

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

On this 1<sup>st</sup> day of August, 2016 the Corinth Economic Development Corporation (CEDC) of the City of Corinth, Texas, met in Regular Session at 6:00 P.M. at Corinth City Hall, 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:

**CEDC Board Members:**

Mike Amason – Vice President  
David Burnett – Director  
Wade May – Director  
Tina Henderson – Secretary  
Jerry Blazewicz – Director  
Don Glockel – Director

**CEDC Board Members Absent:**

Lowell Johnson – President

**Others Present:**

Jason Alexander, Executive Director  
Catherine Stallcup, Administrative Assistant  
Matthew Tate, Buxton Company  
Antoine Long, Buxton Company

**CALL TO ORDER:**

Vice President Mike Amason called the meeting to order at 6:01 P.M.

**BUSINESS AGENDA:**

**1. Consider and act on minutes from the July 11, 2016 meeting.**

**MOTION** was made by David Burnett to approve the minutes from the July 11, 2016 meeting as written.

Seconded by Jerry Blazewicz.

Ayes:	Amason, Blazewicz, Burnett, Henderson, May, Glockel
Noes:	None
Abstain:	None
Absent:	Johnson

**MOTION CARRIES**

**2. Consider and act on the CEDC Finance Report for the period ending June 2016.**

Jason Alexander directed the attention of the Board of Directors to the Hotel Occupancy Tax Collection Report for the month of June. The City experienced nine (9) percent increase in the occupancy rate and an increase of nearly \$13,000 for total gross sales. During that same period, the City collected nearly \$7,700 in taxes. There was a slight decrease in sales tax for June – the cash receipts were about \$56,230,

and the Budget anticipated \$59,669. Even with the decrease in the sales tax, it appears that the City will remain on target sales tax collection as projected in the Budget.

**MOTION** was made by Blazewicz to approve the CEDC Finance Report for the period ending June 2016.

Seconded by Tina Henderson.

Ayes:	Amason, Glockel, Blazewicz, Burnett, Henderson, May
Noes:	None
Abstain:	None
Absent:	Johnson

**MOTION CARRIES**

**3. Receive a presentation from Matthew Tate and Antoine Long with Buxton Company, on assisting the Economic Development Corporation in the implementation and execution of a retail recruitment and retention strategy.**

Alexander introduced Matthew Tate and Antoine Long with Buxton Company. Alexander shared with the Board of Directors that Tate and Long are assisting staff with identifying and targeting potential retailers for Corinth and that their presentation tonight would focus on the methodology behind selecting retailers that would be an excellent match for Corinth's demographics, psychographics and vision for development and to provide a status report on four retailers currently engaged in deep discussions.

Tate then began the presentation with an overview of the City's and Buxton's shared goals to recruit and secure quality retailers. Tate then explained the methodology behind Buxton's process for identifying and targeting retailers with a selection history similar to Corinth. This methodology involves understanding consumer habits and preferences; establishing a trade area based on drive-time; and creating a unique "thumbprint" that distinguishes Corinth and its retail trade area from others. From there, Tate described, it is about narrowing the list of targeted retailers down to those that would be most interested in opening a unit in Corinth, and crafting and presenting a strategy based on the data-driven methodology to have quality conversations and sell them on Corinth.

The Board of Directors engaged Tate and Long in a general discussion that included questions about the drive-time (existing highway construction conditions versus future traffic improvements) and wanting to make a concerted effort to identify and recruit destination-oriented retailers.

Wade May inquired about Buxton's ability to further supplement their data-driven strategy to sell retailers on Corinth by sharing the City's vision for quality development. Alexander explained that Buxton provides data needed to initiate conversations with retailers from demographic and psychographic perspectives and that the vision is articulated by the City, resulting in a stronger sales pitch.

Tate spoke further on psychographics and developing a profile of consumers within a given trade area.

Long then presented the Board of Directors with a list of the targeted retailers first identified by Buxton as a match for Corinth as well as the retailers targeted for replacement because of the following factors: (i) no plans for immediate expansion into Texas; (ii) concerns about population and spacing; and (iii) a fear of potential cannibalization of existing units.

**Amason recessed the Regular Session meeting at 7:02 P.M.**

**Amason reconvened the Regular Session meeting at 7:10 P.M.**

**Amason recessed the Regular Session meeting and went into Closed Session meeting at 7:11 P.M. (See Executive Session)**

**Mike Amason reconvened the Regular Session meeting at 8:37 P.M.**

#### **4. Board Members.**

Burnett spoke briefly on the Birt Collins Organization. Burnett also encouraged the Board to read a recent article entitled the *You-Economy*. According to the article, one-third (1/3) of the households in the U.S. are currently participating in "You-Economy," and by 2020, this figure is expected to increase to nearly 50%.

Amason spoke on internet infrastructure. He shared that this may present an opportunity for the Economic Development Corporation to assist, support or possibly develop fiber optic lines in Corinth. This could present a situation where the City can lease fiber optic lines to generate additional revenues, which is similar to what other cities are doing.

Don Glockel asked, regarding the proposed "Millennium" project, if food trucks are a permitted use in the City. Alexander stated, as he understood it, they are not a permitted use. Food trucks would be a new use that would be added to the planned development.

Alexander briefly expounded on the discussion of food trucks. A suggestion was made to William Tsao, the lead developer of the proposed Millennium Development, to develop a restaurant park. This would create an environment where a row of restaurants could co-exist under one roof, rather than food trucks.

A brief discussion was held regarding food trucks and the selling of beer and wine in the City of Corinth.

#### **5. Executive Director.**

Nothing at this time.

#### **EXECUTIVE SESSION:**

If, during the course of the meeting, any discussion of any item on the agenda should need to be held in executive or closed session for the Board to seek advice from the City Attorney as to the posted subject matter of this Board Meeting, the Board will convene in such executive or closed session, in accordance with the provisions of the Government Code, Title 5, Subchapter D, Chapter 551, to consider one or more matters pursuant to the following:

**Section 551.071.** Private consultations with its attorney to seek advice about pending or contemplated litigation; and/or settlement offer; (2) and/or a matter in which the duty of the attorney to the government body under the Texas Disciplinary Rules of Professional Conduct of the State of Texas clearly conflicts with chapter 551.

**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.

**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 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.

**The EDC Board met from 7:11 pm until 8:36 pm.**


After discussion of any matters in executive session, any final action or vote taken will be in public by the Board. The Board shall have the right at any time to seek legal advice in Executive Session from its Attorney on any agenda item, whether posted for Executive Session or not.


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

**There was no action taken from Executive Session.**

**ADJOURN:**

There being no further business, the August 1, 2016 Regular Session of the Corinth Economic Development Corporation stood adjourned at 8:45 pm.

  
Catherine J. Stallcup, Administrative Assistant  
City of Corinth

  
Lowell Johnson – President  
Corinth Economic Development Corporation