

**STATE OF TEXAS
COUNTY OF DENTON
CITY OF CORINTH**

On this the 7th day of March 2019 the City Council of the City of Corinth, Texas met in Workshop Session at the Corinth City Hall at 5:45 P.M., located at 3300 Corinth Parkway, Corinth, Texas. The meeting date, time, place and purpose as required by Title 5, Subtitle A, Chapter 551, Subchapter C, Section 551.041, Government Code, with the following members to wit:

Members Present:

Mayor Heidemann
Sam Burke, Mayor Pro-Tem
Don Glockel, Council Member
Tina Henderson, Council Member
Lowell Johnson, Council Member

Members Absent:

Scott Garber, Council Member

Others Present

Tom Winterburn, DCTA Representative and Ethics Committee Member
Ryan Burk, Founder of Slate Communications
Liz Cassi, Slate Communications Project Manager

Staff Members Present

Bob Hart, City Manager
Kim Pence, City Secretary
Patricia Adams, Messer, Rockefeller, & Fort
Helen-Eve Liebman, Planning and Development Director
Lee Ann Bunselmeyer, Finance Director
Jason Alexander, Director of Economic Development
Shea Rodgers, Technology Services Manager
Chris Rodriguez, Assistant Finance Director
Jerry, Garner, Police Chief

CALL TO ORDER:

Mayor Heidemann called the meeting to order at 5:45 p.m.

WORKSHOP BUSINESS AGENDA:

1. Hold a discussion and provide staff direction on a City Logo.

Bob Hart, City Manager – This is a follow up from a couple of week ago. Liz Cassi and Ryan Burk with Slate Communications are on the phone from Colorado.

Ryan Burk, founder of Slate Communications – Thank you for having us. I have Liz Cassi Communication Specialist with Slate here with me. We would like to review initially what we talked about and discuss the logo revision. We tried to make sure we created a versatile logo that is not dated and can be used upon many different applications; from vehicles to apparel, and does not look like a sports team logo. We want to showcase Texas and bring that into the Logo. The design team tried to take the elements that are descriptive of the City of Corinth; a community that

stays, is vibrant, is multigenerational, has quality of life should be illustrated within the logo ensuring all of this is showcased and come up with a sophisticated logo that still shows the character. The colors are representative of the character; red shows a measure of strength and energy; blue shows stability; lighter blue is more comfortable in nature and represents a bedroom community. The first logo was shown previously, with a swoosh of the "C", the team wanted to make it more solid, rounded and aggressive. This wasn't as light as the previous one and has a lot more strength to it. Option two is the illustrative version of the window at city hall. The team wanted to ensure it was a mark that was easy to reproduce, so they pulled some of the color from it. It is unique and original just as Corinth is to the rest of Texas. I believe this will definitely stand out from your neighbors. The third option brings in the column feature at city hall by bringing in the Corinthian column. We are addressing several things; such as the illustrative column that is a very versatile and a re-producible mark. Option four is a new option with the intention of refreshing the original Corinth Logo making it more versatile. It is more timeless and easily recognizable from afar. This one looks more professional and official and not like a sports team logo. We would appreciate some feedback from Council on their direction for the logos.

Several Councilmembers agreed they do not like the last logo option.

Councilmember Henderson – I dislike the changes to the second logo, too squatty and a lot of color, maybe make the second and the third logo with two colors, all the different colors make it look cheap. It looks crisper and fresher without the light blue.

Councilmember Glockel - if those are the only four we have to choose from, I agree with Councilmember Henderson. None of the other three have a message or are distinguishable on the trucks just a glob of paint without a distinguishable design and meaning. The star reminds me of a sports team, but I like it better than number four. What does the other two represent to others at trade shows, just a window of our building?

Mayor Heidemann – reminded Council the objective is to get the Corinthian look into our logo which represents our city.

Councilmember Glockel – number two is the window above the main entry of this building. We have bought signs with a more Corinthian and blocky look than this dome, so all of our signs so far are not this dome.

Bob Hart, City Manager – That is the face of city hall and that is the architectural element tying them together.

Mayor Pro-Tem Burke – likes option one and three, but agrees number one does look like the Houston Texans star, but feels they both look better than the current logo.

Councilmember Henderson – would like to see the column logo without the light blue, the whole column in one color, navy, and make the name Corinth in red. She likes the look on the trucks a lot.

Mayor Pro-Tem Burke - Council agreed to hold onto option three and take a look at more adaptations of option three. Then come back and look at the adaptations.

Ryan Burk, founder of Slate Communications – further pursue option three. Was there any additional thoughts on the mark about three or any other additional detail?

Mayor Pro-Tem Burke – forget about options two and four and leave option one for comparison. On option three work with the colors. Councilmember Henderson wanted to see one with only red and navy no light blue and work with some variation of that. We are either going with something based off the star or column theme not the window or the adaptation of the current logo.

Liz Cassi, Communication Specialist – agreed to work on the logo more and bring it back for Council to review other adaptations of options one and three.

2. **Discuss Regular Meeting Items on Regular Session Agenda, including the consideration of closed session items as set forth in the Closed Session agenda items below.**

Consent Item #5 Discussion:

5. **Consider and act on a Resolution adopting the City of Corinth's Early Model Home policy.**

Councilmember Glockel – the first page, center paragraph, stated the early model homes will be prohibited from connecting to the city water and wastewater facilities until the entire subdivision has been inspected. I find this inclusive, the entire subdivision has to be complete. Then on page 88, paragraph 8, it states all city ordinance requirements and requirements of this policy shall be met and the proposed development must receive final acceptance of public improvements serving the subdivision land prior to the city building inspection department issuing a temporary certificate to occupy the model homes. The two areas are in conflict, does this mean the entire subdivision must be completed?

Helen-Eve Liebman, Planning and Development Director – clarified with Councilmember Glockel where the exact locations of these two areas of concern are within the policy.

Councilmember Glockel – does this mean until the entire water and sewer infrastructure has been accepted, is that all we are talking about?

Helen-Eve Liebman, Planning and Development Director – Yes sir.

Bob Hart, City Manager – Yes, the city wants to make sure the water and sewer system meets all of our standards and we have accepted it.

Helen-Eve Liebman, Planning and Development Director – the resolution is written correctly. The whole thought is for the developer to begin constructing homes before the entire infrastructure is installed and inspected allowing the developer to sell lots and get them all going at the same time. When the full subdivision is accepted they can begin selling homes as quickly as possible.

Councilmember Glockel – on page 87, it states model homes shall remain as it was created for one year before they can be changed to a residential home. What if it is a smaller subdivision? Just food for thought. Also, on page 87 the roads adjacent to the model home, last sentence, roads not adjacent to the model home shall be closed to thru non-emergency traffic. I am thinking back to a previous situation where there was a street that tied two subdivisions and there was a lot of traffic. Council discussed speed bumps and other preventative measures. This subdivision wasn't built and that street was used as a through street. So now, if you have another road that ties two subdivisions together, what is the policy, is that road not going to be open until everything is built or will it be open upon passing the inspection?

Helen-Eve Liebman, Planning and Development Director – Yes, sir after inspection.

Consent Item #4 Discussion:

4. **Consider and act on a Joint Election Agreement and Contract for Election Services with Denton County for the May 4, 2019 General and Special Election.**

Councilmember Henderson – If the Denton ISD and the Lake Dallas ISD are able to cancel their election, then the city has to pay the entire cost of this. How much is this?

Kim Pence, City Secretary – The cost is roughly \$6,000 to \$7,000.

Bob Hart, City Manager – Denton ISD is not having an election. What about Lake Dallas?

Councilmember Henderson – Lake Dallas is having a bond election.

Bob Hart, City Manager – so we will share the cost with them.

Mayor Heidemann – verified the crime control will be conducted.

Kim Pence, City Secretary – stated that item shares the ballot.

Councilmember Henderson – what about the cost for staff, last year they did not charge?

Kim Pence, City Secretary – that is for if they have to provide temporary staff, then they will charge a prorated costs for them.

Councilmember Henderson – You normally get the staff for that, right?

Kim Pence, City Secretary – no, they do. I have had the same staff for years.

Mayor Pro-Tem Burke – Is this driven by the fact that they had such a large turnout last time?

Kim Pence, City Secretary – I think so. They have been wanting to add this and have had to have extra people, so they gave the city a year to prepare and budget for it. Now, if it is needed they will be charging.

3. **Hold a discussion and provide staff direction concerning the creation of a TIRZ, transit Oriented Development (TOD), and DCTA rail station analysis letter.**

Bob Hart, City Manager – I would like to talk through the basics of what a TIF/TIRZ looks like to ensure the city council has a solid base of understanding before moving forward by explaining the structure, financing, management, incentives, and a draft map. When the Tax Increment Financing concept began it was called a TIF. Sometime in the last several years, the legislature changed the name to a Tax Increment Reinvestment Zone (TIRZ). They are the same thing.

This is an economic development tool that has been successful. There are 313 TIF's around the state of Texas. They create a base value of a defined geographical area that cannot be more than 20% of the city limits and is restricted on the amount of residential property allowed in the zone at the time of creation. When a zone is created with a defined geographical area, we add up all the total value of all the property within the zone, this is our base value. As new development occurs, then the value of the property increases, as this happens the incremental value from the base to the new value will not go to the general fund for city operations, but instead will go to a TIRZ fund. These funds are used to make public improvements, to have incentives, and to encourage economic

development to occur. City's will do this when there is a need for infrastructure, or targeted areas for development, sometimes around transit oriented development or create shopping centers or professional sports fields or stadium, and colleges. Anything that can be used as a catalyst to encourage other development to occur.

When the Zone ends all the new value becomes part of the overall tax base and goes into the general fund. Other taxing jurisdictions can join the zone. Here we are talking about Corinth and Denton County, schools are not allowed to participate. The city can decide the amount to place into the TIRZ fund and can place sales tax or other revenue sources. There is a lot of flexibility and creativity in this organization. This is not an abatement. Typically this goes back into infrastructure.

Mayor Heidemann – When we start talking about TIRZ and Ad Valorem taxes and the area is identified; how is that affected with the talk of the 2.5% cap?

Bob Hart, City Manager – How I understand the way the legislation is written, you are calculating your affected rate on which the 2.5% cap is based, a TIF is exempt from that calculation. I cannot stand here and tell you that I completely understand all of this. I am following the logic, but not a complete understanding of the formulas.

Mayor Pro-Tem Burke – Why is this better than having the money in the general fund?

Bob Hart, City Manager – The advantage to having a TIF is getting other tax jurisdictions to join in on the costs; you can take the money from the general fund and slide it over. You can get some county participation.

Mayor Pro-Tem Burke – what happens to the funds when they are not used?

Bob Hart, City Manager – They are kept in a segregating account and if not used then it rolls back into the taxing jurisdictions.

Councilmember Glockel - I understand you can create this after the fact and still have the same benefit? Talking about the House Bill with the 2.5%, that is probably going to happen before this is.

Bob Hart, City Manager – This is created by ordinance by the City Council. This is a twostep process; create the TIF by ordinance, then ask Denton County to join it. Then create a financing plan and adopt that. The city and county will sign off and all of this will occur in 2019.

Councilmember Glockel – So there is no property owner participation on this?

Bob Hart, City Manager – No, for a property owner their tax stays the same regardless. When the tax is paid the base rate will go into the city/county fund and the increment will go into the TIF fund.

Councilmember Henderson – the TIF could help pay for the rail stop?

Bob Hart, City Manager – Yes that was the initial emphasis for this. Some of the really good ones operating right now is in Arlington Downtown and Arlington Live entertainment area around the stadiums. The drawback and reason for being careful with the way you put the financing plan together, is it focuses on commercial development and is limited to the geographical area. This is a signal to the development community that the city is serious about economic development and

making something different happen.

Council will have a public hearing, designate the boundaries, and create a TIF Board with anywhere from 5-15 members. Whatever the TIF board does has to go to City Council for approval. It is a recommending body. However, when you have other taxing jurisdictions involved they are entitled to have members on the board. NCTC would not necessarily have any money in it but you may want to have them involved. This can be discussed in a few month from now. The financial plan is the crucial component. Incentives are usually the infrastructure, loans or grants for façade improvements, to put in sidewalks, or to rebuild the streets or utilities. The next step is to get DCTA to do the preliminary engineering analysis and determine if these sites would actually work and their cost. This data is needed to make a decision to move forward. It takes a letter from Council to trigger that analysis. I have it with me for Council to sign.

Mayor Pro-Tem Burke – does the City pay for the initial analysis?

Bob Hart, City Manager – We will pay for the engineers. They will pick two or three potential sites and provide options and recommendations. The boundaries shown and discussed this evening are not recommendations, but talking points for Council to see options and demonstrations of allowable TIF boundaries. Council will need to get together and decide on the boundaries of the TIF after giving some thought to the future development that is wanted and needed. Remember 30% or less of current use Single Family residents is allowed in the initial TIF.

In moving forward, we want to hire Paris Rutherford to develop the master plan for the zone. They do a lot of work with DCTA and Transit Orient Development. They have already been playing with some concepts for the plan. Based on his master plan, we would hire David Pettit to create the Financial Plan to be used for the Council decision making and involving Denton County. These are the two contractors that are driving the one in Arlington. Paris is well connected in the development community; as well as David Pettit. NTCOG has already begun the ridership study for us. This was done collectively with the four cities. Then to get DCTA to perform the engineering analysis. After the completion of these items, we begin looking at the feasibility and sit down to have a real serious conversation of where to go from here. Everything done today is how we finance the city five to ten years from now to make the community successful long term.

Council agreed to sign the letter for DCTA to begin the engineering analysis.

4. Summary discussion on the Joint City Council meeting with the Lake Cities held on February 25, 2019 and the joint meeting with the NCTC Board of Regents held on March 4, 2019.

Bob Hart, City Manager – I am looking for subject items that Council heard that needs further discussing and what emphasis does Council want staff to address at the next joint meeting.

Councilmember Lowell - Has NCTC made a stronger commitment regarding if they are or are not going to stay here in Corinth long term?

Bob Hart, City Manager – I believe they are committed to this campus long term. A lot of their commitment and ability to grow is tied to the transit stop. There has been some conversation on bringing in Texas Women's University (TWU) into the mix and their involvement is directly tied to the transit stop.

Councilmember Lowell – is NCTC willing to share some of their transportation money towards that stop? I am already hearing from the community that this entire TIRZ looks like a way to skirt

the elections that occurred a few years ago in regards to Corinth's participation and one of the big questions was if this is going to be for NCTC are they going to help?

Bob Hart, City Manager – they are already putting money into it and at the end of the day the money needs to be kept in it. There has not been any conversations other than they have money in it. They have not signed anything or made commitments, nor have we pushed them for this yet. There has been conversations with the Chief of Staff at TWU who stated they are not interested in Corinth until there is a rail stop.

Councilmember Henderson – Monday night Dr. Wallace specifically discussed their involvement and from the Chambers point TWU has never been a part of the Chamber and is showing interest because they just signed up to be a member this week.

Mayor Heidemann – there was a request for all four City's need to get someone to coordinate a calendar for us in terms of special events. I was wondering if there was a way to get this done and if there has been some dialogue on this?

Bob Hart, City Manager – There has been some dialogue on this but we meet a week from Monday and this is one of about ten items on the list to discuss. I think the Chamber is going to be an integral part of this, along with Lake Dallas ISD. We are still in the accommodation period where we are finding things that we can agree on and it will take a while longer to build the trust that is needed to get to the partner model.

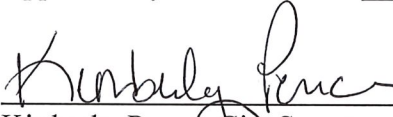
ADJOURN:

Mayor Heidemann adjourned the meeting at 7:05 p.m.

AYES: All

Meeting adjourned.

Approved by Council on the 18th day of April, 2019.



Kimberly Pence, City Secretary
City of Corinth, Texas

