 1	$ 2,500.00
Step Three: Prepare	Month 2	$ 2,900.00
Step Four: Workshop (Trip 2 – ½ Day)	Month 2	$ 2,125.00
Step Five: Strategy	Month 3	$ 5,500.00
TOTAL		**$ 14,525.00**

Billing is based on an hourly rate of $250 per hour for senior staff and $175 per hour for other staff. Additional travel will be billed at a rate of $2500 per day plus expenses for senior staff and $1750 per day for all other staff.

FIRM QUALIFICATIONS

Avalanche Consulting, Inc.

www.AvalancheConsulting.com
April 2014

Contact Information

Amy Holloway, President
Avalanche Consulting, Inc.
101 W. 6th Street, Suite 612
Austin, Texas 78701
(512) 472-1555 office
(512) 917-3815 (cell-preferred)
amy@avalancheconsulting.com
www.avalancheconsulting.com

Woman Owned Business

About Avalanche Consulting

Avalanche Consulting is a boutique economic development strategy firm based in Austin, Texas. Avalanche has extensive national and international experience. The firm's principals, Amy Holloway and Chris Engle, have a combined 40 years of experience as economic development consultants and have worked in **over 100 communities.** Avalanche's approach is fresh and creative. The firm provides clients with **the most in-depth research capability available**, both quantitative and qualitative. Avalanche's team members are **expert meeting facilitators** and skilled at public input. Every Avalanche report is developed from the ground up, **completely tailored to a client's needs**. The firm's highly refined process builds buy-in along the way – **guaranteeing implementation success**.

Avalanche is a leading national consultancy. We are experts in helping economic developers answer their most pressing questions: What are my community's competitive advantages? Which target audiences will generate the best economic results long-term? What specifically should we do to expand investment in our community? How do we leverage our current growth to ensure a strong economy long-term? What is the right balance of development to ensure that our residents and businesses are well served in the long run? What can we do to ensure that our residents prosper?

As a result of its dedication to customer service and producing the highest quality work, the firm has an outstanding record of repeat business and long-term client relationships.

Our services include:

Economic Development Strategies

Our process for developing strategic plans is proven and leads directly into implementation. We understand the nuances of how to manage a planning process so that it delivers measurable results for our clients. Our approach to strategic planning is transparent and inclusive, and we encourage ongoing dialogue. We organize our process and online project management tools in a way that seamlessly moves a client community from planning phase to implementation. We provide clients with annual check-ups after the strategy is complete to keep the strategy updated.

Marketing and Branding Strategies

Avalanche Consulting has a long history of success developing marketing tools and delivering marketing strategies. We develop tactical marketing and branding strategies that focus on a community's target industries. For each target audience, we craft sales messages and include a summary of the region's differentiating competitive advantages. We craft brand identities that position the community as a business destination for its target industries.

Competitive Analysis and Asset Mapping

Our competitive analysis starts with engaging community stakeholders and residents through interviews, focus groups, and surveys. We conduct in-depth analyses of economic performance. We thoroughly assess key assets that support economic development and job creation, including: talent assets, business mix, education assets, R&D assets, business support organizations, infrastructure, transportation, real estate,

quality of life and natural resources. Our evaluation culminates with an assessment that benchmarks your community against competitor regions.

Target Industry Research and Identification

Avalanche's team members keep a daily watch on industry trends and regularly interview executives and sites selectors about the marketplace. The depth of our research capacity reaches far beyond our competitors'. We utilize a series of analytical tools to evaluate cluster performance and engage area businesses in candid discussions about opportunities in their respective clusters as part of the filtering process.

Higher Empact™ Education Assets Inventories

Avalanche offers detailed educational inventories, gap analyses, and occupational forecasts that inform curricula decisions and synchronize talent development with employer demands. We provide a full breadth of demographic, educational and occupational data that reflects the region's current workforce. In addition, we will collect input from employers during focus groups and interviews. Through our research, we identify gaps in our client communities' talent pipelines and recommend ways to reshape programming to better meet the talent needs of their target industries. This is a unique product that gives our clients a strong competitive advantage.

Workshops, Training and Austin Familiarization Tours

We conduct highly interactive workshops on strategic planning, marketing and collaboration for our clients' staff, board members and other stakeholders. In addition, our Avalanche Academy™ arms economic development practitioners with the tools they need to professionally facilitate community dialogues. Participants learn the art of engaging stakeholders, convening productive meetings and inspiring the community to actively participate in the economic development process. During Avalanche Academy, participants also have an opportunity to learn the Austin story through a series of interactive sessions with leaders that helped make Austin's economy one of the strongest in the nation.

Headlight™ Online Portals

Headlight is an online data portal that provides never-before-seen functionality and customization, allowing users to create their own custom charts on demand for any number of geographies, industries, and time periods. Headlight provides complex data benchmarking capabilities that allow regions to identify how they perform against the US and peer regions. Headlight charts are automatically updated when new datasets are available (monthly, quarterly, annually – depending on the data), saving time and resources. Ultimately, Headlight helps our customers stand out against the competition and bolsters state and regional economic development organizations' capacities to serve as information clearinghouses. (www.HeadlightLLC.com)

Avalanche's Clients

Since it was established in 2005, Avalanche Consulting, Inc. has provided strategic planning and marketing assistance for the following clients:

- Bastrop Economic Development Corporation – Economic development strategy and marketing plan
- Bay Area Houston Economic Partnership – Aerospace industry sales strategy
- Baytown West Chambers County Economic Development Foundation – Workforce Needs Assessment
- Beacon Council Foundation, Miami-Dade County – Target industry strategy and marketing plan
- Bluebonnet Electric Cooperative – Organizational consulting, regional economic assessment, website planning & Headlight™ data portal
- Birmingham Business Alliance / Market Street Services – Marketing review and recommendations
- Brazos County Expo Complex – Impact analysis and marketing plan
- Brownwood Texas Economic Development Corporation – Economic development strategy and marketing plan
- CenterPoint Energy – Economic development workshops and website planning
- Centralina Council of Governments – Comprehensive economic development strategy, strategic economic assessment and workforce & education alignment study
- Charleston Metro Chamber of Commerce – Higher Empact™ education gap analysis and alignment strategy
- Charleston Regional Development Alliance – 2005 and 2011 economic development strategies, bioscience audit, marketing plan and website assistance
- CharlotteUSA Regional Partnership – Marketing review, marketing plan and branding strategy
- City of College Station, Texas – Economic development strategy support
- City of Deer Park, Texas – Market Feasibility and Impact Study for a Community Social Services Center
- City of Jacksonville, Florida – Review and update of Public Investment Policies
- City of La Porte, Texas – Economic development strategy and marketing plan
- City of Longmont, Colorado – Target Industry Analysis & Economic Development Strategy
- City of Provo, Utah – 2012 economic development strategy and marketing plan
- City of Taylor, Texas – 2007 & 2008 annual strategic plans, impact assessments and marketing plan
- City of Victoria, Texas – Impact, feasibility and marketing study for Victoria's Civic Center
- Clarksville-Montgomery County EDC / TIP Strategies - Economic development strategy and marketing plan
- Coachella Valley, California / Market Street Services – Marketing analysis and strategy
- Cobb Chamber of Commerce / Market Street Services – Marketing analysis and recommendations
- Columbus Regional Partnership / Columbus 2020 – Economic development strategy and CEDS update
- Decatur, Texas EDC – Economic development strategy
- Development Advisors Inc. – Marketing strategy and campaign management
- Economic Alliance of the Houston Port Region – Hiring needs forecasting survey for the petrochemical industry & impact analysis of tourism amenities
- Economic Development Corporation of Sarasota – Board retreat and planning session
- Economic Development San Marcos / Market Street Services – Comprehensive economic development strategy and marketing plan
- Enterprise Florida / McCallum Sweeney Consulting – Competitiveness study
- GO Topeka / Greater Topeka Chamber of Commerce – Target industry strategy and marketing plan
- Greater East End Management District / CDS – Creation of decision-making methodology
- Greater Houston Partnership – Marketing and branding strategy

- Greater Waco Chamber of Commerce / Market Street Services – Economic development strategy and marketing plan
- Harris County, Texas – Economic Development Strategic Plan RFP development
- Heart of Texas Workforce Investment Board – Childcare services analysis, web-based search and map application
- Henry County / Market Street Services – Marketing plan
- Hot Springs Metro Partnership – Website planning
- Houston Downtown Management District –Sales strategy and marketing plan
- Innovation Gainesville / Gainesville Area Chamber of Commerce – Strategic plan and marketing support
- JAXUSA Partnership – Targeted economic development strategy and marketing plan
- Katy Area Economic Development Council – Board retreat and economic development plan update
- Kerr County / Kerrville Economic Development Foundation – Economic development strategy and marketing plan
- Longmont, Colorado – Economic development strategy
- Lowcountry SC Economic Alliance – Targeted industry strategy and marketing plan
- Lubbock Economic Development Alliance / AngelouEconomics – Website copywriting
- Metro Orlando Economic Development Commission – Web analytics
- Metro Tulsa Chamber of Commerce / Market Street Services – Marketing review and recommendations
- Montana Business Assistance Connection – Target industry analysis and marketing plan
- Mountainland Association of Governments – Economic development strategy
- Pittsburgh Regional Alliance – Marketing workshop
- Plum Creek Timber Company – Economic development strategy for 16,000 acre tract near Gainesville, Florida
- Research Valley Partnership – Marketing strategy, ImpactLife™ branding, brand strategy, campaign management, and copywriting
- Rural Capital Area Workforce Solutions Board – Economic research and Headlight™ data tool for 9-county region
- Sheridan, Wyoming – Target industry evaluation
- South Carolina Department of Commerce – Regional alliance workshop and alignment study
- South Carolina Economic Developers Association – Board retreat and 3-year plan of action
- South Carolina Power Team – Workshop facilitation for 250 participants at annual conference
- Southeast Coahuila, Mexico – Regional asset evaluation and marketing mission organization, prospecting trip
- State of Missouri / Market Street Services – Marketing review and recommendations
- Taylor Economic Development Corporation – Website copywriting and trade show exhibit
- Taylor Marketing Team – Marketing workshops, strategies, and campaign management
- Team Texas – Managed state marketing campaign, sales mission, and trade show activities
- Temple Economic Development Corporation – 5-year Marketing Strategy and continued marketing consulting
- Tri-Cities, Washington / AngelouEconomics – Marketing and branding strategy
- Tulsa, Oklahoma – Data analysis to support neighborhood redevelopment planning
- Ultra Electronics Advanced Tactical Systems – Strategic plan
- Upstate South Carolina Alliance / Market Street Services – Marketing review and recommendations
- Upstate South Carolina Alliance – Target Industry Strategy for 10-county region, aerospace opportunities analysis, and marketing recommendations
- West Kentucky Workforce Investment Board – Workforce development and economic development strategies for a 9-county region

Prior to Avalanche Consulting, Amy Holloway and Chris Engle served as executives for 10+ years with other national consulting firms, where they lead assignments for clients such as:

- Baton Rouge, Louisiana – Regional innovation strategy
- Charleston, South Carolina Regional Development Alliance – 2005-2010 Economic Development Strategy
- Chesapeake Science & Security Corridor – BRAC study
- City of Baytown, Texas – Economic development strategy (CEDS model)
- City of Missouri City, Texas – Site evaluation and targeted economic development strategy
- City of Quad Cities, Illinois – Economic Development Plan and Target Industry Study
- City of Santa Fe, New Mexico – Economic development strategy
- City of Sugar Land, Texas – Site evaluation and economic development strategy (CEDS model)
- Cleveland Clinic – Economic impact study
- Curitiba, Brazil – Economic development strategy
- CzechInvest – Site evaluation, semiconductor recruitment plan, and marketing mission organization
- Delaware Valley Innovation Network – Workforce Gap Analysis
- Dell, Compaq, and Intel – Business climate analysis of Texas and 13 other U.S. States
- Detroit Renaissance – Creative Economy Accelerator Plan
- Eastern Connecticut – Workforce-Industry Gap Analysis and SWOT
- Fort Bend County, Texas – Site evaluation
- Gainesville Chamber of Commerce – Innovation Economy Roadmap
- Greater Binghamton, New York – Economic development strategy
- Greater Cleveland Partnership – Workforce development coordination strategy
- Greater New Orleans – Industry and workforce alignment strategy
- Hampton Roads Economic Development Alliance – Target Industry Study
- ICEP, Portugal's Trade and Tourism Office – Site evaluation, semiconductor strategy, and US marketing mission
- Metro Orlando Economic Development Commission – 1998-2003 Economic Development Strategy
- Mississippi Development Authority – 6-county Gulf Coast Infrastructure Study
- Northwest Piedmont Council of Governments (North Carolina) – Comprehensive economic development strategies for the 8-county region and each individual county
- Port of Benton, WA – Research Park Plan and Target Industry Study
- Providence Chamber of Commerce – Knowledge Economy Roadmap
- State of Texas, Office of the Governor – Economic development strategy for the state of Texas
- Texas Healthcare & Bioscience Institute – Texas Life Science Study
- Texas Workforce Commission – Marketing strategy
- The Mitchell Foundation – Texas Clean Energy Study
- Technologieland Karnten (State of Carinthia, Austria) – Semiconductor strategy and campaign management

Expertise and Experience

Avalanche's process for developing strategic plans is **proven, seamless and leads directly into implementation**. The product we deliver to you will be **original, accurate, highly targeted and based on world-class best practices**. Our team's experience and approach is unique and well-suited for the project:

- **We are the national experts on economic development strategy, analysis and marketing:** Our principals have developed detailed economic analyses, target cluster studies, and economic development and marketing strategies for more than 100 clients across the Americas and Europe.

- **We are skilled strategists:** Each of our project leaders has nearly 20 years of experience specifically writing economic development strategies. Our client lists speak volumes. We understand the nuances of how to manage a planning process so that it delivers results for our clients. Our clients benefit from our rich knowledge of best practices.

- **We are on the cutting-edge of economic development research:** Our approach to evaluating an economy blends extensive quantitative analysis and qualitative input. Avalanche has developed proprietary research tools that are unavailable from any other consulting firm, including primary research tools, survey methodologies and our online Headlight® data portal system.

- **We are outstanding facilitators:** Our team members are frequently asked to facilitate stakeholder meetings, board retreats, and national webinars. We are personable and approachable, able to lead community conversations without dominating or intimidating. We listen.

- **Our strategies are creative and highly customized:** Our products are original because we hand-tailor each project for the individual client's needs, starting with a blank piece of paper. The core project team is comprised of seasoned executives who personally lead every aspect of the project, including project management, research, stakeholder input and report writing. We build a degree of flexibility into our process, enabling us to adapt if needed to new circumstances that arise during the course of a project. This flexibility allows us to be even more tailored.

- **Our process is designed to seamlessly transition into implementation:** From day one, our process builds stakeholder buy-in and preparedness to contribute energy and resources to implementation. When a project is finalized, all players are ready to take action. Our strategies never sit on a shelf collecting dust. We get involved with implementation and offer a host of services that help us ensure clients are taken care of long after a strategy is complete.

- **We exceed expectations every time:** We are driven to exceed a client's expectations. Every past client could serve as a reference and testimonial to the high quality of our work, attentiveness and strong motivation to deliver a strategy that results in an improved economic landscape.

Biographies

Amy Holloway
President and Chief Sherpa
amy@avalancheconsulting.com
Amy Holloway is the energetic leader of Avalanche Consulting, Inc., one of the nation's leading economic development strategy firms. Avalanche generates and translates research into targeted economic development strategies, brand identities, and marketing platforms. For the past 19 years, she has crafted economic development strategies for economic development organizations across the US and abroad.

Amy and the Avalanche team have had the privilege of working for great organizations such as Team Texas, the Greater Houston Partnership, Columbus 2020, Innovation Gainesville, the Upstate SC Alliance, Southeast Coahuila, GO Topeka, Provo City, the Charleston Regional Development Alliance, the JAXUSA Partnership, Miami-Dade County's Beacon Council, the Bastrop EDC, the Brownwood EDC, and CenterPoint Energy, just to name a few.

For a decade prior to starting Avalanche, Amy served as senior project manager and vice president at Angelou Economics. While there, Amy created strategic plans for dozens of communities in North America and Europe.

Amy resides in Austin with her husband Chris and their two tenacious terriers. She currently serves as chair of the board of the Fusebox Festival, an international contemporary arts festival. She was a 2007 graduate of Leadership Austin's Emerge program, 2009 graduate of Leadership Austin's Essential Class, and a 2010 McBee Fellow for the Austin Area Research Organization (AARO). Amy received Austin Under 40's 2010 Austinite of the Year award in the field of government and public affairs. In 2012, the *Austin Business Journal* named Amy one of the five most influential women in Austin.

Amy's BBA and MS degrees in Environmental Economics are from Baylor University.

Chris Engle
Vice President
chris@avalancheconsulting.com
Chris Engle, Avalanche's Vice President, is a national thought leader on the topic of economic development analysis and industry trends. He has nearly 20 years of experience as a researcher and strategist. His expertise includes economic analysis, competitive evaluations, real estate feasibility, labor market studies and site selection. He has focused his career on translating the meaning of global trends on regional economic growth. His strong belief in the power of transforming complicated data into easy-to-use decision making resources for communities led him to develop one of the most dynamic economic development software tools available today, www.HeadlightLLC.com.

Chris has created economic development plans and real estate assessments for communities across the US and Europe including: Northeast Florida; Providence, Rhode Island; Gainesville, Florida; Hampton Roads, Virginia; Miami-Dade, Florida; Jefferson Parish, Louisiana; Anniston, AL; North Carolina; Northern Kentucky; Quad Cities, Illinois; San Joaquin County, California; Santa Fe, New Mexico; Winston-Salem,

North Carolina; the Czech Republic; and Portugal, to name a few. His corporate clients have included Applied Materials, Dell Computer, Gables Residential, Opus Development and Stratus Properties.

Chris is a frequent speaker at site selection and economic events and is a published writer and commentator in national and local media. He holds an economics degree from the University of Texas and has completed studies at Columbia University-New York City and the Instituto Technologico de Monterrey (ITESM).

Ann Collett
Senior Consultant
ann@avalancheconsulting.com

Ann Collett has spent the past 9 years leading community collaboration at the Gainesville (Florida) Area Chamber of Commerce. As Vice President of Innovation Gainesville (iG), Ann wrote, implemented and directed the tactics of the iG Strategic Plan, which is the economic development plan for the community. She facilitated high-level discussions among stakeholders, increasing connectivity and changing the future of the organization and the region. Prior to that, she was Vice President of the Council for Economic Outreach, overseeing all aspects of economic development for the Chamber. Ann comes from industry, having spent 11 years at ALLTEL Communications in a variety of executive positions – including Vice President of Marketing and Director of Sales for the Georgia Market and Vice President/General Manager for the North Central Florida Region.

Ann speaks regularly to communities and organizations about iG's strategic implementation and community collaboration. Most recently, she participated in a panel discussion on "Building Economic Prosperity Region by Region" at the American Planning Association Florida Annual Conference and spoke about "Innovative Community Approaches to Growing Life Sciences" at a joint meeting of BioFlorida and the Society for Marketing Professional Services.

Ann serves as a mentor with eWiTSTM – Empowering Women in Technology Startups – which is a hands-on, experiential learning program through the University of Florida Office of Technology Licensing and the Florida Innovation Hub, providing women with entrepreneurial training and leadership skills that translate into opportunities to create new companies and new jobs.

Ann is active in Gainesville, having served as a board member for the Chamber of Commerce prior to joining the staff, the Gainesville Area Innovation Network (GAIN), the American Cancer Society, the Red Cross of North Central Florida and the Boys & Girls Clubs of Alachua County. She served for 6 years on the Stewardship Council for her church and is active at her children's school. Ann lives in Gainesville, Florida with her husband, Tom and two children. Ann holds a B.A. in Communication Arts from Marywood University.

John Rees
Research Director
john@avalancheconsulting.com

John is Avalanche's Research Director, where he is responsible for delivering impactful data on a region's economy and people. John specializes in exploring data to uncover clients' unique competitive strengths and translating complex information into strategic action plans and marketing messages. At Avalanche, John has developed sophisticated analyses for public, private, and philanthropic organizations, including

the Greater Houston Partnership, Plum Creek, and the Miami Foundation to name a few. John has also contributed research for projects in Clarksville, Tennessee and Baytown, Texas.

Prior to joining Avalanche, John was the Economic Development Program Manager for the Capital Area Council of Governments (CAPCOG) in Austin, Texas, where he managed the organization's partnerships with the Economic Development Administration (EDA). Previously, John led research efforts at the Greater Washington Initiative (GWI) in Washington D.C. where he was responsible for crafting the region's economic development research strategy. John's GWI Regional Report and Industry Report series received awards from both the International Economic Development Council and the Maryland Economic Development Association.

John has a master's degree from Georgia Institute of Technology's School of City and Regional Planning. John also holds undergraduate degrees in journalism and psychology from the University of Georgia.

Tony DeLisi
Consultant
tony@avalancheconsulting.com
Tony is a Consultant at Avalanche focused on project management, research, client support, and workforce and economic development. His specialty is in helping communities build on their competitive strengths to create jobs and improve their quality of life.

Most recently, he served as project manager on a target industry strategy for the City of Longmont, Colorado, and a CEDS for the Mountainland District in Utah. In addition, Tony has provided research for extensive university asset mapping in Gainesville, Florida, and assisted the development of strategic economic development plans for Provo, Utah; Miami-Dade County, Florida; Bastrop, Texas; Northeast Florida (including Jacksonville); Charlotte, North Carolina; Brownwood, Texas; the Upstate Alliance of South Carolina; and numerous other projects.

Prior to joining Avalanche, Tony was Director of Research at the Greater Austin Chamber of Commerce, where he supported economic development efforts in the Austin region. He also worked as an independent economic development consultant, performing project work for New Economy Strategies and other firms, including assisting on a Knowledge Economy strategy for the Greater Gainesville Region and a BRAC-related Regional Workforce Analysis in Maryland. He has additional experience as an Associate Project Manager at another consultancy, where he worked on a diversity of site selection, economic development, and workforce projects. Tony was also a Planner and GIS Technician with TRC Solutions in San Francisco, where he helped plan and assess impacts for major energy infrastructure projects.

Tony holds a Masters in Urban and Regional Planning from the Taubman College of Architecture and Urban Planning at the University of Michigan – Ann Arbor. He also holds a B.S. in Earth Systems with a focus on Land Management from Stanford University. The son of a US diplomat, Tony grew up overseas, living and traveling in countries throughout Asia and Africa and developing an appreciation for the diversity of urban experiences across the globe. His international and domestic travels help inform his perspective on cities and their unique attributes.

Noelle Salerno
Consultant
noelle@avalancheconsulting.com

Noelle is a Consultant at Avalanche. Her specialties include marketing, branding, and strategy development. Noelle's strengths lie in telling a community's unique story and developing their authentic brand and marketing messages. While at Avalanche, she has worked on marketing and branding strategies for the Greater Houston Partnership, Charlotte Regional Partnership, and Lowcountry Economic Alliance. Noelle has served as assistant project manager on strategic plans for Brownwood, Texas and Bastrop, Texas. She has also completed marketing and website reviews for Henry County, Georgia and The Hot Springs Metro Partnership.

Prior to joining Avalanche, Noelle was Executive Team Leader at Target, where she oversaw guest relations and drove sales via strategic planning and management of daily store operations. Her additional experience includes creating and implementing marketing plans for various fundraisers and product launches as the Program Assistant for the University of Florida CPR & First Aid Training Center. Prior to that, Noelle interned at Centa Business Services in London, where she helped carry out their marketing initiatives and developed presentations for business startup seminars. Noelle holds a M.A. in International Business and a B.S. in Business Administration from the University of Florida.

Noelle currently serves on the Young Women's Alliance Board of Directors as Vice President of Alumnae Relations. She was a 2012 graduate of Leadership Austin's Emerge program and currently volunteers on Leadership Austin's Marketing Committee.

References

We encourage prospective clients to talk to our references to learn more about the quality of our work and our ability to perform projects on time and on budget. We can proudly say that – without exception – we exceed client expectations every time. **The drive to deliver the best quality strategies available in the marketplace today is engrained in the way we do business.** Just ask our past clients:

Mike Manis, Director, Community and Economic Development
Centralina Council of Governments
525 North Tryon Street, 12th Floor
Charlotte, NC 28202
704-348-2720
mmanis@centralina.org

Charlotte Regional Partnership
David Swenson, Senior Vice President, Economic Development Services
550 South Caldwell Street, Suite 760
Charlotte, NC 28202
(704) 347-8942
dswenson@charlotteusa.com

JAXUSA Partnership
Jerry Mallot, President
3 Independent Drive
Jacksonville, FL 32202
(904) 366-6654
jerry.mallot@jacksonvillechamber.org

Charleston Regional Development Alliance
David Ginn, President & CEO
5300 International Boulevard, Suite 103
North Charleston, South Carolina 29418
(843) 767-9300
dginn@crda.org

McCallum Sweeney Consulting
Mark Sweeney, Senior Principal
550 South Main Street, Suite 550
Greenville, South Carolina 29601
(864) 616-3914
msweeney@mccallumsweeney.com

Case Studies

Centralina/Charlotte Economic Development Strategy and Marketing Plan

In December 2012 Avalanche worked with CAEL on a CEDS, Strategic Economic Assessment, and Workforce & Education alignment study for the 17-county Charlotte, NC region. The project was initiated under the innovative HUD-funded "CONNECT Our Future" regional growth framework that aligns strategies across the region to grow the economy. The Sustainable Communities grant supported the development of comprehensive economic development strategies (CEDS) for the 9-county Centralina, NC region and 4-county Catawba, SC region. The CEDS for the Centralina region included an Economic & Demographic Assessment, Asset Inventory & SWOT, community focus groups and surveys, Target Industry Analysis, and Strategic Recommendations.

During this time, Avalanche also crafted a Targeted Marketing Plan for the Charlotte Regional Partnership. We reviewed their marketing initiatives and developed a tactical three-year strategy. We recommended external marketing activities for each of the region's target industries, including events to attend, publications for media relations, and target geographies for marketing missions. We provided step-by-step internal marketing suggestions aimed at further increasing collaboration in support of each target industry. We included suggestions to improve the effectiveness of the Partnership's marketing toolkit based on our review (e.g., online presence, printed materials). For each target audience, we crafted sales messages and included a summary of the region's differentiating competitive advantages.

David Swenson, Senior Vice President
Charlotte Regional Partnership
550 S. Caldwell Street, Suite 760
Charlotte, NC 28202
704-347-8942
dswenson@charlotteusa.com

GO Topeka Marketing Blueprint

In January 2011, Avalanche Consulting crafted a Target Industry Study for GO Topeka, which included a thorough evaluation of the region's strengths and challenges and a comprehensive list of future target audiences. With new targets in place, Avalanche helped GO Topeka craft a powerful business attraction campaign that builds the Topeka brand and alerts companies and site selectors of the region's numerous assets. The Marketing Blueprint provided recommendations and tactics for marketing the region. It included suggestions for improvement of GO Topeka's overall marketing effort followed by an action plan for each target industry.

"As the GO Topeka Economic Partnership considered assistance in developing a new strategy and target recommendation, Avalanche Consulting's approach was of interest to us. It turns out that the approach was better than expected and we are exceptionally excited about where we are headed over the next few years because of the firm's guidance and recommendations. Avalanche understood our community and organization, our needs and where we wanted to go. They provided an honest, fresh assessment and strong recommendations for moving forward. I highly recommend Avalanche Consulting to anyone that is interested in being a competitor and winner in these turbulence economic times."

-Steve Jenkins, former Senior Vice President Economic Development, Go Topeka Economic Partnership

Steve Jenkins, (formerly of GO Topeka) President
Fond du Lac County Economic Development Corporation
116 North Main Street
Fond du Lac, WI 54936
920-929-2063
steve@fcedc.com

Charleston Regional Development Alliance Cluster Strategies (2004-2005) and Opportunity Next Regional Strategy (2010)

Avalanche's President, Amy Holloway, led and authored the CRDA's 2004 economic development and marketing strategy, Forward Charleston, which evaluated the region's economy, identified its target industries and provided a five-year implementation plan to boost the region's economy and build its brand identity as a destination for business. In 2010, Avalanche created a new strategic plan for the region, Opportunity Next. The nine-month planning process engaged more than 2,500 residents and regional leaders. It included a competitive evaluation, validation of target industries, and creation of a five-year economic development and targeted marketing implementation plan.

"We've engaged the Avalanche consulting team on a number of projects over the past six years, including our two most recent regional target industry strategies. Time and again, they've provided insightful, creative, and meaningful guidance for our region's economic and workforce development efforts. The quality of their thinking, cutting-edge research, and commitment to truly engaging a large and diverse group of stakeholders has led to broad-based community support for their strategic plans. This is a smart, energetic and innovative team – we highly recommend Avalanche and their work."

-David T. Ginn, President & CEO, Charleston Regional Development Alliance

David Ginn, President & CEO
Charleston Regional Development Alliance
5300 International Blvd., Suite 103
North Charleston, SC 29418
843-760-4524
dginn@crda.org

Provo City Economic Development Strategic Plan

Avalanche Consulting developed an Economic Development Strategic Plan for the City of Provo in May 2013. We conducted a thorough evaluation of the City of Provo and surrounding area. Next, we identified target industries for future economic development activities in Provo. This phase included a study of state, national, and global industry trends and how they relate to Provo and regional economic assets. It evaluated Provo City's industry base and emerging sectors. Executives from Provo businesses met with the consulting team to share their perspectives on the local business climate and industry growth potential. The resulting report, Target Industry Identification, includes a list of recommended target industries and niche sectors. Each target is profiled in the report, including a description of Provo's top assets for the industry. This final phase provides Provo City with a game plan for economic development that focused on improving the City's capacity for economic growth over the next five years. It addresses improvements to the City's business climate, infrastructure, workforce development and education, quality of life, and

marketing initiative. The report concludes with a tactical implementation plan that contains a schedule of activities, metrics, and task assignments. Provo continues to see economic success in the region as they implement the Strategic Plan.

City of Provo, Utah
Dixon Holmes, Deputy Mayor of Economic Development
(801) 852-6166
dixon@provo.org

Innovate Northeast Florida Strategic Plan

Avalanche Consulting worked with the JAXUSA Partnership and the Northeast Florida Regional Council to create the Innovate Northeast Florida strategic plan in April 2012. The Competitive Analysis provided a detailed evaluation of the region's competitive strengths and areas for improvement. This was followed by a Target Sub-Cluster Definition Report, which contained detailed profiles of each target cluster and sub-cluster. Next, an Education Infrastructure Assessment was crafted for all educational programs in the seven-country region, and a comparison of those programs with the talent needs of the target clusters. Finally, a Target Implementation Plan was developed, recommending specific community development, workforce development, business development and marketing actions for each target audience, including a timeline, budget and metrics. JAXUSA continues to use the reports to focus their marketing plan and measure performance. They adjust *progress reports to investors, marketing websites, volunteer engagement, and benchmarking analyses to tracking growth in those industries in addition to overall economic health.*

JAXUSA Partnership
Jerry Mallot, President
(904) 366-6654
jerry.mallot@jacksonvillechamber.org

Work Samples

One Community One Goal
Miami-Dade County Target Industry Strategy
www.OneCommunityOneGoal.com

Opportunity Next
Charleston's Target Industry Strategy and Marketing Plan
www.Opportunity-Next.com

Innovate Northeast Florida
JAXUSA Partnership's Target Industry Strategy and Marketing Plan
www.InnovateNortheastFlorida.com

Testimonials

"The economic development process we're running is highly complex, hyper-political and requires aspirational thinking. We needed a firm that could bring the right combination of analytical prowess, professionalism and broad-based economic development experience that could unite various community interests around a common purpose. We got this and more from Avalanche."

James Kilberg, Executive Vice President
Plum Creek Timber Company

. . . . . .

"After months of dealing with the aftermath of a natural disaster, we hired Amy and Avalanche Consulting to help us flesh out a strategic direction, not only for our corporation but for our community. Their hands-on approach and community engagement method allowed us to create a plan that has been adopted wholeheartedly by the community. Amy and her team did an incredible job of letting us tell our story and set our own course while at the same time giving us direction and helping us to focus our efforts in the most effective manner moving forward. I would highly recommend Avalanche Consulting for any community looking to effectively engage their citizens and chart a strategic direction that will be adopted and put to use."

Dave Quinn, Executive Director
Bastrop Economic Development Corporation

. . . . . .

"We've been really impressed with the level of follow up we've received from Avalanche since completing our first Economic Development Strategic Plan. It's been several months since our plan was adopted, but we continue to receive guidance and support from Amy, Chris and staff as we carry out the specific tactics they've identified."

Nathan Murray, Management Analyst
Provo City Mayor's Office of Economic Development

. . . . . .

"Working with Amy Holloway and the Avalanche team was a breath of fresh air. The consultants were very careful to listen to business and community leaders prior to making their recommendations. They did not roll into town with pre-conceived ideas or prescriptions. I received multiple compliments from the community about the energy and enthusiasm Amy brought through her approach. The strategic plan that was developed is being implemented by multiple organizations, because we had their buy in from the beginning."

Emily Crawford, Executive Director
Brownwood Economic Development Corporation

. . . . . .

"Avalanche Consulting provides a very fresh and creative approach to traditional strategic planning initiatives. The consulting team is dynamic and professional and generated a lot of interest and excitement throughout the Jacksonville region for our Innovate Northeast Florida project. Avalanche invested a great deal of time and energy developing a thorough understanding of Northeast Florida's economy. The study

recommendations leverage our region's unique assets and opportunities. JAXUSA Partnership is actively implementing Avalanche's plan and we expect to see big results for our region over the next five years."

Cathy Chambers, Business Development & Marketing Vice President
JAXUSA Partnership

. . . . . .

"We had a great experience with Avalanche Consulting. Our region is complex and they did a tremendous job dissecting our strengths and guiding us to forward thinking vision."

Kim Statler, Executive Director
Lowcountry Economic Alliance

. . . . . .

"Wow! That is my first reaction and the reaction of many that saw the presentation Avalanche made recently to our team. Avalanche's work on our strategy is truly wonderful and I am proud to have the responsibility to lead its implementation. I can assure you it will not sit on the shelf. We will demonstrate to the world through the implementation of the strategy why this region is the best for business.

I appreciate all that you have done for the Upstate SC Alliance over the last year with this study and the regional strategic plan. I thank you for your patience and understanding as we had to strategize on the right metrics. The end product speaks for itself and our goal says we are serious. I look forward to future discussions with you and please know anytime I can assist you do not hesitate to call."

Hal Johnson, President / CEO
Upstate SC Alliance

. . . . . .

"Avalanche successfully took the experience and talents of our Bluebonnet Electric Cooperative's staff to help us build a new Economic Development Department to serve our region in Texas. They were able to assist us not just on the more scientific research such as our area's demographic profile, but also help us with the more 'right brained' activities such as branding, design, and marketing. Even more, their connections with key State and regional economic developers greatly assisted in helping Bluebonnet in building those valuable relationships. Bluebonnet's efforts will have an important impact in the regions it serves, as well as in the State of Texas, for decades. Finally, working with Avalanche has been a very enjoyable experience - they have showed not only great service but also a passion for making our company better! What more could one ask for?"

Vance Hamilton, Director of Economic Development (Prior Position)
Bluebonnet Electric Cooperative

. . . . . .

"We've engaged the Avalanche consulting team on a number of projects over the past six years, including our two most recent regional target industry strategies. Time and again, they've provided insightful, creative, and meaningful guidance for our region's economic and workforce development efforts. The quality of their thinking, cutting-edge research, and commitment to truly engaging a large and diverse group of stakeholders has led to broad-based community support for their strategic plans. This is a smart, energetic and innovative team – we highly recommend Avalanche and their work."

David T. Ginn, President & CEO
Charleston Regional Development Alliance

. . . . . .

“As the GO Topeka Economic Partnership considered assistance in developing a new strategy and target recommendation, Avalanche Consulting’s approach was of interest to us. It turns out that the approach was better than expected and we are exceptionally excited about where we are headed over the next few years because of the firm’s guidance and recommendations. Avalanche understood our community and organization, our needs and where we wanted to go. They provided an honest, fresh assessment and strong recommendations for moving forward. I highly recommend Avalanche Consulting to anyone that is interested in being a competitor and winner in these turbulence economic times.”

Steve Jenkins, Senior Vice President Economic Development (Prior Position)
Go Topeka Economic Partnership

. . . . . .

"We would recommend the economic development and marketing services of Avalanche Consulting to any economic development corporation that is serious about increasing focus and improving competitive advantage. Amy Holloway is a seasoned professional with the experience, education, connections and skills to deliver ready-to-implement plans on time and within budget."

Lee Peterson, President and CEO
Temple Economic Development Corporation

. . . . . .

"As project coordinator for a comprehensive economic development plan for a disjointed region, Amy Holloway galvanized our communities. There can be no question that her diligent research and innovative approach to identifying real economic issues/opportunities were very impressive. Her most critical asset is her ability to communicate her ideas with people on all socioeconomic/ political stratas. It takes an extraordinary set of skills to bring strangers together, to have those strangers agree on opportunities for improvement, and then to assist in the implementation of those improvements. Amy Holloway has those skills unlike anyone I have ever met. The strategic path laid out for our region has led to success beyond our imagination."

David Bradley, Vice Chairman of the Northwest North Carolina
Strategic Planning Committee

. . . . . .

"Amy is an exceptional marketing expert whose imaginative ideas are pushing the field of economic development to exciting levels of effectiveness rarely reached by practitioners today. If you're chasing smokestacks she's not for you...however, if you want a high-value, high-wage career strategy for your market...call Amy."

John Krug, Past Vice President & John Fremstadt, Past Vice President of Technology
Metro Orlando EDC

City of Taylor

2008 Strategic Plan

Developed for the City of Taylor
by Avalanche Consulting, Inc.
January 2008

2008 Strategic Plan

Table of Contents

Overview	3
Using the Plan	4
Mission and Vision Statements	5
Goals	6
Objectives	7
Priority Projects	10
Strategies and Tactics	12
Infrastructure / Public Works	13
Economic Development	16
Community Development	21
Parks / Recreation	26
Public Safety	29
City Operations	33
Implementation Schedule	37

Mission and Vision

A mission statement describes the City of Taylor's purpose. It should stay consistent over the life of the organization. A vision statement provides a clear and vivid description of what the City seeks to create in the future, and should remain in place for 10+ years.

1

Mission **Serve Residents**

To be a productive, fiscally responsible organization that takes proactive steps to ensure economic growth and the safety, well being, and success of Taylor residents and the growth of business.

2

Vision **A Vibrant Community**

Taylor is a vibrant and diverse community that provides residents the best lifestyle Texas has to offer.

Priority Projects

The strategies and tactics presented in this Plan are designed to be achievable within one year. Many are steps that move the City toward accomplishing much larger Priority Projects that will take up to 10 years to complete.

In a workshop in April 2007, the City Council was asked to identify Priority Projects that (1) the City can directly fund, build, or promote in the next 10 years, and (2) are necessary for the City to accomplish its overall vision. These priorities were re-adopted by the Council in January 2008. The Council identified the following projects:

1. Complete 2nd Street improvements

Improving 2nd Street infrastructure and physical appearance ranked high on the Council's list of priorities. Completing these projects will require the City to secure funding, create designs, and construct improvements.

2. Complete the Mustang Creek Wastewater Interceptor

Construction of the interceptor is underway and scheduled for completion in 2008. The project is necessary for the City to handle current needs and serve future growth.

3. Support construction of the East Williamson County Higher Education Center campus

The EWCHEC is a critical project to Taylor in many ways. In addition to an economic impact that would total millions of dollars each year, the EWCHEC will establish Taylor as a hub for innovative education, advance the skills and earning potential of local residents, and attract new jobs into the city.

4. Construct an upper pressure plane

Constructing an upper pressure plane increases the City's viability for higher end residential development and additional growth, including both commercial and industrial, anticipated in the new pressure plane area.

Priority Projects, *continued*

5. Construct the East Williamson County Regional Park

The East Williamson County Park will not only enhance the lifestyle of Taylor's residents, but it will also draw in families from the surrounding area. The Park has the potential to bring revenue into the City, as it could serve as a tournament destination for youth sports competitions.

6. Retain and recruit high quality City employees

Well trained, capable, and motivated employees are key to accomplishing all of the City's goals.

7. Continue and broaden Taylor's buy local campaign

Boosting retail sales in Taylor should start at home. A 'buy local' campaign encouraging residents to shop in Taylor will help local companies and lead to new entrepreneurial businesses.

8. Demolish dilapidated buildings

Demolishing dilapidated buildings and improving substandard buildings will greatly contribute to the city's beautification efforts as well as encourage new investment.

Strategies and Tactics

The following sections contain Strategies and Tactics for each of the Goals and Objectives outlined on the previous pages. Strategies are broader approaches to accomplishing the City's Objectives. Tactics are specific action steps within each Strategy. Each tactic is accompanied by a due date for completion.

The City Council should keep its focus on the vision, goals, and objectives outlined in this plan, using those ideas as a filter its decision making process. Strategies and tactics are for the City staff, ensuring that their daily activities move the City always closer to accomplishing its goals.

Goal 1: Infrastructure / Public Works Implementation Schedule

Tactic	Description	Date	2008										2008/2009
			F	*M*	*A*	*M*	*J*	*J*	*A*	*S*	*O*	*N*	*D*	
1.111	Bid out and begin construction of upper pressure plane	Sep08												
1.122	Increase funding for street rehab to $350,000/yr.	Oct08												
1.112	Plan for alleviating I/I in remaining drainage basins	Dec08												
1.113	Create a Municipal Drainage Utility System and fund	Dec08												
1.211	Develop a flexible IT plan	Dec08												
1.121	Pursue County and State funding for 2nd Street improvements	Dec08												
1.311	Provide necessary justification for the extension to the Aviation Division of TXDOT and the FAA	Dec08												
1.312	Develop strategy to provide local match for runway extension.													
1.212	Implement Phase 1 GIS plan	2008/2009												
1.131	Continue Dickey St. drainage system improvements	2008/2009												
1.213	Continue to update City Project Management Systems	ongoing												
1.313	Continue to work on providing city-owned infrastructure to the west side of airport													

Goal 2: Economic Development Implementation Schedule

Tactic	Description	Date	2008 F	M	A	M	J	J	A	S	O	N	D	2008/2009
2.412	Explore the creation of a CDC, CDFI, or similar institution	Apr08			■									
2.411	Determine which ED Strategy recs. are no longer relevant or have already been accomplished	Apr08			■									
2.211	Develop / adopt a retail marketing plan	Apr08			■									
2.311	Bid construction of EWCRP. Seek funds needed to complete constr.	May08				■								
2.421	Update the Tax Abatement (Rebate) Ordinance	Sept08								■				
2.212	Attend ICSC's Texas Conference in San Antonio (Oct 29-31)	Oct08									■			
2.221	Organize and manage the 2nd Annual Holiday Buy Local campaign	Dec08											■	
2.112	Work with the EWCHEC team to complete the site master plan	2008/2009												■
2.111	Work with EWCHEC to ensure site has necessary infrastructure	2008/2009												■

Goal 3: Community Development Implementation Schedule

Tactic	Description	Date	2008											2008/2009
			F	*M*	*A*	*M*	*J*	*J*	*A*	*S*	*O*	*N*	*D*	
3.132	Develop a fact sheet about City codes, post on website	Mar08												
3.151	Update the plan for downtown	Mar08												
3.153	Complete Phase 1 of the streetscape project	Mar08												
3.211	Develop/adopt an internal marketing strategy	Apr08												
3.142	Present Downtown Neighborhood Zoning ordinance to P&Z	May08												
3.121	Work for remove or permit repair to 5+ dilapidated structures	Sept08												
3.122	Research and update Certificates of Occupancy policies	Sept08												
3.123	Utilize the “214” process to make 5+ lots available for infill dev.	Sept 08												
3.124	Partner with other organizations to develop 3+ new infill homes	Sept08												
3.141	Begin planning 2nd Street Corridor Plan	Oct08												
3.152	Revise codes to expand allowable building uses downtown	Nov08												
3.123	Enhance code enforcement efforts on 2nd, East 4th, Main, and Carlos Parker streets	Dec08												
3.131	Speak to a community organization about codes and goals	Semi-annual												
3.212	Update the City’s website to reflect current news and events	Ongoing												
3.154	Maintain a database of downtown properties	Ongoing												

Goal 4: Parks and Recreation Implementation Schedule

Tactic	Description	Date	2008											2008/2009
			F	*M*	*A*	*M*	*J*	*J*	*A*	*S*	*O*	*N*	*D*	
4.212	Develop a plan to raise funds for Library books, software, hardware	Mar08												
4.321	Determine resources needed to extend Moody Museum hours	Apr08												
4.111	Explore alternative funding sources for park improvements	Sept08												
4.112	Develop a CIP for the Cemetery	Oct08												
4.313	Apply to have the Moody Museum placed on the National Register	Dec08												
4.311	Commit funding for painting and repairs to Moody Museum	2008/2009												
4.211	Continue to enhance Library programming	Ongoing												
4.312	Use hotel taxes to produce Moody Museum promotional materials	Annually												

Goal 5: Public Safety Implementation Schedule

Tactic	Description	Date	2008 F	M	A	M	J	J	A	S	O	N	D	2008/2009
5.211	Offer fee-based training for other depts taught by dept personnel	Apr08			■									
5.243	Develop a fire safety area within the City Library for young readers	Apr08			■									
5.143	Select a plan for radio system compliance with Project 25	Jun08					■							
5.142	Deploy and use new technology such as digital video	Jun08					■							
5.122	Develop police officer training plan and increase training	Oct08									■			
5.141	Determine investment needed to replace fleet vehicles and equip.	Dec08											■	
5.212	Seek grant funding to develop an in-house training library	Dec08											■	
5.221	Estimate cost and seek funding for drive through Northside Station	Dec08											■	
5.131	Explore TX Police Chiefs Assoc Foundation recognition program	Dec08											■	
5.231	Research the Wm County 800 system, identify grant opportunities	Dec08											■	
5.123	Continue development of TCLEOSE contract training	Ongoing												■
5.121	Improve Police officer recruiting to include job fairs / brochures	Ongoing												■
5.242	Work with local orgs to host fire prevention educational events	Ongoing												■
5.244	Continue open lines of communication in city on code enforcement	Ongoing												■
5.241	Work with safety based programs like Texans in Motion	Ongoing												■
5.111	Police Dept will participate in community service events	Ongoing												■

Goal 6: City Operations Implementation Schedule

Tactic	Description	Date	2008											2008/2009
			F	*M*	*A*	*M*	*J*	*J*	*A*	*S*	*O*	*N*	*D*	
6.311	Update a 5-year plan for municipal facilities	Mar08												
6.121	Meet with City department leaders to discuss skills shortages	Annually												
6.124	Schedule management meetings with one city division each quarter	Quarterly												
6.221	Examine how other cities price city services and compare with Taylor	Ongoing												
6.222	Seek ways to strengthen and diversity the City's income base	Ongoing												
6.123	Create staff development opportunities	Ongoing												
6.211	Utilize resources like RC&D to identify alternative funding sources	Ongoing												
6.122	Address skills shortages within City staff as recommended	As funded												
6.212	Continue using the services of a professional grant writer	As needed												
6.111	Benchmark City salaries against five similarly sized cities	Annually												
6.125	Organize two city staff social functions each year	Semi-annual												
6.112	Review the City's benefits plan	Annually												
6.113	Increase the City's retirement match from 1.5 to 1 to 2 to 1	2012												

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **7**

Agenda Title: Consider Board appointment to the Moody Museum Advisory Board.

Council Action to be taken: Approve as presented or seek additional applications.

Initiating Department: City Administration

Staff Contact: **Susan Brock, City Clerk**
Bob vanTil, Director of Planning and Development

1. INTRODUCTION/PURPOSE

Council policy dictates that all board appointments expire in January of each year. The recommendation presented to you is to fill a vacancy that has occurred since that time.

2. DESCRIPTION/ JUSTIFICATION

In an effort to recruit more applicants we have advertised in the Taylor Press, and also in the Community Connections newsletter. Application information is also available on the City's website.

3. RECOMMENDATION

Staff support personnel for this board is here if you have any questions about their recommendations.

The Moody Museum Advisory Board recommends the appointment of Ms. Shirley McCoy to fill the vacancy created with the resignation of Ms. Linda Looney. Ms. McCoy had previously served on this board from 2003-2006. The term for this position expires in January, 2017.

4. REFERENCE FILES

7a. Board Roster and Application

BOARD	TERM (Yrs)	MEMBER	APPOINTED	EXPIRES
MOODY MUSEUM BOARD	3	Susan Komandosky, Chair	1-2014	1-2017
	3	Cissie Pierce,	1-2012	1-2015
	3	Betty Jackson	1-2014	1-2017
	3	Claire Maxwell	1-2012	1-2015
	3	Gracie Yanez	1-2012	1-2015
	3	Kelly Eddleman	1-2012	1-2015
	3	Joe Bartosh	1-2014	1-2017
	3	Rebecca O'Bryan-Lieb	1-2014	1-2017
	3	Carol Preuss	1-2014	1-2017
	3	Samye Turner	2-2013	1-2016
Resigned	3	Linda Looney	1-2014	1-2017

City of Taylor
Boards and Committee Application

RECEIVED
MAY 06 2014

PLEASE TYPE OR PRINT CLEARLY:

Name Shirley McCoy

Address (Residence and Mailing)

1709 W Lake Drive

Taylor, TX 76574

How long at this residence? 20 years

Phone (Home) 512-365-8484

Cell Phone 512-924-8484

Fax

Email smccoy76574@yahoo.com

Occupation Retired

Employer

Address

Work Phone

Business owner? ☐ Yes ☐ No

Additional information?

List the Board or Commission you are applying for. A person may not be appointed by the City Council to serve on more than one board or commission simultaneously. (Does not apply to the Comprehensive Plan Implementation Committee.) If more than one, please list in order of priority for which you wish to be considered.) : Moody Museum
Please consider attending a committee meeting of interest to you prior to submitting your application. Check the website at http://www.taylortx.gov for a complete roster of committee appointees.

List experience, training, skills or interests which you believe you could bring to this position. (Attach resume or additional pages if needed.)

_Previous member of the Moody Museum Advisory Board and The Taylor Library Foundation Board. I am currently the First Vice President of The Taylor Garden Club and The Junior Woman's Study Club.

APPLICANTS FOR ZONING BOARD OF ADJUSTMENTS, PLANNING AND ZONING, BUILDING AND STANDARDS COMMISSION, AND PARKS AND RECREATION BOARD MUST BE A LEGAL RESIDENT OF THE UNITED STATES AND A VOTING RESIDENT WHO LIVES AND RESIDES* IN THE CITY OF TAYLOR. *(*Effective 12/16/08. Residency requirement does not apply to the Moody Museum Board, Library Board, Main Street Advisory Board, Airport Board, or the TEDC. Change in residency status during term can result in termination of appointment.)*

I hereby swear and affirm that the information provided above is true and correct

Signature Shirley McCoy Date May 06, 2014

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **8**

Agenda Title: Consider appointing a citizen task force to assist in reviewing the permitting and plan review processes

Council Action to be taken: Create Task Force or Not; Provide Direction to Staff

Initiating Department: City Administration

Staff Contact: Jeff Straub, Interim City Manager

1. INTRODUCTION/PURPOSE

It is the City of Taylor's goal to be as development friendly as possible and to create a Plan Review and Permitting process that is consistent and therefore predictable. To this end, city management requested and received Council approval to solicit for RFQs from firms capable of analyzing our current processes and ordinance and making suggestions for positive change.

As those RFQs came in, we began to form a committee to assist in scoring the RFQs and presenting a recommendation to Council. In this context and in discussions with Mayor Ancira, the concept arose of creating a Local Task Force (LTF) to assist in the review of the City of Taylor's Plan Review, Permitting processes and ordinances.

2. DESCRIPTION/ JUSTIFICATION

If formed, the LTF would meet regularly to assist City of Taylor management in the evaluation of current practices, the examination of best practices, the examination of local ordinances, recommendations for positive change, etc.

Below are some thoughts on how the LTF could be comprised and function:

1. **Qualifications** - The Local Task Force (LTF) will be comprised of individuals professionally involved in or exposed to plan review and/or permitting processes. Builders, developers, contractors, professional building trades personnel, real estate professionals, etc. all would meet these qualifications. These individuals will be appointed by the City Council as an ad hoc committee.

2. **Membership** - Ad hoc committees in Taylor are traditionally appointed as follows: Mayor 3 appointments, each council member 2 appointments (11 total members). (if this is too many members, perhaps Mayor 2, each council member 1 – the only issue with this being that it creates an even number of members – maybe the chair doesn't vote?

3. **Primary Scope of Work** - It is envisioned that this group would perform a full evaluation of the plan review and permitting processes in Taylor, also considering and reviewing the various building and fire codes utilized by the City of Taylor in the context of those utilized by other progressive Texas cities.

It is hoped that this review will result in recommendations for system refinements, practice and process improvements and greater levels of customer satisfaction, while still maintaining necessary standards of excellence in building.

4. **RFQ Review**- The LTF will also assist in the review of Requests for Qualifications' responses received by the City of Taylor's solicitation for a firm to conduct an independent review of the City's Plan Review & Permitting department. A subsequent recommendation would be made to the City Council as to which firm (if any) is selected to complete this review in concert with the LTF

5. **Selected Firm Assistance** If the Council elects to engage a professional firm per the RFQ process, this review will include interviews with the LTF members. The professional firm would then be utilized to conduct its own review and present findings in light of the findings made by the LTF. The professional firm would insure that change that is implemented adheres to best practices for progressive cities in Texas.

6. **Assistance** - Staff from or appointed by the city manager's office will provide clerical and research support for the LTF.

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

Staff recommends the formation of the LTF with 11 members with the Mayor appointing 3 members and each council member appointing 2.

6. REFERENCE FILES

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **9**

Agenda Title: Receive report on the status of the W 2nd Street Corridor Plan.

Council Action to be taken: Provide guidance; accept report

Initiating Department: **Planning and Development**

Staff Contact: **Bob van Til, Director**

1. INTRODUCTION/PURPOSE

The purpose of this item is to provide a status report of the W 2nd Street Corridor Plan. As with the rest of the Country, investment will take time to ramp up to pre-recession times. However, the Plan will assist in some small measure to facility the activities in the Corridor that may not have happened otherwise.

2. DESCRIPTION/ JUSTIFICATION

In response to the redevelopment of W 2nd Street, the Council requested that staff prepare a plan to address the continued redevelopment of the corridor. The result was the "W 2nd Street Corridor Plan", which was adopted by the Council in March of 2013.

<u>The Strategic Objectives of the Plan are:</u>

- Compliment the road, utility, and drainage improvements made to the thoroughfare
- Encourage beautification
- Enhance code enforcement (grass, trash, and debris)
- Encourage continued investment and development

<u>The Implementation Items include:</u>

1. Recruit volunteers from various organizations, including Keep Taylor beautiful,
2. Conduct public meetings in the Corridor area,
3. Allocate as soon as possible, the recommended funds for the corridor,
4. Amend the economic development incentives matrix to reflect the lower investment threshold and a complimentary target industry list,
5. Instigate the code enforcement efforts,
6. Publish public awareness literature in print as well as electronically (i.e. website),

7. Develop general design standards for building appearance, landscape design, and public art,
8. Develop the Gateway Commercial District. Now that our western boundaries are identified, staff can move forward with defining what this district is intended to be,
9. Pursue the creation of the W. 2nd Street Corridor Tax Increment Financing District (TIF),
10. Install way-finding signs.

Status Report, Relating to the Implementation Items:

1. Recruit volunteers from various organizations, including Keep Taylor beautiful – the call was made at both public meetings, but no volunteers have accepted.
2. Conduct public meetings in the Corridor area - May 30, 2013 – Public meeting: Review of the proposed Plan; Public comment period: month of June – none received. July 30, 2013 – Public Meeting: Implementation Plan; Public comment period: month of August 2013 – none received.
3. Allocate as soon as possible, the recommended funds for the corridor – Done.
4. Amend the economic development incentives matrix to reflect the lower investment threshold and a complimentary target industry list – pending.
5. Instigate the code enforcement efforts – Done. Many if not all properties mow the area in the ROW. Several buildings have been demolished.
6. Publish public awareness literature in print as well as electronically (i.e. website) – pending. The City newsletter included several articles about the W 2nd Street Plan (see attached)
7. Develop general design standards for building appearance, landscape design, and public art - pending
8. Develop the Gateway Commercial District - pending
9. Pursue the creation of the W. 2nd Street Corridor Tax Increment Financing District (TIF) – conversations continue with our County Commissioner.
10. Install way-finding signs – pending.

Permit information:

Although the correlation between the redevelopment and permit activity is not entirely related, and since there was a recession almost at the same time, we can see that permit and business activity is increasing, at least for the time being. For instance: in 2013, approximately 19 new businesses opened on W 2nd. Contrast that to 11 in 2012; 8 in 2011; 10 in 2010; 1 in 2009; 2 in 2008 (certificate of occupancy data).

Permit data:

DATE	PERMITS	NEW CONST	EXP.	DEMO	RESIDENTIAL	MISC.
2008	38	2	5	1	2	28
2009	37	1	3	1	0	32
2010	55	1	4	1	0	49
2011	48	0	8	3	0	37
2012	49	1	1	2	0	45
2013	60	0	6	3	1	50
T	287	5	27	11	3	241

Projects:
2011- Anderson Plumbing Building Demolition
2012 – Kincl Building sold and renovated.
2012 - Lozano building
2013 - McCrory-Timmerman Renovations
2013 - HDI Plastics
2013 - Golden Chick Restaurant
2013 - Sam Dowdy's Demolition and Storage Lot
2013 - Sale of the TISD Maintenance barn/distillery
2013 - Several new automotive repair places (Cartunes, Carpenter),
2013 - Several pet care places. (Knee High and Dapper Dog)
2014 - Titsworth Building Renovations (former Rolane Furniture building)
2014 - 515 W 2nd demolitions
2014 – 1332 W 2nd renovation

Also -
CARTS Building (2010)
TDGT renovations (715 W 2nd – former silos) (2010)
Woodsman renovations (on Main, south of W 2nd)
117 N. Main repairs (SW corner of N. Main and W 2nd)

Clark Travel (2011)

As you know the reconstruction on W 2nd from Main to the West Loop started in February 2011 and wrapped up in the early summer of 2013

3. FINANCIAL/BUDGET

The City Council agreed to allocate $50,000 'seed money' as part of the plan implementation strategy.

4. TIMELINE CONSIDERATIONS

November 2012 - project initiation

January 24, 2013 – presentation to City Council regarding proposed plan

March 13, 2013 – Council approved R13-06, adopting the W 2nd Street Corridor Plan.

May 30, 2013 – Public meeting: Review of the proposed Plan

Public comment period: month of June – none received

Summer 2013 – W 2nd Street Reconstruction wraps up.

July 30, 2013 – Public Meeting: Implementation Plan

Public comment period: month of August 2013 – none received.

5. RECOMMENDATION

Continue to move forward with the implementation items:

1. Amend the economic development incentives matrix to reflect the lower investment threshold and a complimentary target industry list.
2. Publish public awareness literature in print as well as electronically (i.e. website).
3. Develop general design standards for building appearance, landscape design, and public art and vet through public feedback process.
4. Develop the Gateway Commercial District.
5. Continue the creation of the W. 2nd Street Corridor Tax Increment Financing District (TIF).
6. Install way-finding signs.
7. Report back to the Council in October 2014.

6. REFERENCE FILES

9a. Adopted Corridor Plan
9b. Implementation Plan
9c. Newsletter article 1
9d. Newsletter article 2
9e. Pictures

RESOLUTION R13-06

A RESOLUTION OF THE CITY OF TAYLOR, TEXAS ADOPTING THE WEST SECOND STREET CORRIDOR PLAN.

WHEREAS, the State of Texas, the County of Williamson, and the City of Taylor, Texas in partnership made a commitment to improve the condition of W. 2nd Street thereby significantly improving conditions in the City and the region.

WHEREAS, W. 2nd Street supports a significant number of businesses and employment, which have and still contribute to the overall local and regional economy, and

WHEREAS, the City of Taylor, Texas intends to ensure the efficient and effective delivery of public services, and

WHEREAS, the City of Taylor intends to coordinate public and private investments, minimize conflicts between land uses, and manage growth and redevelopment in an orderly manner, and

WHEREAS, the W 2nd Street Corridor Plan is a product of the City's best management practices relating to economic and community development efforts, and

NOW, THERESFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TAYLOR, TEXAS:

SECTION 1: Under the authority vested in the City Council of the City of Taylor, Texas by Chapter 213 of the Texas Local Government Code, the City of Taylor hereby adopts the "2013 W. 2nd Street Corridor Plan" (Plan).

SECTION 2: That, herewith, the City Council of the City of Taylor, Texas directs the city staff to make every effort to implement of the Plan in a timely and effective manner.

PASSED AND APPROVED THIS 14th **DAY OF** March**, 2013**

Donald R. Hill

Donald R. Hill, Mayor

ATTEST:

Susan Brock

Susan Brock, TRMC,
City Clerk

West Second Street Corridor Plan

Taylor, Texas
March 14, 2013

Introduction:
As a result of the partnership between the State of Texas (TXDOT), the County of Williamson, and the City of Taylor, West Second Street was rebuilt. These improvements included drainage, utility and pavement improvements.

West Second Street has been a major thoroughfare in Taylor since the City was incorporated. Originally named Broad Street, it presently is Business U.S. 79 now, or West Second Street, which is part of U.S. 79 highway that extends from Interstate 35 to Memphis, Tennessee.

Several long standing businesses have and do call West Second Street home: Floyd's Glass, Taylor Bedding, Burrows Cabinets and Taylor Meat, for instance. Other notable businesses include Louis Miller's BBQ and El Corral Lozano, formerly Mikeska's BBQ.

Currently, the corridor is experiencing a low, if not absent crime rate and resurgence in private investment as a result of the capital improvements.

In response to the infrastructure improvements, the City leadership directed city staff to analyze the corridor and make recommendations to encourage the following strategic objectives.

Strategic Objectives:
- Compliment the road, utility and drainage improvements made to the thoroughfare
- Encourage beautification
- Enhance code enforcement (grass, trash, and debris)
- Encourage continued investment and development

Existing Conditions

<u>Current Comprehensive Plan</u>
The current comprehensive plan, adopted in late 2004, recommended the following items in regard to West Second Street:
*Develop a 'Gateway Commercial District.' The purpose of this proposed land use is to enhance the entrances into the City – to give an attractive, yet commercially viable, sense of arrival in Taylor and to have the ability to regulate development, land use, signage and landscaping (pg. 4-6 , Taylor Comprehensive Plan; L3.4).
*Goal Four of the Economic Development Marketing Strategy recommended: 1) define and enhance downtown, 2) improve capacity for improvement, and 3) implement public sector initiatives.

Define and enhance downtown includes:
Develop a gateway feature into the downtown area,
Develop (a program for) public art.

Improve capacity for improvement includes:
Establish a Public Improvement District (PID) or Municipal management District (MMD),
Encourage the use of Historic Tax Credits,
Aggressive marketing of properties for sale and for rent,

Implement public sector initiatives includes:
Continue to apply for grants to make additional improvements to the corridor such as benches, etc.
Adopt specialized incentives for the corridor,
Enhance code enforcement efforts,
Exploit technology to enhance tourism (QR codes, public Wi-Fi, etc.)
Encourage more non-industrial development in the corridor.

The geography includes:

- Area: Includes West Second Street from Main Street to the west U.S. 79/F.M. 349 intersection; and from Union Pacific Rail Road to south side of West Third Street
- Acres: Approximately 100 acres, excluding public rights-of-way
- Length: Approximately 1.5 miles
- Census tract 211; approximately 17% unemployment.

Zoning (approximate acres):

Local Business (B1):	40 acres
General Business (B2):	1.2 acres
Central Business (B3):	2 acres
Light Industrial (M1):	61 acres

Land use:

Agriculture:	2 acres
Commercial:	53 acres
Industrial:	12 acres
Public:	3 acres
Semi-public/Institutional:	2 acres
Single family:	23 acres
Vacant lots:	5 acres

Future Land Uses:
Commercial (vs. industrial)
Downtown Neighborhood
Some amount of residential and multi-family

Economic Development Incentives Available:
Neighborhood Empowerment Zone #2 Incentives: 50% reduction in development fees.
TIF #1 grants (in the downtown portion, east of Shaw Street)

Tax Rebates: minimum investment is $500,000 to qualify for rebates; $100,000 in the Downtown District
Downtown District also offers: façade grants, paint grants and rental assistance.

Property and Business Personal Property Tax Values:

Improvements -	$19 million
Land -	$9.6 million
Sub-total -	$28.6 million
Business Personal Property	$5,100,000
Grand Total	$33,700,000

Projected 2012 property tax yield: $927,735

Existing Business/Industry Types:
Restaurants
Manufacturing (Burrows, Floyd's, HDI, etc.)
Medical (chiropractic)
Services: Activity Center, financial planning, barbershops
Gas stations, car repair, body shops
Churches/places of worship
Hotel
Retail
Bus station

Residential structures: ~7
Non-residential structures: ~65

Square footage of non-residential structures: 580,200 SF
Estimated percentage vacant: 14% (80,000 SF)

Traffic impact (prior to construction): ~11,400 VPD

Existing Concerns Include:

- Buildings needing repairs
- Limited space for parking
- Tall grass, trash and debris
- Undersized lots
- Platting and property ownership irregularities (overlapping property ownership lines)
- A need for a sense of place; a unique identity.

Plan Recommendations:

- For 12 months, enhance focused code enforcement efforts along the corridor
- Enlist Keep Taylor Beautiful volunteers and others to visit with property owners about beatification and nuisance abatement solutions; the "peer to peer' approach.
- Allocate $50,000 to assist with projects along the corridor; for example:
  - ✓ Painting,
  - ✓ Building rehabilitation,
  - ✓ Demolition,
  - ✓ Asbestos removal,
  - ✓ Sign repair or removal,
  - ✓ Trash removal and cutting grass, etc.
- Prepare literature or brochures to relay the vision of the corridor (landscaping, type of signage)
- Examine the possibility of creating a Tax Increment Financing (TIF) District in partnership with the County to assist with the economic development of the corridor
- Develop a "West Second Street Corridor Economic Development Public Incentives Policy" similar to the Downtown area where investment levels are lower in order to qualify for incentives.
  - ✓ For instance, the minimum capital investment is currently $500,000. Consider reducing this to $100,000 to qualify for incentives.
  - ✓ Also expand the target industry list to encourage more retail and professional services

Recommended Implementation Plan:

- Recruit volunteers from various organizations, including Keep Taylor beautiful,
- Conduct public meetings in the Corridor area,
- Allocate, as soon as possible, the recommended funds for the corridor,
- Amend the economic development incentives matrix to reflect the lower investment threshold and a complimentary target industry list,
- Initiate more aggressive code enforcement efforts,
- Publish public awareness literature in print, as well as electronically (i.e. website),
- Develop general design standards for building appearance, landscape design and public art,
- Develop the Gateway Commercial District. Now that our western boundaries are identified, staff can move forward with defining what this district is intended to be,
- Pursue the creation of the West Second Street Corridor Tax Increment Financing District (TIF),
- Install way-finding signs.

Draft

West 2nd Street Corridor Implementation Plan

Taylor, Texas

Introduction.
As a result of the partnership between the State of Texas (TXDOT), the County of Williamson, and the City of Taylor, W. 2nd Street was rebuilt. These improvements included drainage, utility, and pavement improvements.

W 2nd Street has been a major thoroughfare in Taylor since the City was incorporated. Originally named Broad Street, it is Business 79 now, or W. 2nd Street, which is part of US 79 highway that extends from Interstate 35 to Memphis, Tennessee.

Several long standing businesses have and do call W. 2nd Street home: Floyd's Glass, Taylor Bedding, Burrows Cabinets, and Taylor Meat, for instance. Other notable businesses include Louis Miller's and El Corral Lozano, formerly Mikeska's BBQ.

Currently, the corridor is experiencing a low, if not absent crime rate and a resurgence in private investment as a result of the capital improvements.

In response to the infrastructure improvements, the City leadership directed city staff to analyze the corridor and make recommendations to encourage the following strategic objectives.

The W 2nd Street Corridor Plan was adopted by the City Council in March 2013.

This document is intended the outline the implementation strategy of the Plan. It is also intended to be used in conjunction with the adopted plan.

The **Strategic Objectives** of the Plan were as follows:

- Compliment the road, utility, and drainage improvements made to the thoroughfare
- Encourage beautification
- Enhance code enforcement (grass, trash, and debris)
- Encourage continued investment and development

The Plan's Recommendations Included:
- For 12 months enhance focused code enforcement efforts along the corridor
- Enlist Keep Taylor Beautiful volunteers, and others, to visit with property owners about beatification and nuisance abatement solutions; the "peer to peer' approach.
- Allocate approximately $50,000 to assist with projects along the corridor; for example:
  - ✓ Painting,
  - ✓ Building rehabilitation,
  - ✓ Demolition,
  - ✓ Asbestos removal,

- ✓ Sign repair or removal,
- ✓ Trash removal and cutting grass, etc

- Prepare literature or brochures to relay the vision of the corridor (landscaping, type of signage)
- Examine the possibility of creating a Tax Increment Financing (TIF) District in partnership with the County to assist with the economic development of the corridor
- Develop a "W 2nd Corridor Economic Development Public Incentives Policy." Similar to the Downtown area where investment levels are lower in order to qualify for incentives.
  - ✓ For instance, the minimum capital investment is currently $500,000. Consider reducing this to $100,000 to qualify for incentives.
  - ✓ Also expand the target industry list to encourage more retail and professional services

The Recommended Implementation Plan Included:

1. Recruit volunteers from various organizations, including Keep Taylor beautiful,
2. Conduct public meetings in the Corridor area,
3. Allocate as soon as possible, the recommended funds for the corridor,
4. Amend the economic development incentives matrix to reflect the lower investment threshold and a complimentary target industry list,
5. Instigate the code enforcement efforts,
6. Publish public awareness literature in print as well as electronically (i.e. website),
7. Develop general design standards for building appearance, landscape design, and public art,
8. Develop the Gateway Commercial District. Now that our western boundaries are identified, staff can move forward with defining what this district is intended to be,
9. Pursue the creation of the W. 2nd Street Corridor Tax Increment Financing District (TIF),
10. Install way-finding signs.

Specific Implementation Recommendations:

1. Recruit volunteers: Meet with various groups to enlist their assistance with the 'peer to peer' approach to code enforcement, beautification, and general public awareness of the District's programs and objectives (District Ambassadors).
2. Public meetings: meet at least once per year to discuss issues and concerns within the District.
3. Seed money for District improvements:
   - Budget funds for public arts projects (see also item number 7)
   - Budget funds for Way-Finding Signs that identify key destinations (see also item number 10)
   - Landscaping Grants for trees and irrigation; up to $1,500 per grant on a 50/50 cost sharing basis,
   - Energy Efficiency Grants to meet the 2009 International Energy Conservation Code (IECC) for HVAC upgrades, new windows, doors, insulation, wiring; up to $4,500 per grant on a 50/50 cost sharing basis,
   - Security Enhancement Grants for cameras, fencing, lighting; up to $2,000 per grant on a 50/50 cost sharing basis,

- Technology Enhancement Grants for machinery and equipment purchases and replacements; up to $1,500 per grant on a 50/50 cost sharing basis,
- Clean Up Partnership Grants for trash clean up, asbestos surveys and removal, demolition, etc.; up to $1,500 per grant on a 50/50 cost sharing basis,
- Paint Grant: up to $1,000 per grant on a 50/50 cost sharing basis,
- Sign Grant: up to $1,000 per grant on a 50/50 cost sharing basis.

4. Economic Development Incentives Policies: submit amendment to Ordinance 2010-38 adding the Proposed Incentives in Attachment "A" and the Proposed Target List in Attachment "B." In addition, the sustaining Tax Increment Financing District will continue to be pursued. Finally, mechanisms will be explored in order to introduce Industrial Development Bonds in to the mix of economic development finance options.
5. Code enforcement: staff initiated a focused code efforts in the District when the Plan was approved, and will continue to ensure that basic nuisances are addressed. Additionally, substandard buildings and non-conforming uses will be identified and strategies developed to assist those property owners.
6. Awareness Literature: the Plan is on the city's website. A brochure, which can be disseminated electronically as well as in print, will be produced highlighting the various projects and programs available in the District, including but not limited to communicating the vision and design standards of the corridor. In addition, real estate and development professionals will continue to be engaged to help market the District.
7. Design Standards: recruit a small representative 'steering committee' tasked with developing a strategy to address building, landscape, private signage and 'way-finding', City-District entry point identification, and public art aesthetics within 8 to 12 months from Council appointment.
8. Gateway Commercial District – implement the recommendations in the 2004 Comprehensive Plan for this zoning district, ensuring that it is complimentary with the vision of the District within 12 months following the adoption of the 'Implementation Plan' for the District.
9. Tax Increment Financing District – continue to work with the County for the establishment of "Taylor TIF #2." This will enable the grant programs mentioned above to continue, as well as provide public infrastructure and also possibly engage in property assembly and land banking to assist in the redevelopment of the District.
10. Way-Finding Signs: these can be provided to identify key destinations in the District such as local businesses, City Hall, Downtown, Police Department, etc. These can be sponsored in part by private companies as well as the City.

Conclusion.

This document will be submitted for public comment as well as reviewed at the W 2nd Street Public Meeting on July 30, 2013. Once the 30-day public comment has been completed, staff will request that the Taylor City Council approve the Implementation Plan.

City of Taylor, Texas

Economic Development Incentives Guidelines

Appendix "A"

	Equal to or Greater Than	But Less Than	Up To:	Up To:
TYPE VII - W 2nd Street Corridor Revelopment Zone (similar to EZ/NEZ and Downtown Incentives)				
Capital Investment	*$100,000*	*$250,000*	*40%*	*5 years*
	$250,000	*$450,000*	*60%*	*5 years*
	$450,000	*$750,000*	*75%*	*5 years*
Major Investment	*$750,000*		*90%*	*10 years*
	Plus Option One or			
New Full-Time Permanent Jobs	*10*	*20*	*10%*	*5 years*
	20	*30*	*20%*	*5 years*
	30		*30%*	*5 years*
	Plus Option Two or			
Retaining Existing Full-Time Permanent Jobs	*5*	*10*	*10%*	*5 years*
	11	*20*	*20%*	*5 years*
	21		*30%*	*5 years*
	Plus Option Three or			
Target Industry			*30%*	*5 years*
	Plus Option Four or			
Wages Paid	*Between 100% and 110% of the average weekly wages paid for this industry*		*10%*	*5 years*
	Between 110% and 120% of the average weekly wages paid for this industry		*20%*	*5 years*
	Greater than 120% of the average weekly wages paid for this industry		*30%*	*5 years*
	Fifty percent or more of the full time permanent jobs pay $50,000 or more (gross wages) per year		*30%*	*5 years*

Appendix "A"

	Plus Option Five or			
Residency Requirements	*Between 25 and 50% of the newly created full-time employees locate to Taylor within 12 months of issuance of the certificate of occupancy*		*15%*	*5 years*
	Greater than 50% of the newly created full-time employees locate to Taylor within 12 months of issuance of the certificate of occupancy		*30%*	*5 years*
	Plus Option Six or			
LEED Certification	*Certified*		*20%*	*5 years*
	Silver		*30%*	*5 years*
	Gold		*40%*	*5 years*
	Platinum		*50%*	*5 years*
Type VII W 2nd Street Corridor Redevelopment Project			***90%***	***10 Years***

City of Taylor, Texas
Economic Development Incentives Guidelines
Target Industry List
Appendix "B"

Type VII Projects (W 2nd Street Corridor District)		
TARGET INDUSTRY	**NAICS**	**NOTES**
Manufacturing		All types
Recycling (primarily in door)		
Value Added Agriculture		Agricultural biotechnology, other R+D, finance, trade, manufacturing, etc not found in other NAICS sectors
Logistics and Distribution	493	Warehousing and storage
Hospitality and Tourism	7211	Traveler accommodation
	7221	Full service restaurants
Healthcare	621	Ambulatory Healthcare Services
	622	Hospitals
	623	Nursing and Residential Care Facilities
Design (arts and crafts, software, film production, professional services)	711	Performing arts, spectator sports, and related industries
	512110	Film studio producing films
	541511	Software analysis and design services, custom computer
	511210	Software Publishers
	541	Professional, scientific, and technical services
Retail	443	Electronics and appliance stores
	444	Building materials and garden equipment and supplies dealers
	445	Food and beverage stores
	446	Health and personal care stores
	448	Clothing and clothing accessory stores
	451	Sporting goods, hobby, book, and music stores
	452	General merchandise stores
	453	Miscellaneous store retailers
	454	Nonstore retailers

TAYLOR
THE ZEST OF TEXAS

ZESTFEST TAYLOR TEXAS

Gateway to Taylor

West Second Street is Open

Williamson County and City of Taylor officials celebrated the completion of rebuilding West Second Street from the Highway 79 Loop to Main Street.

This major project was done in two stages. All drainage and utilities were replaced by the City of Taylor at a cost of approximately $3 million and the roadway improvements of approximately $14 million were funded by Williamson County.

Ribbon cutting by Mayor Don Hill and Commissioner Ron Morrison with Councilmen Brandt Rydell and Chris Gonzales looking on.

Design and planning began in 2008 and construction was completed over the past two years.

West Second Street Corridor Plan

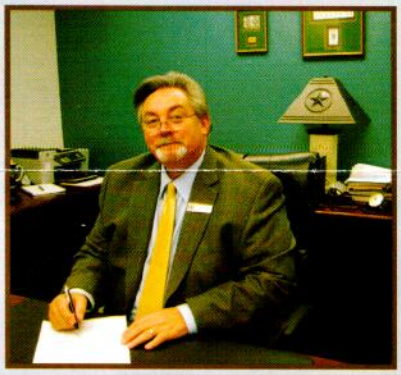
West Second Street has been a major thoroughfare in Taylor since the City was incorporated. It has been Business U. S. Highway 79. As the major commercial corridor, it is home to long-standing businesses and primary employers. Now, with the infrastructure improvements being finalized, the Council has directed city staff to analyze the corridor and make recommendations to encourage the following strategic objectives:

- Compliment the improvements that have been made to the thoroughfare
- Encourage beautification as a gateway
- Enhance code enforcement (grass, trash and debris)
- Encourage continued investment and development

Getting Started

The first year will include an enhanced focus on code enforcement along the corridor. Public meetings will be conducted in the corridor area and volunteers will be recruited to be involved in the plan's implementation.

An initial allocation of funds will be budgeted to assist with the plan, accompanied with thoughtful planning for future funding to sustain the project and a review of economic development incentives.



City Manager's Message

It's a great feeling to drive down West Second Street and see the improvements that have been made, not only to the roadway, but the addition of sidewalks and curb and gutters.

In another year, we won't recognize the area as additional improvements are made with new street lighting and landscaping.

The West Second Street Corridor Plan is the next step to continue the momentum in improving this gateway into our city.

This will be a community project and I hope you all will share our enthusiasm. Your participation and input is welcome in helping to make our community proud.

- Jim D. Dunaway

Community Connection **is a monthly publication of the City of Taylor**
400 Porter Street Taylor, TX 76574 512.352.3675 www.taylortx.gov

Second Street Completion

Street lights are being installed as one of the last improvements to finish the West Second Street project. The new thoroughfare is a major improvement as the gateway into the city.

There is more to be done as the West Second Street Corridor Plan begins to address code enforcement and beautification initiatives. Community input is welcome by contacting the Planning & Development Department at 512-352-3675. Notices for public meetings are posted on the City website: www.taylortx.gov.

Taylor Conservation & Heritage Society To Hold Heritage Fest Downtown

Save the date! The TCHS is planning a heritage festival (to be formally named later) in Historic Downtown Taylor. On October 26, everyone is invited to celebrate the wonderful history and diversity of the Taylor community. The event will be held from 12 noon to 8 p.m. Exhibits and demonstration booths along with a period dress costume contest are being planned. Watch the Taylor Daily Press for additional information or check the TCHS website: www.taylorheritagesociety.org.

Moody Museum Receives Bequest

A bequest of $50,000 was made to the Moody Museum by the estate of Nancy Paxton Moody who passed away January 3, 2013. She was the second child and only daughter of Texas Governor Dan Moody and his wife, Mildred Paxton Moody. These funds will be included in the Moody Museum proprietary account to be used for future programming or other expenses as recommended by the Moody Museum Board.

One of the most recent programming activities is to showcase families with long Taylor histories with a photographic exhibit. The Moody Museum Board would appreciate recommendations for future exhibits. Contact Susan Komandosky at 512-365-7396.

Gates are Open

All four gates at the Taylor City Cemetery are now open from 7 a.m. to 7 p.m. every day. Automatic sensors have been installed for convenient egress after hours.

October is Fire Prevention Month

Taylor Firefighters will visit the elementary schools to promote "Let's Get Cookin' with Fire Safety." Firefighters will visit with students and teach them valuable fire safety lessons, have a coloring contest and lunch with the kids. For more information, contact the Taylor Fire Department at 512-352-6992.

Community Events

August 16 & 17

36th Annual Taylor International BBQ Cook-off

Murphy Park

September 11

Patriot's Day Remembrance featuring the **Memorial March**

7 p.m. on Main Street

September 21

Taylor Chamber of Commerce Business Expo

TISD Main Street Campus 3101 N. Main St.

October 1

National Night Out Neighborhood Celebrations

Contact Beth Wilkes, 512-352-5551

October 12

Citywide Fall Cleanup

Free drop off locations

1424 N. Main & 1200 Welch St.

8 a.m. – 3 p.m.

October 31

Halloween Spooktacular

Historic Downtown Taylor

5:30 – 9 p.m.

City Council Meetings

August 22 & 29
September 12 & 26
October 10 & 24
6 p.m. at City Hall

City Closings

All City offices and Library will be closed Monday, Sept. 2.

Garbage service will not be affected.

May 16, 2014

1331 W 2nd

ON
1331 W 2nd

NEW YORK
PIZZA PASTA
1701

GOLDEN
CHICK

Former Anderson Plumbing Bldg.

McCrory-Timmerman Bldg.

515 W 2nd – Former Mama's Tacos

Behind Pfluger Tire – Demo of substandard home

Titsworth Bldg.

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **10**

Agenda Title: Receive update on current and future plans for Heritage Square

Council Action to be taken: Provide guidance

Initiating Department: **Planning and Development**

Staff Contact: **Bob van Til, Director**

1. INTRODUCTION/PURPOSE

The purpose of this report is to receive guidance from the Council as to how to proceed with Heritage Square after the 1935 City Hall is gone.

2. DESCRIPTION/ JUSTIFICATION

In 2010, as part of the Tenth Anniversary of the Taylor Main Street Program, we embarked on a planning project to envision the physical development of the Main Street Area. We started the process with the *Downtown Small Area Master Plan*, which encompassed a nine block area bounded on the north by 6th street, on the east by Elliott Street, the west by N. Main Street and on the south by E. 3rd Street.

The Plan was prepared after public input at a public meeting on August 25, 2010, which was on heals of input from TCAT Foundation, TEDC, EWCHEC, Taylor Chamber, and St. Mary's Catholic Church. These were in addition to the efforts provided by the Main Street Advisory Board. The plan was subjected to public comment prior to submitting it to the Main Street Advisory Board and the Council for consideration.

This effort was on the heels of earlier efforts that included detailed evaluations of the 1935 City Hall and land use options related to development options. Please reference the pictures that were done back in 1999 by students at Texas A+M and 2000 by the City (see attached 11a and 11b).

The 2010 Plan included options for redeveloping Heritage Square with and without the 1935 City Hall. Please see 11c attached.

In the intervening period (2013-2014), the Council approved efforts proposed by the Taylor Heritage and Conservation Society to explore options to fund the preservation and renovation of the 1935 City Hall. These efforts did not result in any material benefit to the renovation of the building.

As you know the Council approved the demolition of the 1935 City Hall earlier this year. The demo will start in early June and be completed in early August. School lets out at the end of May and will begin in mid-August.

The improvements envisioned in Heritage Square may include, which are representative of the items identified in the *Small Area Master Plan*:

- Amphitheatre – pavilion structure stage and seating,
- Flag feature,
- Water feature,
- Concessions building and restroom facilities,
- Landscaping

Other improvements may include:
Abandonment of portions of E. 5th Street from N. Main to Washburn Street, and the abandonment of Washburn Street from E. 5th Street to E. 4th Street. This may facilitate the development of the Legacy High School facilities.

3. FINANCIAL/BUDGET

The estimated cost to implement the plan is approximately $2,000,000. The soft costs associated with the redevelopment of Heritage Square is estimated at $257,000.

The current balance in the TIF fund is approximately $608,400.

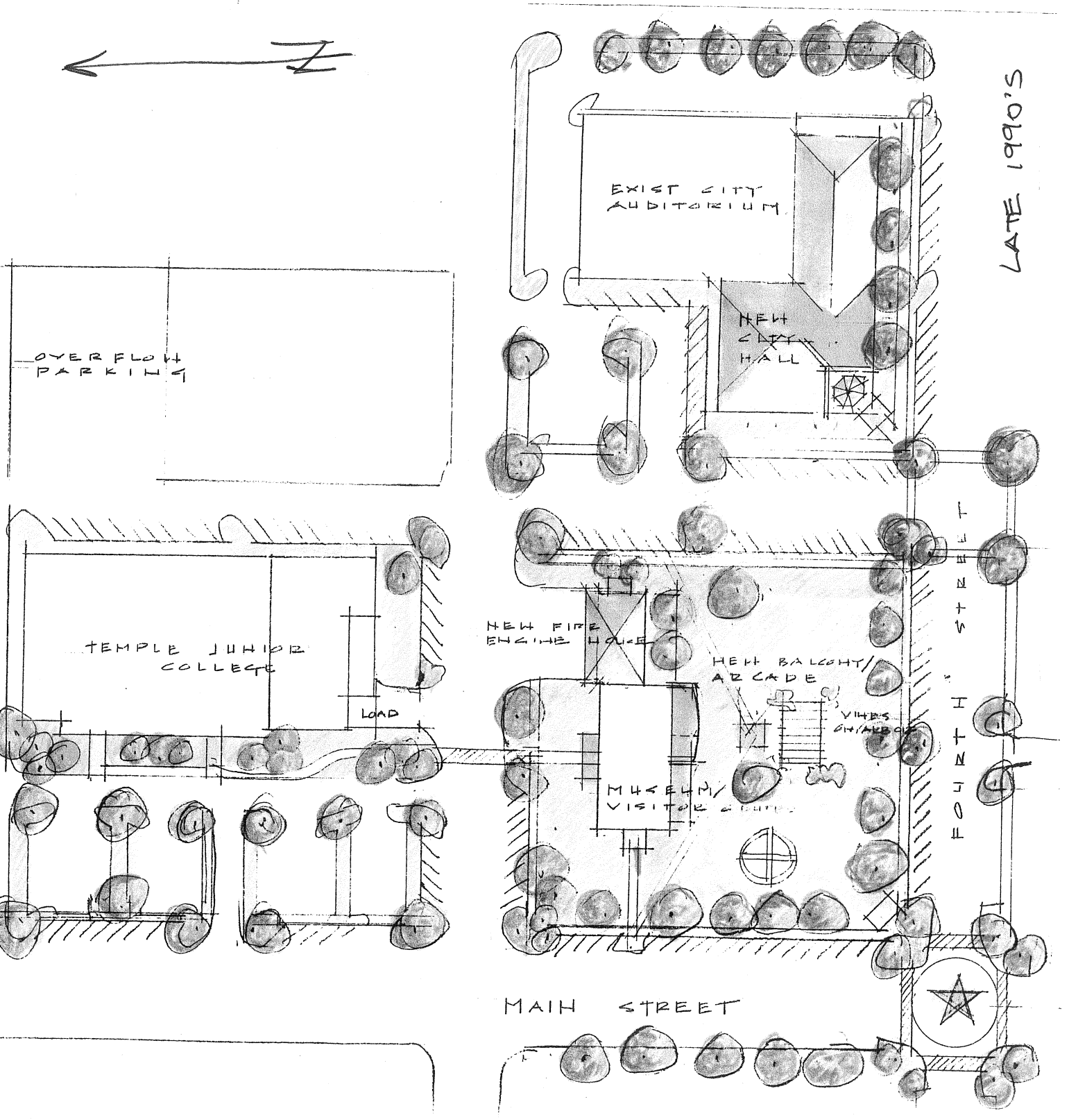
4. TIMELINE CONSIDERATIONS

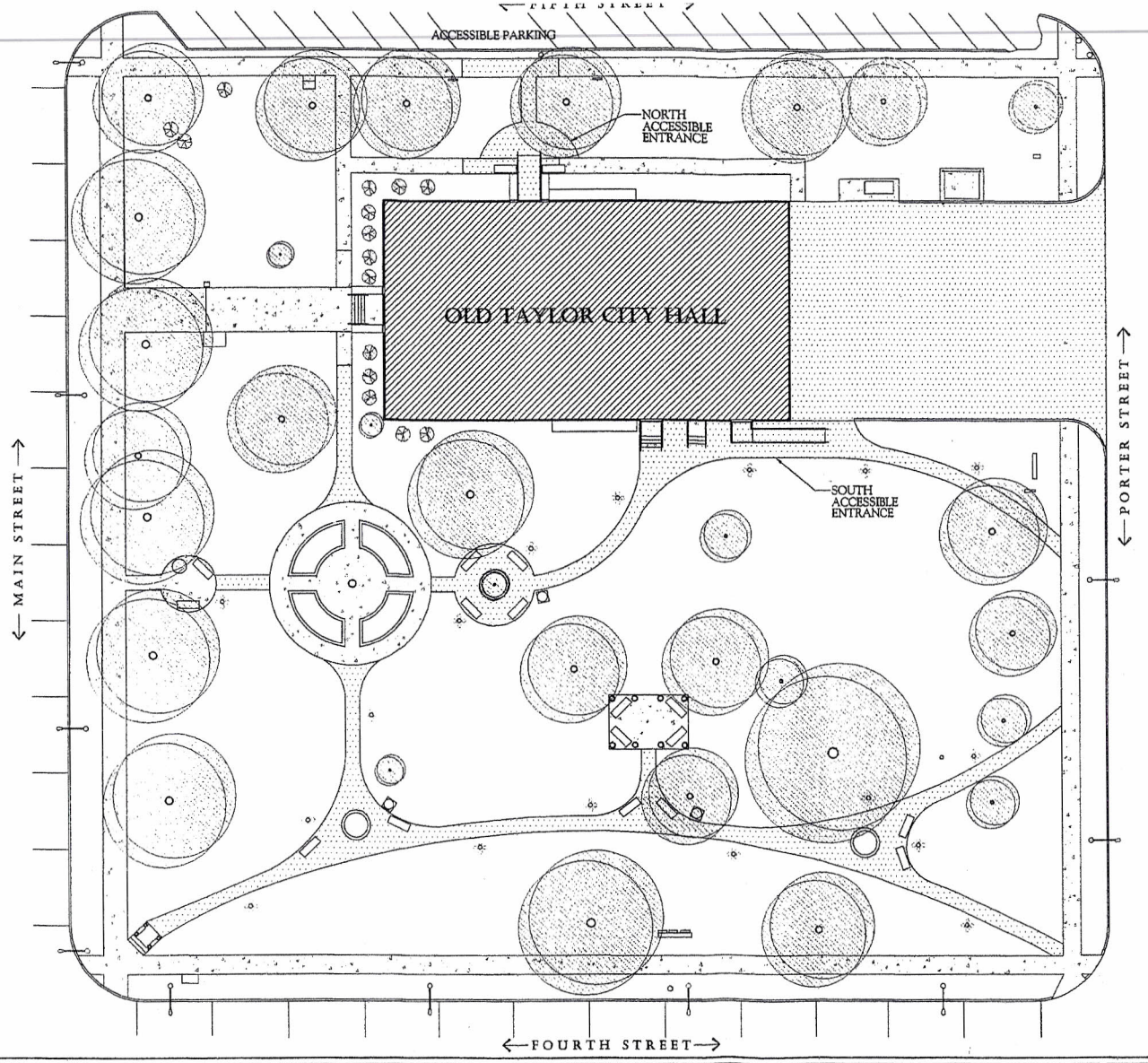
5. RECOMMENDATION

Staff will proceed as directed.

6. REFERENCE FILES

10a 1990 study
10b 2000 study
10c 2010 Option One Site Plan
10d Amphitheatre example


LATE 1990'S
EXIST CITY AUDITORIUM
NEW CITY HALL
OVERFLOW PARKING
TEMPLE JUNIOR COLLEGE
LOAD
NEW FIRE ENGINE HOUSE
NEW BALCONY/ ARCADE
VINES ON ARBOR
MUSEUM/ VISITOR CENTER
TENTH STREET
MAIN STREET



LEGEND

- RELOCATED LIGHT STANDARDS
- RELOCATED BENCH
- EXISTING STREET LIGHT
- NEW STREET LIGHT
- RELOCATED TRASH RECEPTICAL ON CONCRETE BASE
- PARKING SIGN
- TREE
- SHRUB
- CONCRETE WALK/DRIVE
- NEW CONCRETE
- NEW PLANTER

DECEMBER 2000
CKH
PRESERVATION/
MAINTENANCE
MASTER PLAN

N

30' 0 15' 30' 60'

GRAPHIC SCALE: 1" = 30'

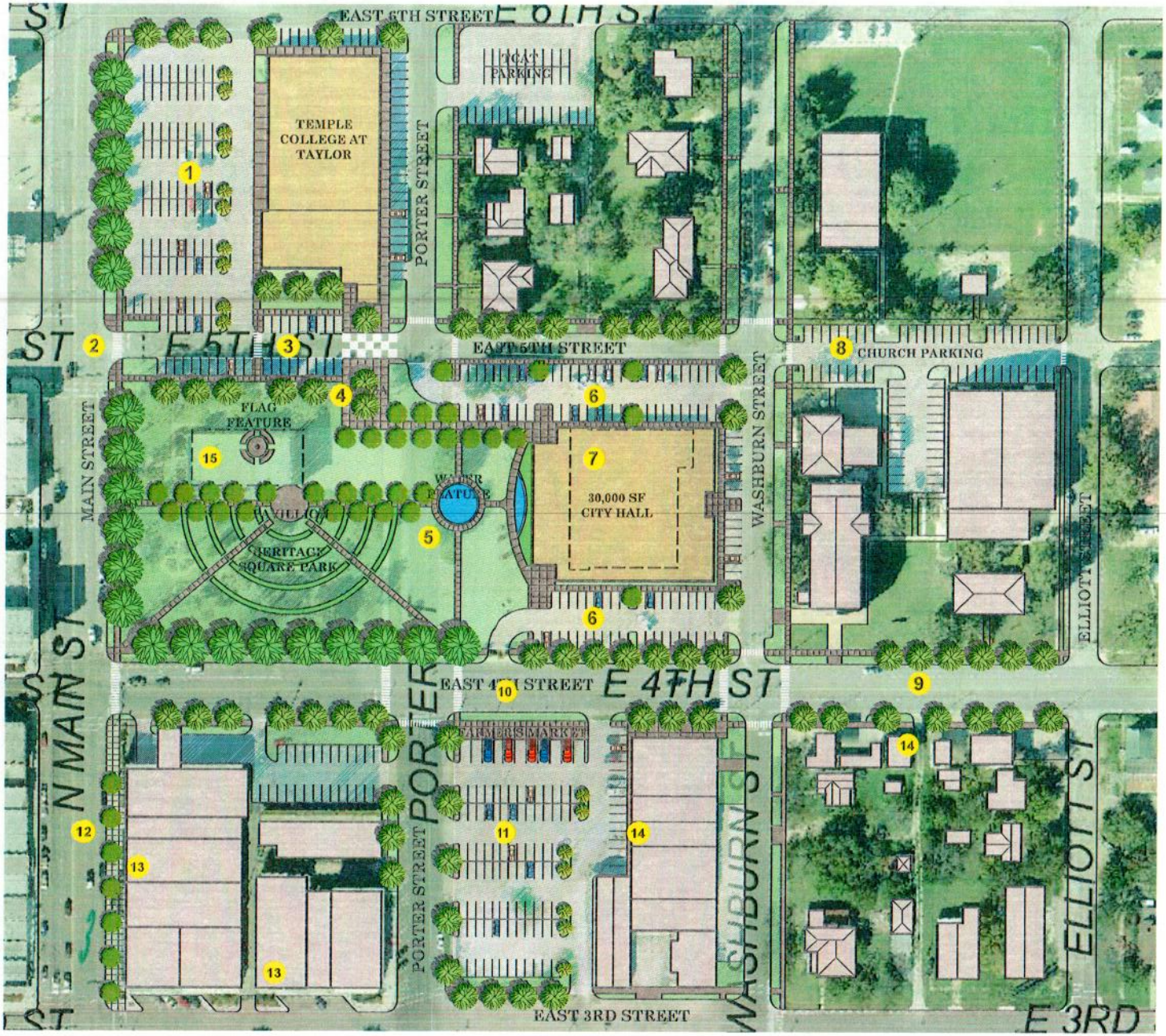
KOMATSU ARCHITECTURE

OLD TAYLOR CITY HALL

TAYLOR, TEXAS

PRESERVATION MAINTENANCE MASTER PLAN

PROPOSED SITE PLAN



Option I

Master Plan Key Elements:

1. TCAT parking area: Enhance site landscaping, reconfigure parking and upgrade Main Street streetscape.
2. Introduce an entrance feature to the Municipal Campus.
3. Rework East 5th Street: Reduce width, provide on-street parking, provide walks and enhanced landscaping.
4. Provide landscaped Plaza transition between TCAT and City Hall.
5. Close Porter Street and expand Heritage Square Park. Provide a new Pavillion, landscaping and water features.
6. Provide new landscaped parking areas for City Hall.
7. Expand City Hall to 30,000 S.F. with enhanced exterior treatment on all sides.
8. Close East 5th Street for private church parking.
9. Extend landscape and walks along East 4th Street to Elliott Street.
10. Provide year round location for Farmer's Market.
11. Provide paved and landscaped parking and outdoor event area.
12. Continue Main Street enhanced streetscape.
13. Maintain downtown strorefront retail, office and restaurant opportunities.
14. Provide opportunities for new destination establishments.
15. Demolish the 1935 Historic City Hall and extend Heritage Square Park.

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **11**

Agenda Title: Consider future agenda items**.**

Council Action to be taken: No action can be taken on this item

Initiating Department: City Council

Staff Contact: **Jesse Ancira, Jr., Mayor**

1. INTRODUCTION/PURPOSE

Under this item, we will be receiving input regarding future agenda items from you. This agenda item will be added as a routine matter on each of your upcoming agendas and will not be an action item since no specific items are listed for consideration. Staff will also be bringing potential agenda items before you at this time.

2. DESCRIPTION/ JUSTIFICATION

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES

11a. Continuous list

Current topics to be addressed:

Gonzales:

- more discussions regarding a strategic plan; 5 year plan: May 22 meeting
- a city facilities assessment
- cemetery streets addressed: added to the CIP
- board volunteer recognition/appreciation event: in planning stage

Hill:

- to continue with work on developing an annual street maintenance plan and funding mechanisms; **Streets Committee appointed.**
- ~~Public explanation of water rates and utility billing~~; **Beth Wilkes presented 5/8/14**
- List of streets maintained by TxDot for public information

Ancira:

- requested a joint meeting or workshop with the TEDC Board after the new city manager is in place- **Pending.**
- Discuss CARTS and AMTRAK project update – **Pending – Work in progress.**
- Corridor signage – **In committee pending branding efforts.**
- Student recognition; **Scheduled for May 22, 2014**
- Appoint a Task Force to address the planning and development processes.: May 22

Green:

- Information on a plan to recruit businesses for the rental assistance program & marketing plan for Main Street.
- Consider a "vacant building fee" and guidelines for downtown Main Street properties **Ordinance at city attorney's office.**
- a report on substandard and abandoned buildings; **Presented at May 22, 2014 meeting**
- Planning and Zoning meetings videotaped: will be added
- Update on Heritage Square May 22
- Update on corridor signage: waiting for Main Street Board info

Rydell:

- asked for consideration of developing an in house street program to repair, fix and rebuild when possible: Street committee working on options.
- Developing historic preservation ordinances – **In Progress – Main St Bd; Janetta McCoy**
- ~~7th street task force workshop~~
- an update on the Downtown street project
- review results of the TEEX Community Strategic Plan and begin to develop City plan **Options for Strategic Plan facilitation will be presented at an upcoming council mtg.**
- More diversity for board volunteers; Summit of leaders

Other topics of interest included

- CIP Program/Plan with timeline and funding obligations noted for future planning

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **12**

Agenda Title: Executive Session: Sec. 551.074; Personnel

Council Action to be taken: Discuss personnel issues regarding the City Manager Position

Initiating Department: City Council

Staff Contact: **Jesse Ancira, Jr., Mayor**

1. INTRODUCTION/PURPOSE

2. DESCRIPTION/ JUSTIFICATION

The Taylor City Council will conduct a closed meeting under Section 551.074 of the Texas Government Code in order to discuss issues relating to the position of the City Manager.

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES

12a. Executive Session form

TAYLOR CITY COUNCIL
CERTIFIED AGENDA - EXECUTIVE SESSION

1. OPEN MEETING ANNOUNCEMENT

The City of Taylor City Council convened in Open Session, declared a quorum on May 22, 2014 and has posted an Official Agenda indicating the possible need for an Executive Session. The Council will now adjourn into Executive Session pursuant to the Texas Open Meetings Act, Government Code Section:

☐	551.071	To consult with its attorney regarding a matter in which the duty of the attorney to the City conflicts with the Open Meetings Act.
☐	551.072	To conduct deliberations regarding the purchase, exchange, lease, or value of real property.
☒	551.074	Regarding personnel matters
☒	551.087	Regarding economic development negotiations and considering financial or other incentives to a business prospect that the City seeks to have locate in or near the City of Taylor.

Any action resulting from the Executive Session will be taken in Open Session immediately following the Executive Session.

2. BACK TO OPEN SESSION

The time is now _____ and we will reconvene into Open Session. No action or vote was taken on any matter discussed in Executive Session.

CERTIFICATION

I, Jesse Ancira, Jr., Mayor of the City of Taylor, do hereby certify that this Agenda of an Executive Session of the City Council is a true and correct record of the proceedings.

WITNESS my hand this the _____ day of _____, 2014.

_____
Jesse Ancira, Jr., Mayor

(Executive session Consolidated Form)

City Council Meeting
May 22, 2014
Agenda Item Transmittal

Agenda Item #: **13**

Agenda Title: Executive Session. (Economic Development)

Council Action to be taken: Adjourn into Closed session.

Initiating Department: City Administration

Staff Contact: **Jeff Straub, Interim City Manager**

1. INTRODUCTION/PURPOSE

2. DESCRIPTION/ JUSTIFICATION

The Taylor City Council will conduct a closed meeting under Section 551.087 of the Texas Government Code which allows such a closed meeting and which Rules conflict with the Texas Open Meetings Act.

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES

12 a. Executive Session form