

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

On this the 5th day of March 2020 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
Scott Garber, Council Member
Tina Henderson, Council Member
Lowell Johnson, Council Member
Kelly Pickens, Council Member

Members Absent:

None

Staff Members Present

Bob Hart, City Manager
Lee Ann Bunselmeyer, Finance, Administration, Communications & Marketing Director
Emily Bowlin, Messer, Fort & McDonald
Jerry Garner, Police Chief
Jason Alexander, Corinth Economic Development Corporation Director
Helen-Eve Liebman, Planning and Development Director
Cody Collier, Public Works Director
Brenton Copeland, Technology Services Assistant Manager
Ben Rodriguez, Planning & Development Manager
Lana Wylie, Sr. Administrative Assistant

CALL TO ORDER:

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

WORKSHOP BUSINESS AGENDA:

- 1. Receive a presentation, hold a discussion and provide staff direction on a branding strategy for the Transit Oriented Development ("TOD") District.**

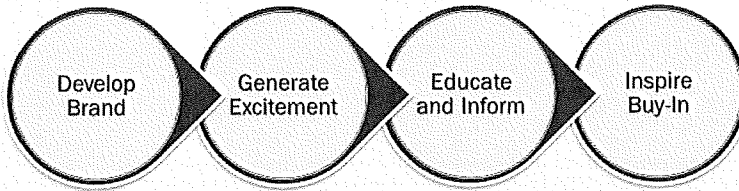
Jason Alexander, Corinth Economic Development Corporation Director – Presented the following:



OUR BRAND

Our Inspiration

Project goals



Future Residents

Millennial couple in their early 30s with a young child

- ◆ Currently live and work in Dallas
- ◆ Friends live in Corinth or nearby

- ◆ Career-driven
- ◆ Disposable income

Future Residents

- ◆ Needs access to cultural and social opportunities

- ◆ Wants to connect to their community

- ◆ Deliver a walkable or bike friendly community

- ◆ Enjoy being outside

The Developers

Bring market-driven development to a growing community

- ◆ Exceptional quality of life in Corinth
- ◆ Excellent location relative to key regional destinations

- ◆ Affluent
- ◆ Cultured
- ◆ Educated

The Developers

- ◆ Shares vision for integrating retail, residential and other uses in a high-quality environment

- ◆ Influence from younger generations

- ◆ Deliver a unique experience

- ◆ Provide convenience

Secondary Audiences

ACTIVE SENIORS

Demands:

- ◆ Unique dining and retail
- ◆ A safe, upscale environment
- ◆ Cultural experience
- ◆ Walkable

ENTREPRENEURS

Demands:

- ◆ Affordable commercial space
- ◆ Hub of activity
- ◆ Proven success in environment
- ◆ Sustainability



The Bottom Line:

A VISIONARY, MODERN, CONNECTED TEXAS COMMUNITY



Agora District

- ◆ Agora is Greek for "marketplace"
- ◆ Represents a community gathering place and entertainment hub
- ◆ Truly unique name with flair and elegance

Corinth Crossing

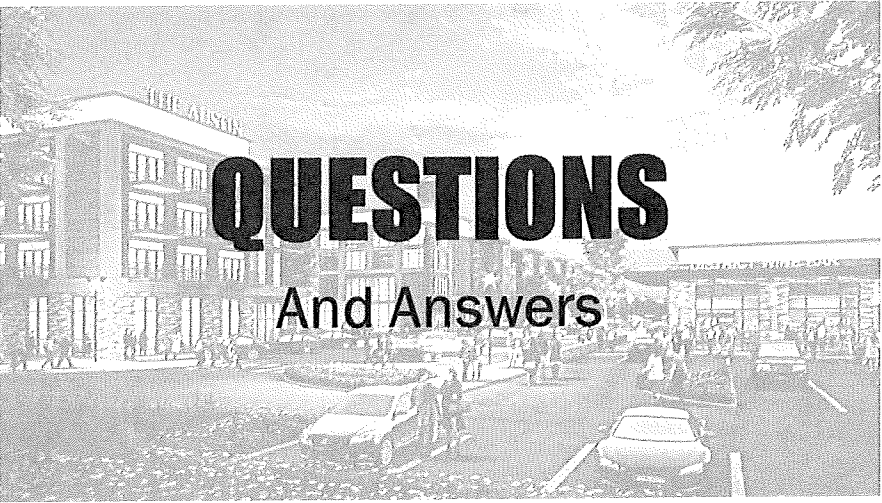
- ◆ Portrays a sense of place
- ◆ Leverages Corinth's character and history
- ◆ Crossing represents a hub of activity

Corinth Town Center

- ✦ A destination, a clear stop off the light rail
- ✦ Town center implies mixed-use opportunities
- ✦ Town centers are trendy

Union Crossing

- ✦ Union signifies cultures coming together to form a community
- ✦ Crossing represents a hub of activity
- ✦ Crossing also plays off the rail theme



Sam Burke, Mayor Pro Tem – I like Union Crossing and the Agora District is kind of

intriguing.

Kelly Pickens, Council Member – When I think of a destination, like the Grove, Agora is my favorite.

Scott Garber, Council Member – From a marketing perspective, Agora is going to be much easier to say. Corinth Crossing and Town Center, for a lack of a better description maybe sounds a little amateurish. It sounds very small town. I do like Union Crossing but you're not going to hear Union Crossing and think Corinth as much as Agora. I researched Agora, it is the Greek word for commerce. I cannot find any negative connotations; I think it is great.

Lowell Johnson, Council Member – I think it goes with and ties together with everything else that we have done in our other marketing plan and strategies. We changed our logo and this is the continuation of a Greek mystique. I like it.

Scott Garber, Council Member – I like the Agora District but maybe Agora Corinth or Agora at Corinth, Agora Corinth District?

Tina Henderson, Council Member – I like Agora at Corinth but everybody is going to just call it Agora. Does it have to be district, can it just be Agora?

Jason Alexander, Corinth Economic Development Corporation Director – Absolutely, we wanted to get feedback from you all and what we wanted to do is really emphasize Agora in this instance if that's what city council decided to go with, either district, kind of under the but not so pronounced. Slate felt that before they started going into the design of the brand, the logos, they wanted to hear from you.

Tina Henderson, Council Member – Did they throw out the others, 32 degrees?

Jason Alexander, Corinth Economic Development Corporation Director – Yes, these were the four that they mentioned.

Mayor Heidemann – I like Agora. I think it brings a different vision to what we are trying to do. We are differentiating ourselves and to me, that is important. I would like to think that Agora is going to attract outside the lake cities area.

Kelly Pickens, Council Member – And then you can possibly name the amphitheater the Agora Amphitheater.

Jason Alexander, Corinth Economic Development Corporation Director – We kind of ran away with the Agora and that is exactly what we were thinking about as a possibility, that the amphitheater could reflect some Greek architecture theme so that way it relates back to Agora and ultimately to Corinth.

Tina Henderson, Council Member – Would you want Agora Place?

Jason Alexander, Corinth Economic Development Corporation Director – They felt that place might be a little too much.

Scott Garber, Council Member – When they put the marketing together for us, I kind of envisioned Agora, big fancy and then at Corinth as just a small tag on that logo. Maybe they can design it and if we don't like it, we can change it.

Jason Alexander, Corinth Economic Development Corporation Director – Yes, and again, we want to receive direction from you all so that way we could give them guidance in putting forth the branding strategy.

Kelly Pickens, Council Member – The Agora or just Agora?

Jason Alexander, Corinth Economic Development Corporation Director – I think what they were saying was to just make it real simple and just say Agora, maybe you can have district or at Corinth underneath very small.

Bob Hart, City Manager – What would you think, Agora District at Corinth and then get Slate's feedback.

Tina Henderson, Council Member – I don't like district.

Scott Garber, Council Member – They can throw some things together.

Jason Alexander, Corinth Economic Development Corporation Director – They kind of want to get an idea of what direction you want to head in with the name; that way they can start playing around with some logos and bring that back to you.

Kelly Pickens, Council Member – I think Town Crossing and Town Center, sometimes that gets dated. Agora at Corinth, I don't think that will get dated.

Jason Alexander, Corinth Economic Development Corporation Director – If I may ask, it sounds like we are moving forward with Agora?

Mayor Heidemann – That is the consensus.

Jason Alexander, Corinth Economic Development Corporation Director – Alright, we will bring that back to you all to take an official vote on at the next meeting and we will get underway with Slate in terms of designs for the logo and a branding package and bring that to you as well. Once the city council decides on all of that, they can move forward with launching the new website, which will speak directly to the TOD district, provide the new logo, etc. Thank you all.

Mayor Heidemann – Thank you Jason, great job.

2. **Receive a report, hold a discussion and receive direction on the system wide review of the digital water meter system.**

Bob Hart, City Manager – We are approaching the end of this, Cody and Lee Ann will present.

Cody Collier, Public Works Director - The last several times we have met and spoke you knew we were working and trying to get the AMI number up the AMR number down. AMR is when we drive the car around and pick them up from the car and convert them to AMI. That number went up substantially, the last month, it has held at that 90% number, because RG3 is still out working on the system to get the additional system collected in and the transponders we had that are not reading through the lids, we've been swapping the lids and drilling new holes and getting things done. We are making really good progress and I don't expect to have much issue, much longer, with that regard. We talked about the transponder itself, the potting in it and the circuitry going bad and we started working and getting all those swapped out. We started having similar problems with the registers, since that time the RG3, last time we spoke I found out that exact day that he has decided to go ahead and pull out all of them out of the system and go in with the new single unit system called the Tesla unit. He is committed to doing that, will be swapping 500 per month. They are providing all the equipment, all the labor, they are going to come in and take care of all that for us. They understand the frustrations we've had and we dealt with and the impact we've had on our customers and in the strain it's put on Lee Ann and her utility billing staff, so they're providing all of it. We're going to continue doing the work we've been doing in the field and they're going to start removing the units before they have a chance to have an issue swapped out for the new unit. Registers, as you see the declining failure rate. We had a big spike and that is what got us right there when we spoke with RG3 and told them the total number that we're seeing, it seems to be a trend occurring again with the transponders but with a lot of help from the ladies in utility building and thank you to Lee Ann and her staff, the work that they've done in utility billing to help us and the guys in the field has been phenomenal. We truly could not have done without the work they've done is fantastic and we really appreciate everything they did. We are going to move on, it should take about another six months for the swap. The full system conversion to take place, it is only about 500 a month. We have everything stopped now where we've got everything finished up with the problems, detecting the problems and getting them swapped out and we have all this equipment place that as they fail, we catch them now the day they fail, we go out and swap. We keep our failure window down to single digits. When we see that someone's dropped off the system, the crew grabs some stock inventory, they go out and swap it so there's no loss on water revenue.

Lee Ann Bunselmeyer, Finance, Administration, Communications & Marketing Director - When we're talking about the end, we're at the end, we've reviewed all the accounts in total. We adjusted 351 accounts of the 7,000. So right about 5%, or 4.8% is what we actually adjusted. We hit it, I mean, we were pretty close, the total adjustments were 42,000 system wide. We really pushed and Cody's folks really did a lot over the last few months out in the field trying to get us caught up in the field and so did the ladies. We weren't expected to finish the residential or the commercial accounts until April, but we were able to get in and really concentrate and get those done. I think overall with where we were in September, we we're thinking we might be into six figure issues, I think to come out with only 42,000. It was quite pleasing to see. Although we've done all the calculations, I mean, we literally just finished this residential review the last few days, residential and the commercial accounts, those are going to be adjusted early next week, we'll update our website that we have where people can come in and actually view those. We will put something out on social media that we are done. We may get a handful of folks that are going to contact us so we think we'll have a few we will have to review again. At that point, I think we will be past that portion of it. As I mentioned, we're here in March, we thought we were going to be into April but we finished everything up with the commercial and the residential

system wide review. Now that RG3 is going in and replacing all the transponders, it really is not going to have an impact on billing at all. Even the issues that they're finding on a daily basis are not having an impact on billing, because we have the AMI system and we're logging the activity that's going through. We expect for that review to be done in six months, I think. So at that point we'll probably clear everything out, start getting clear data into the Tesla system so that we can get back to you and give you an update on the portal. We are hoping that maybe we can get the portal up and going in November, come in and then do a launch with the residents in December where they can actually download the app, start to track their usage, set up their alerts, and so forth. We are looking forward to that day and that will complete the whole process that we started a few years ago. We'll be happy to answer any questions.

Scott Garber, Council Member – Do we have any idea how much revenue we might have lost due to other billing?

Lee Ann Bunselmeyer, Finance, Administration, Communications & Marketing Director - We have been looking at that, typically on an annual basis, we have water loss of about four and a half percent because they're flushing the fire hydrants and everything and that's something that Cody's staff monitors every year, so it is anywhere from four and a half to 5%. This last year, our water loss was five and a half percent. So you're looking at half a percent or one percent of water loss, very minimal. I was surprised and pleased that it was very minimal on that.

Tina Henderson, Council Member – Did they review every single account or just the accounts in question?

Lee Ann Bunselmeyer, Finance, Administration, Communications & Marketing Director – Every single account was reviewed. We gave priority to those that had questions and processed those first so that we can make sure that we were timely in our response. Once we did those, we started going through and reviewed every account Everything has been reviewed.

Mayor Heidemann – I commend you all for a great job, could have been crisis but I think you eliminated that possibility and now we are going to have closure by the end of the year.

3. 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.

There was no discussion on Regular Session Agenda items.

Mayor Heidemann recessed into Closed Session at 6:16 p.m.

CLOSED SESSION

The City Council will convene in such executive or (closed session) to consider any matters regarding any of the above agenda items as well as the following matters pursuant to Chapter 551 of the Texas Government Code.

Section 551.071. (1) Private consultation with its attorney to seek advice about pending or contemplated litigation; and/or settlement offer; and/or (2) a matter in which the duty of the attorney to the government body under the Texas Disciplinary Rules of Professional Conduct of the State Bar

of Texas clearly conflicts with the Texas Open Meetings Act.

Council met in Closed Session from 6:16 p.m. until 6:36 p.m.

a. Municipal Judge Contract

Section 551.072. To deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

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.

Council met in Closed Session from 6:16 p.m. until 6:36 p.m.

a. Presiding Municipal Court Judge and Magistrate

Section 551.087. To deliberate or discuss regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or to deliberate the offer of a financial or other incentive to a business prospect.

RECONVENE IN OPEN SESSION TO TAKE ACTION, IF NECESSARY, ON CLOSED SESSION ITEMS.

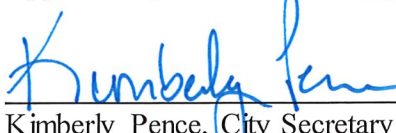
ADJOURN:

Mayor Heidemann adjourned the meeting at 6:37 p.m.

AYES: All

Meeting adjourned.

Approved by Council on the 16 day of April, 2020.



Kimberly Pence, City Secretary
City of Corinth, Texas

