

**Pilot Point Economic Development Corporation**

102 E. Main Street, Pilot Point, Texas

Regular Meeting

**Meeting to be held on:**

**March 5, 2019**

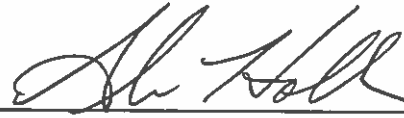
**5:30 P.M.**

- A. Call to Order
- B. Pledge of Allegiance & Texas Pledge  
*Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.*
- C. **Public Forum, Presentations and Recognition:**  
*Citizens are allowed 3 minutes to speak. If the issue is on the agenda, the Economic Development Corporation (EDC) may choose to discuss and consider the item. If the issue is not on the agenda, the EDC is not permitted by state law to respond to or discuss the item other than to make statements of specific factual information in response to a citizen's inquiry or to recite existing policy in response to the inquiry. The EDC may request the issue to be placed on a future agenda for action in accordance with state law. This forum is not the appropriate place to address complaints against Public Officials and/or Staff. Complaints of this nature should be made in writing and filed with the executive director.*
- D. Discuss, consider, and possible action on approval of the Economic Development Corporation Minutes of January 16, 2019 and February 12, 2019.
- E. Presentation by Al Key on the Thin Line Film Festival Sponsorship.
- F. Discuss, consider, and possible action on the procedure of the EDC website business listing directory.
- G. Discuss, consider, and possible action on appointing a committee to review the Matching Funds Grant program.
- H. **Administrative Reports**
  - i. Sales Tax Report
  - ii. Finance Report
  - iii. Directors Update
- I. Adjourn

Pursuant to Section 551.127, Texas Government Code, one or more Economic Development Corporation Directors may attend this meeting remotely using videoconferencing technology.

In compliance with the Americans with Disabilities Act, the City of Pilot Point will provide reasonable accommodations for disabled persons attending this meeting. Requests should be received at least 24 hours prior to the scheduled meeting by contacting the City Secretary's office at 940-686-2165.

I, the undersigned authority, do hereby certify this notice was posted on the official bulletin board for the City of Pilot Point, Texas on **March 1, 2019 by 5:00 p.m.** and shall remain posted for at least 72 hours preceding the scheduled time of said meeting.

A handwritten signature in black ink, appearing to read "Alice Holloway", written over a horizontal line.

Alice Holloway, City Secretary

**City of Pilot Point, Texas**  
**Minutes of the January 16, 2019**  
**Economic Development Corporation Meeting**

The Pilot Point Economic Development Corporation met on January 16, 2019 at 5:30 p.m. for a regular meeting held at Pilot Point City Hall, 102 East Main Street, Pilot Point, Texas.

Members present were Glen Ray, Stephanie Sanchez, Everett Cummings, Sandra Lapsley, Chance Kirby, and Jim Porter. Others present included EDC Executive Director Denise Morris and City Secretary Alice Holloway.

**A. Call to Order**

Director Ray called the meeting to order at 5:30 pm.

**B. Pledge to Allegiance & Texas Pledge**

*Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.*

Director Ray led the pledge to flags

**C. Public Forum, Presentations and Recognition:**

*Citizens are allowed 3 minutes to speak. If the issue is on the agenda, the Economic Development Corporation (EDC) may choose to discuss and consider the item. If the issue is not on the agenda, the EDC is not permitted by state law to respond to or discuss the item other than to make statements of specific factual information in response to a citizen's inquiry or to recite existing policy in response to the inquiry. The EDC may request the issue to be placed on a future agenda for action in accordance with state law. This forum is not the appropriate place to address complaints against Public Officials and/or Staff. Complaints of this nature should be made in writing and filed with the executive director.*

NA

**D. Discuss, consider, and possible action on approval of the Economic Development Corporation Minutes of the November 6, 2018 meeting.**

Director Porter moved to approve the Economic Development Corporation Minutes of November 6, 2018. Director Lapsley seconded the motion. The motion passed unanimously.

**E. Discuss, consider, and possible action on an Investment Policy for the EDC as required of the Public Funds Investment Act.**

Director Porter moved to approve a resolution adopting an investment policy. Director Sanchez seconded the motion. The motion passed unanimously.

**F. Discuss, consider, and possible action on approving an annual meeting schedule for 2019.**

Director Kirby moved to approve the following schedule for 2019:

- February 12, 2019
- March 5, 2019
- April 9, 2019
- May 7, 2019
- June 4, 2019 (EDC Executive Director Evaluation)

- Budget workshop will be held in July.

**G. Administrative Reports**

- i. Sales Tax Report  
Sales tax up 20% over last December
- ii. Finance Report

**H. EXECUTIVE SESSION:**

**The Economic Development Corporation of the City of Pilot Point will recess into Executive Session (Closed Meeting) pursuant to the provisions of Chapter 551, Subchapter D, Texas Government Code, to discuss the following:**

- A. In accordance with Texas Government Code, Section 551.074: to deliberate the evaluation of a public officer or employee:**

**1. Executive Director**

Director Ray read the purpose of the Executive Session and the City Council convened into Executive Session at 5:51 p.m.

**I. RECONVENE INTO REGULAR SESSION:**

**The Economic Development Corporation of the City of Pilot Point will reconvene into Regular Session (Open Meeting) pursuant to the provisions of Chapter 551, Subchapter D, Texas Government Code, to take any action necessary regarding the following items discussed in Executive Session:**

- A. In accordance with Texas Government Code, Section 551.074: to deliberate the evaluation of a public officer or employee:**

**1. Executive Director**

Director Ray announced the meeting is reconvened into regular session at 6:19 p.m.  
No action taken as a result of the Executive Session.

**J. Adjourn**

Director Porter moved to adjourn the meeting. Director Lapsley seconded the motion. The motion passed unanimously. The meeting was adjourned at 6:19 pm.

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President  
Economic Development Corporation

ATTEST:

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Secretary  
Approved:

**City of Pilot Point, Texas**  
**Minutes of the February 12, 2019**  
**Economic Development Corporation Meeting**

The Pilot Point Economic Development Corporation met on February 12, 2019 at 5:30 p.m. for a regular meeting held at Pilot Point City Hall, 102 East Main Street, Pilot Point, Texas.

Members present were Glen Ray, Stephanie Sanchez, Sandra Lapsley, Andrea Simons, and Jim Porter. Others present included EDC Executive Director Denise Morris and City Secretary Alice Holloway.

**A. Call to Order**

Director Ray called the meeting to order at 5:30 pm.

**B. Pledge to Allegiance & Texas Pledge**

*Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.*

Director Ray led the pledge to flags

**C. Public Forum, Presentations and Recognition:**

*Citizens are allowed 3 minutes to speak. If the issue is on the agenda, the Economic Development Corporation (EDC) may choose to discuss and consider the item. If the issue is not on the agenda, the EDC is not permitted by state law to respond to or discuss the item other than to make statements of specific factual information in response to a citizen's inquiry or to recite existing policy in response to the inquiry. The EDC may request the issue to be placed on a future agenda for action in accordance with state law. This forum is not the appropriate place to address complaints against Public Officials and/or Staff. Complaints of this nature should be made in writing and filed with the executive director.*

NA

**D. Discuss and receive update on Thin Line Film Festival Sponsorship presented by Al Key.**

No discussion or action on this item. Item will be discussed at the March 5, 2019 meeting.

**E. Discuss, consider, and possible action on proposal on Leading EDG, a small business and entrepreneur development company.**

EDC Executive Director Morris stated that the board requested research into potential opportunities to assist Pilot Point small businesses and entrepreneurs. Mrs. Morris stated that Leading Edg has requested to speak in front of the board with full proposal at the March 5, 2019 EDC Board Meeting. In addition, she stated that this is to provide general overview and for direction if the corporation would like to schedule detailed presentation.

Corporation directed EDC Executive Director Morris to not move forward on this item at this time.

No action taken on this item.

**F. Discuss, consider, and possible action on the scope of sponsorship for the Visit Pilot Point App, Tulip Time Festival, and Songwriters Festival.**

Mr. Beou Foster stated that he is the current chair of the Songwriters Festival. Mr. Foster stated that this is the longest running festival in Pilot Point. He stated it has been going on for eleven

years. In addition, he stated that last year he had fifty-seven song writers attend and he has over sixty signed up this year.

EDC Executive Director Morris stated that she recommends the following:

Festival	Scholarship/Grant Amount
Songwriter festival	\$1500.00
Tulip Festival	\$1500.00
APP	\$1500.00

Director Simon moved to approve the EDC Executive Director Morris recommendation and Director Porter seconded the motion. The motion passed unanimously.

**G. Discuss, consider, and possible action on appointment of a committee and approval date for the EDC 2019 Awareness Day.**

EDC Executive Director Morris stated that Strategic Plan Goal #5 Awareness Campaign objective is to host an Awareness Day for Commercial Real Estate professionals. Mrs. Morris stated that the target date is September 26, 2019.

Director Simons stated it would be a good idea to have a way to allow people to split up in groups to areas of interest.

Director Porter recommended the EDC Executive Director Morris to get with David and Debbie Vanderlaan and see if they will serve on a sub-committee. In addition, she was directed to ask Dutch & Cheryl Wiemeyer if they would serve.

Director Porter stated it would be a good idea to check with Chuck Carpenter to help brainstorm and get some good ideas.

Director Porter moved to approve expenditure amount of \$2000.00 for program and the date of September 26, 2019. Director Simon seconded the motion. The motion passed unanimously.

**H. Administrative Reports**

- I. Sales Tax Report-Industry breakdown on sales tax**
- II. Finance Report**
- III. Directors Update**

**I. Adjourn**

Director Lapsley moved to adjourn the meeting. Director Simons seconded the motion. The motion passed unanimously. The meeting was adjourned at 6:27 pm.

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President  
Economic Development Corporation

ATTEST:

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Secretary  
Approved:



**EDC Agenda  
March 5, 2019**

**Agenda Item:** E

**Agenda Description:**

Presentation on Thin Line Film Festival AI Key

**Background Information:**

AI Key will update the EDC Board on Thin Line Film Festival Sponsorship and explain details of the sponsorship package. The sponsorship and festival involvement are to promote the Visit Pilot tourism campaign. No action is needed for this approved and budgeted item, this is for information only.

**Financial Information:**

\$2500 Sponsorship  
Community Development Budget Item

**Attachments:**

Thin Line Film Festival Call for Photography Contest Entries

# thin line

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FILM – MUSIC – PHOTO

## 2019 Thin Line Photo Contest

**Sponsored by Pilot Point Economic Development Corporation**

**Total prizes : \$2500**

**Deadline extended to: 12 February 2019**

**Entry Fee: \$15 USD**

**Categories:**

- **Feature (Candid)**
- **Feature (Abstract)**
- **Nature (Wildlife)**
- **Nature (Scenics)**
- **Walk the Line: 2019 Theme**

**\$500- prize to each category winner.**

**Go to [thinline.us](http://thinline.us) to submit your photos. All submission instructions are on the photo submission page.**

**If you have questions, or need assistance, contact Thin Line Director of Photography Al Key at [alkeyphoto@thinline.us](mailto:alkeyphoto@thinline.us).**



thin line

FILM - MUSIC - PHOTO

free festival | [thinline.us](http://thinline.us)  
april 10-14, 2019 | denton texas

SPONSORSHIP  
&  
MARKETING  
OPPORTUNITIES

Questions? Reach out to your sales rep:

# THE NUMBERS

AVERAGE AGE OF ATTENDEES



ATTENDEE EDUCATION



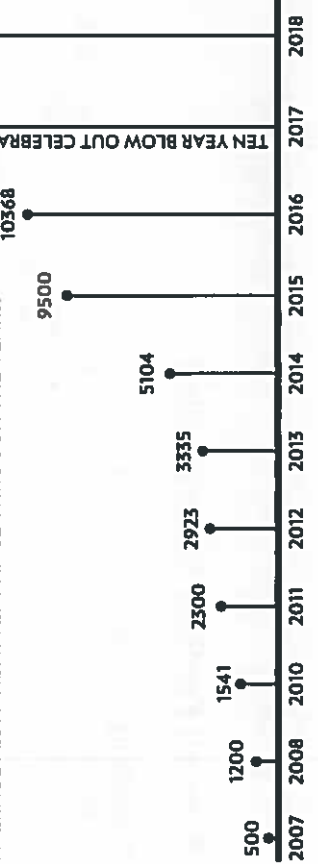
AVERAGE INCOME OF ATTENDEES



## DFW METROPLEX DEMOGRAPHICS

POPULATION - 7,102,796 • 765 PEOPLE PER SQUARE MILE • 53.92% MARRIED  
 MEDIAN EARNINGS - \$58,190 • MEDIAN AGE - 33.6 • THE DALLAS-FORT WORTH-ARLINGTON MSA IS THE FOURTH-LARGEST IN THE UNITED STATES, TRAILING ONLY NEW YORK, LOS ANGELES AND CHICAGO, AND AHEAD OF HOUSTON, PHILADELPHIA AND WASHINGTON, DC • FORBES MAGAZINE RECENTLY RANKED DALLAS-FORT WORTH NO. 5 IN A LIST OF "THE CITIES WHERE YOUR SALARY WILL STRETCH THE FURTHEST"

AVERAGE FESTIVAL ATTENDANCE THROUGH THE YEARS



# SOCIAL MEDIA



"THE LATEST BUREAU OF LABOR STATISTICS FIGURES PEG DALLAS-FORT WORTH (METROPLEX) HOUSEHOLD SPENDING AT AN AVERAGE OF \$62,000 PER YEAR, \$10,000 MORE THAN THE NATIONAL AVERAGE." - DIMNMEDIA.COM

## MOST POPULAR CITIES

- DENTON
- DALLAS
- FORT WORTH
- PLANO
- AUSTIN
- LEWISVILLE
- CARROLLTON
- ARLINGTON
- GARLAND
- HOUSTON

## MOST POPULAR COUNTRIES

- USA
- MEXICO
- INDONESIA
- PAKISTAN
- INDIA
- CANADA
- UK
- SPAIN
- AUSTRALIA
- BRAZIL

## TOP CONSUMER BUYING STYLES

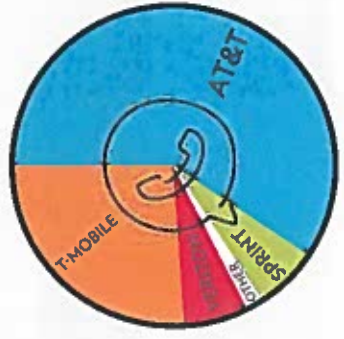
- PREMIUM BRANDS (70%)
- ETHNIC EXPLORERS
- QUICK & EASY
- FRESH & HEALTHY
- HOME COOKING & GRILLING
- NATURAL LIVING
- VEGETARIAN
- MEXICAN FOODS
- WEIGHT CONSCIOUS
- VALUE CONSCIOUS

## GENDER



## TOP CONSUMER GOOD PURCHASES

- CHEESE
- SALTY SNACKS
- FRESH PRODUCE
- MILK
- BEER
- DRY PASTA
- CHOCOLATE
- CRACKERS
- YOGURT
- EGGS



# ADVERTISING OPPORTUNITIES

## Pre-screening Loop

Before every screening of a film, Thin Line plays a pre-screening loop with trailers of screenings in the fest, samplings of music being performed live at the fest, and still and video advertisements. We'd love to see your business and product on the big screen! Pre-screening loop pricing is for all 5 days of the festival.

- I want a pre-screening advertisement
- Still slide on screen for 10 seconds \$450
- 30 seconds \$1000
- I will provide art (24.5567in x 13.8067in)
- Please make my slide for an additional design fee.

- Video advertisement for 10 seconds \$750
- 30 seconds \$1500

Don't have a video? Our creative team can produce your video for only \$750 for a :10 or \$1,500 for a :30.

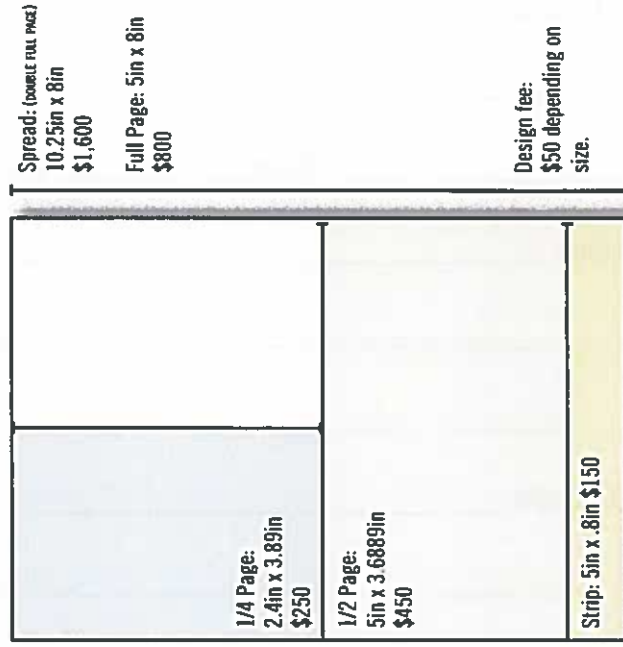
## A la carte Advertising

Contact us for more details on the following opportunities

- Projection Mapping - Logo Placement Ask for pricing
- Digital Signage Slides Ask for pricing
- Banner Placement Ask for pricing
- Coupon/Material Distribution \$500/5,000 pieces
- Volunteer/Staff Shirt Logo Placement \$100-\$1000 (ask for availability)
- Award Naming & Presenting \$500 - \$5000
- Custom Festival Event \$2000+ depending on event
- Alcohol Venue Sponsorship \$2000+ depending on venue
- Prize Sponsorship Ask for details

## Print Program Ad

Thousands of festival programs are professionally designed and printed each year. With it being our 11th year, you know we're going big! This program will include all information for films, music acts and photographers involved in the 5-day festival. These programs are given to every attendee and are placed all over town for people to pick up and discover what the festival has to offer. The best way to get your business or product in front of our guests is to place an ad in this program. All festival sponsors receive an ad in this program!



Desired ad size: \_\_\_\_\_

We will

- provide high resolution art in the correct size. (PDF, EPS, or JPG File)
- like to have Thin Line design an ad for us.

\*email mindy@thinline.us with ad instructions & high res logo.



**EDC Agenda**  
**March 5, 2019**

**Agenda Item:** F

**Agenda Description:**

Discuss, consider, and possible action on the procedure of the EDC website business listing directory.

**Background Information:**

As part of the Shop Local Campaign we are adding a business directory to the EDC website. I would like the board to provide direction if the directory will include businesses inside the City limits, the ETJ or all of 76258.

**Financial Information:**

No additional cost

**Attachments:**

No attachments



**EDC Agenda**  
**March 5, 2019**

**Agenda Item:**           **G**

**Agenda Description:**

Discuss, consider, and possible action on appointing a committee to review the Matching Funds Grant program.

**Background Information:**

During the EDC strategic planning process, the Board expressed interest in researching creating increased levels to the Matching Grant Program. It is recommended that a committee be created to research and make recommendations associated with EDC grant programs.

**Financial Information:**

No cost for committee

**Attachments:**

No attachments

2/26/2019

BUDGET 2019 ACTUAL 2019 % OF BUDGET

REVENUE

41000 INTEREST	\$	5,500	\$	3,555	65%
41100 SALES TAX	\$	253,000	\$	115,719	46%
42000 LEASE INCOME- TOWN SQUARE PROJECT*	\$	-	\$	-	-
43600 GRANT INCOME	\$	-	\$	-	-
LOAN INCOME	\$	-	\$	-	-

**TOTAL** \$ 258,500 \$ 119,274

EXPENDITURES  
PERSONNEL

60001 SALARY	\$	63,370	\$	24,562	39%
60200 LONGEVITY PAY	\$	175	\$	-	0%
61000 SOCIAL SECURITY	\$	3,890	\$	1,521	39%
61050 MEDICARE	\$	1,000	\$	356	36%
61100 HEALTH INSURANCE	\$	5,200	\$	213	4%
61200 WORKER'S COMP.	\$	286	\$	-	0%
61300 UNEMPLOYMENT	\$	255	\$	32	13%
61400 RETIREMENT	\$	5,730	\$	2,173	38%
66450 MILEAGE REIMBURSEMENT	\$	1,000	\$	331	33%
<b>PERSONNEL SUBTOTAL</b>	\$	<b>80,906</b>	\$	<b>29,187</b>	<b>36%</b>

OPERATING COSTS

62700/62800 OFFICE & MINOR SUPPLIES	\$	4,000	\$	582	15%
64600 COMMUNICATIONS	\$	2,000	\$	399	20%
64800 UNPLANNED PROJECT COSTS	\$	10,000	\$	850	9%
66400 TRAVEL AND TRAINING	\$	5,000	\$	1,352	27%
64900 MEMBERSHIP	\$	2,000	\$	1,295	65%
64000 AUDIT	\$	300	\$	-	0%
64300 LEGAL FEES	\$	4,500	\$	139	3%
66300 SYSTEM MAINTENANCE	\$	1,000	\$	106	11%

64700 CONTRACT SERVICES	\$	10,500	\$	4,295	41%
66695 BOARD TRAVEL AND TRAINING	\$	2,500	\$	700	28%
66697 FOOD	\$	500	\$	171	34%
<b>OPERATING SUBTOTAL</b>	<b>\$</b>	<b>42,300</b>	<b>\$</b>	<b>9,888</b>	<b>23%</b>

**DEVELOPMENT PROJECTS**

66401 MATCHING FUNDS GRANT	\$	-	\$	10,000	0%
67401 INCENTIVE PAYMENTS	\$	1,000	\$	-	0%
66713 CHAMBER OF COMMERCE	\$	3,500	\$	3,500	100%
67130 EXHIBITIONS AND EVENTS	\$	7,000	\$	363	5%
66715 MARKETING AND PROMOTIONS	\$	35,100	\$	3,761	11%
67140 COMMUNITY DEVELOPMENT	\$	38,500	\$	13,582	35%
67150 BUSINESS DEVELOPMENT	\$	52,000	\$	6,500	13%
67400 TOWN SQUARE PROJECT	\$	-	\$	-	-
<b>DEVELOPMENT SUBTOTAL</b>	<b>\$</b>	<b>137,100</b>	<b>\$</b>	<b>37,706</b>	<b>28%</b>

**TRANSFERS TO CITY**

66701 ADMINISTRATION FEE	\$	-	\$	-	-
66711 PARK IMPROVEMENT	\$	5,000	\$	-	0%
85500 TOWN SQUARE IMPROVEMENTS	\$	-	\$	-	-
80020 OLD CITY PARK IMPROVEMENTS	\$	-	\$	-	-
66700 BOND PAYMENT	\$	-	\$	-	-
<b>CITY TRANSFER SUBTOTAL</b>	<b>\$</b>	<b>5,000</b>	<b>\$</b>	<b>-</b>	<b>0%</b>

<b>EXPENDITURE TOTAL</b>	<b>\$</b>	<b>265,306</b>	<b>\$</b>	<b>76,781</b>	<b>29%</b>
<b>REVENUE OVER EXPENDITURES</b>	<b>\$</b>	<b>446,194</b>	<b>\$</b>	<b>42,493</b>	

**10% MARKETING CARRYOVER \$ 12,087**

<b>BANK ACCOUNT BALANCE</b>	
Economic Dev. Corp-Point Bank	\$ 415,874
Town Square Project Account	\$ 8,016

**Total** **\$ 423,890**

\*The Interest revenue received summarizes all investment activity for the Pilot Point EDC and is in compliance with EDC Investment Policy and PFI.A.



PUBLIC SALES TAX COMPARISON FY 19 vs FY18				
Month	EDC 2018	EDC 2019	(FY18 vs. FY19)	
OCTOBER	\$ 20,380	\$ 23,101	\$ 2,721	13%
NOVEMBER	\$ 25,126	\$ 26,196	\$ 1,070	4%
DECEMBER	\$ 17,507	\$ 21,803	\$ 4,296	20%
JANUARY	\$ 19,254	\$ 19,263	\$ 9	0%
FEBRUARY	\$ 25,108	\$ 24,825	\$ (283)	-1%
MARCH	\$ 18,804		\$ (18,804)	#DIV/0!
APRIL	\$ 17,894		\$ (17,894)	#DIV/0!
MAY	\$ 25,580		\$ (25,580)	#DIV/0!
JUNE	\$ 19,514		\$ (19,514)	#DIV/0!
JULY	\$ 21,723		\$ (21,723)	#DIV/0!
AUGUST	\$ 27,473		\$ (27,473)	#DIV/0!
SEPTEMBER	\$ 20,051		\$ (20,051)	#DIV/0!
YTD TOTALS	\$ 258,414	\$ 115,188	\$ (143,226)	#DIV/0!

Month	FY 2019	FY 2018	FY 2017	FY 2016	FY 2015	FY 2014
Oct.	23101	20380	19527	19634	17575	15497
Nov.	26196	25126	22767	24100	18229	19479
Dec.	21803	17507	19595	19146	18184	14910
Jan.	19263	19254	19223	16234	14330	14631
Feb.	24825	25108	24240	25521	22283	18645
Mar.		18804		17941	26720	17536
April		17894	19470	17365	14689	18977
May		25580	25486	23920	20241	21260
June		19514	17708	17372	21045	16213
July		21723	17164	17418	16492	17361
Aug.		27473	24818	23116	23099	19192

Sept.	20051	18138	21659	19909	17676
Total	258414	246452	243427	232795	211377



**GROWTH RATE**

Month	AVERAGE GR	FY 2017	FY 2016	FY 2015	FY 2014	FY 2013
Oct.	10%	-1%	12%	15%	6%	13%
Nov.	11%	-6%	32%	22%	4%	15%
Dec.	8%	2%	5%	22%	4%	15%
Jan.	9%	18%	13%	-2%	6%	13%

Feb.	10%	-5%	24240	15%	25521	20%	22283	10%	18645	16910
Mar.	16%	2%	18316	-33%	17941	52%	26720	42%	17536	12374
April	11%	12%	19470	18%	17365	-23%	14689	35%	18977	14100
May	10%	7%	25486	18%	23920	-5%	20241	19%	21260	17804
June	6%	2%	17708	-17%	17372	30%	21045	11%	16213	14666
July	1%	-1%	17164	6%	17418	-5%	16492	7%	17361	16273
Aug.	10%	7%	24818	0%	23116	20%	23099	12%	19192	17108
Sept.	5%	-16%	18138	9%	21659	13%	19909	13%	17676	15646
Total	8%	1%	246452	5%	243427	10%	232795	16%	211377	182538



To: EDC Board Members  
From: Denise Morris, Executive Director of Economic Development  
Date: March 1, 2019  
Re: February Recap

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## 1. Marketing

- Completed ads for the Tulip-Time Festival for the March additions of the Denton County Magazine, Pilot Point Guide.
- Working on final drafts of Texas Film Friendly resolution to present to the EDC Board and then to Council. Drafts will be presented for your review prior to the April EDC Board meeting. This is the second step in the certification process.
- Pilot Point Business Directory has been uploaded to the website. Editing will be ongoing and final direction from the board on clarification of who is included in the listing will be discussed at March meeting.
- I have asked Cave Consulting to secure visitpilotpoint.org for future use. It is \$12 annually to secure the domain name. visitpilotpoint.com was already taken. Behind the scenes I am continuing work on content for the Visit Pilot Point App.
- Thin Line Film Festival Sponsorship: Al Key will attend the EDC March 5, 2019 Board Meeting to give an update on our sponsorship benefits. I am working on the print ads and have a meeting with SWASH labs next week to edit the EDC video to a :30 spot for the Festival.

## 2. Business Growth and Development

- Toured Western Son Distillery: warehouse additions are complete, additional retail and tour area located in the previous Whistle Post location. Opening dates have not been released at this time. They have not released information regarding a 2019 concert schedule and are evaluating the program.
- Mike Holt informed me that the Hotel is back on the market. Inquiries should be directed to Mike Holt.
- Letters of explanation and direction regarding the updated ordinances and deadlines pertaining to downtown buildings went out in February. Owner specific questions should be directed to Calvin at City Hall. If owners are interested in learning more about available programs to assist with renovations, they should contact me.
- I have scheduled a meeting with the Texas Workforce Solutions for mid-March.
- Church's Chicken has vacated Tiger Mart locations. I do not have an update on plans for the space currently.
- Travel Agent has opened new business on the Square. They are leasing the North corner of the Opera House.
- Matching Fund Grant program:
  - Anchor Graphics complete
  - Lowbrows/Billy Longo: in process

## 3. Artist & Cultural

- City Council approved a new mural that will be placed on the retaining wall in front of the Farmers and Merchant Bank. They also approved a small mural for the sidewalk curb area in front of the Opera House.

#### **4. Technology Infrastructure**

- Nortex Communications was slated to finish the new fiber project in Pilot Point by the first week in March. The water tower paint project has caused several issues with Speed of Light service throughout the past few weeks. All issues are resolved at this time.

#### **5. Awareness Campaign**

- Currently working on securing committee members for Awareness Day slated for the Fall.
- I am on the agenda for the March 19<sup>th</sup> Opera House Board meeting to discuss space in there parking lot for signage.

#### **6. Community Beautification/Revitalization**

- Wayfinding sign installation remains on hold until the ground water recedes.
- Tulip Time Festival has 25 vendors signed up as of today. Promotion is underway. The tulips have sprouted in the flower beds throughout the Square.

#### **7. Park & Trail**

- No updates currently

#### **8. Staff Development Course**

- I attended the Staff and Council retreat with Moderator Ron Cox on February 16 to work on a SWOT planning session. Step 2 of the process has been scheduled for March 28.
- I spoke at the PointBank Business Breakfast February 27 and invited Leslie Goolsby to also speak about Anchor Graphics. More than 50 attended and I appreciate the support of Council, the Board and staff that attended. I fielded several questions after the meeting and follow up email questions regarding various program criteria.
- I will attend the Governors Small Business Workshop in Weatherford on March 7.

#### **9. Legislative Update**

- Please see attached email from TEDC Carlton Schwab.

#### **10. Personal Time**

- I would like to request off March 13-15 for Spring Break

#### **2019 Important Dates:**

**March 9 Friends of Vail Ribbon Cutting and Dedication of the Softball field concession Stand**

**March 18 City Council (only meeting in March)**

**March 16 Tulip-Time Festival**

## Denise Morris

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**From:** Carlton Schwab <carlton@texasedc.org>  
**Sent:** Thursday, February 28, 2019 3:34 PM  
**To:** John Bonnot; Harry Whalen; Jennette Killingsworth; rpatterson@friscoedc.com; aciocan@sangertexas.org; darcy@prosperedc.com; Keri Samford; Denise Morris  
**Cc:** Amy Swank  
**Subject:** Update on HB 1221

Dear TEDC Members in House District 106:

HB 1221 was referred to the House Committee on International Relations and Economic Development on Tuesday, February 26th.

Since our last communication, Jennette Espinosa in Little Elm connected me with Little Elm's Mayor David Hillock. Mayor Hillock expressed his opposition to the bill and has since shared that opinion with Representative Patterson. At the Legislative and Economic Development Sales Tax Committee Meeting at the TEDC's Legislative Conference in Austin last week we discussed having as many local elected officials in District 106 as possible express their opposition to HB 1221. Any help you all can provide in making that happen would be greatly appreciated.

And while a hearing date for the bill still hasn't been set, be prepared to travel to Austin sometime in the near future to testify against this bill. Rest assured that you will be joined by many of your peers representing EDCs from around the state. The regular meeting time for the Committee is Monday mornings at 10:00 a.m. in Room E2.014 of the Capitol Extension. Please be aware that we will not know when the bill will be heard until Wednesday or Thursday of the week prior to the hearing. At that time, I'll send out more information regarding the bill and notes detailing our opposition.

For those traveling in the night before, we generally try to gather over dinner to discuss the bill. Time and place for the dinner will also be in the notice of the hearing date.

I'll continue to provide you with more information as it becomes available.

As always, thanks for your support of the TEDC.

Take care.

CS

Carlton Schwab  
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Begin forwarded message: