

**AZLE MUNICIPAL DEVELOPMENT DISTRICT
REGULAR MEETING**

**CITY COUNCIL CHAMBERS
613 S.E. PARKWAY
AZLE, TEXAS 76020**

**TUESDAY
January 12, 2016**

AGENDA

**President Ray Ivey
Vice President Kevin Ingle
Secretary Joe McCormick**

**Director Jack Stevens
Director Justin Berg
Council Member Paul Crabtree
Council Member David McClure**

**REGULAR SESSION
CALL TO ORDER**

6:30 p.m.

PRESENTATION

1. Economic Development Monthly Report

ACTION ITEMS

2. Consider approving the Minutes of the November 10, 2015 Azle MDD regular meeting
Secretary Joe McCormick

DISCUSSION ITEMS

3. Discussion regarding Azle Municipal Development District plans/procedures/policies
President Ray Ivey

ADJOURNMENT

I, the undersigned authority, do hereby certify the above Agenda was posted at City Hall on January 8, 2016 at the City's official bulletin board and is readily accessible to the public at all times in accordance with V.T.C.A. Chapter 551, Texas Government Code.



Susie Hiles, Assistant to the City Manager

Date Agenda Removed from Posting

This facility is wheelchair accessible and handicapped parking spaces are available. Auxiliary aids and services are available to a person when necessary to afford an equal opportunity to participate in city functions and activities. Auxiliary aids and services or accommodations should be requested forty-eight hours prior to the scheduled starting time by calling the City Secretary's Office at 817-444-7101.

Complete MDD Agenda packet and background information are available for review at the City Secretary's Office and on our website www.cityofazle.org.

Municipal Development District Communication

Item # 1

Submitted By: Caitlin Glenn – Economic Development Director	Date: January 8, 2016
Subject: EDD Monthly Report	

Action Requested: Present EDD Monthly Report

Purpose (Outline – Who, What, Where, Why & How).

Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter



Economic Development Director Monthly Report

- Public Hearing was held and the TIRZ ordinance was adopted by City Council on December 1st.
 - Next steps:
 - Board Appointment by the City Council
 - Project and Financing Plan Consideration by the TIRZ Board and City Council
 - Enter into Participation Agreements with other taxing entities
- Final Eisenberg & Associates Messaging Platform Summary (attached).
 - Recommended next steps:
 - Website design
 - E-blast design
 - Sizzle reel/video
 - Host event
- IEDC (International Economic Development Council) Strategic Planning handbook available upon request from S. Hiles. Two strategic planning consultants have been recommended. S. Hiles has their contact information.
- Developers have been notified of C. Glenn's resignation and given S. Hiles' contact information in case they need anything until a new Director can be selected.
- Economic Development Director job posting has been listed on City, TML and TEDC websites. The first applicant review will take place January 25th.



EISENBERG AND ASSOCIATES

CITY OF AZLE MESSAGING SUMMARY
FROM WORKSHOP & SURVEY



EISENBERG

SURVEY TOP THREE RESPONSES

Question #1: What businesses/industries should the City of Azle be trying to attract?

(for example: developers)

1. Industry- (3)
2. Retail- (2)
3. Hotel, Multi-family- (1 each)

Question #2: Why is the City of Azle a good place to live and do business?

1. Small town atmosphere- (4)
2. Relaxed, easy-going- (2)
3. Business friendly- (1)

Question #3: Who influences the business/industry decisions for site selection?

1. Location- (2)
2. Management/City- (2)
3. Site consultant, business owners- (1 each)

Question #4: Where is the greatest opportunity for economic growth?

1. Along 199- (2)
2. Jobs- (2)
3. National Retail, EDZ (TIRZ)- (1 each)

Question #5: What would you say are the City of Azle's top three key benefits?

1. Location/area/proximity- (4)
2. City government, land available, available workforce- (1 each)

Question #6: What realistic benefits would businesses seek from locating to the City of Azle? (for example: strong, educated workforce)

1. Workforce available- (2)
2. Trade area/location- (2)
3. Limited competition, small town support- (1 each)

Question #7: What unrealistic benefits would they seek from locating to the City of Azle? (for example: multi-year tax breaks)

1. Infrastructure (expectations)- (4)
2. Grants, loans, workforce, lack of competitive electricity provider- (1 each)

Question #8: What impressions do they likely have of the City of Azle?

1. Redneck/ rural- (5)
2. Expensive, Lake Worth area- (1 each)

Question #9: What impressions do the likely have of competitor cities?

1. Infrastructure (better, accessible)- (3)
2. More to do, up to date- (2)
3. More residents, active visitors, competitive- (1 each)

SURVEY TOP THREE RESPONSES, continued

Question #10: What benefits do they likely know about the City of Azle?

1. Location
2. Hospital, recreation, business friendly environment- (1 each)

Question #11: What benefits do they likely know about competitor cities?

1. Restaurants & Shopping- (2)
2. Incentives & Economic Development plans- (2)
3. Established, more costly taxes, location- (1 each)

Question #12: What benefits do they likely not know about the City of Azle?

1. City: finances, services, utilities- (3)
2. Trade area/Business supportive- (2)
3. Affluence- (1)

Question #13: What do they most appreciate about your key competitor cities?

1. Size (larger)- (2)
2. Disposable income, tax abatement, high vehicle trips, variety of businesses, clean community- (1 each)

Question #14: What do they least appreciate about your competitor cities?

1. Congestion/Crowded- (3)
2. Some more rural, tract homes, bureaucratic process, future growth- (1 each)

Question #15: Would you say Azle ISD provides a quality education for students?

1. "Yes" – (4)
2. Decent, definitely & getting better, above average with room to grow- (1 each)

Question #16: What aspects of the City of Azle are they likely to find most compelling?

1. Business-oriented city, growth promoted- (4)
2. Location, small town feel- (1 each)

Sub-questions:

What will educate them?

1. Economic Development plan/marketing- (3)
2. City, consultants, advisors, contact- (1 each)

What will motivate them?

1. Tax breaks/incentives- (5)

What will anger them?

1. Lack of speed/delays- (2)
2. Utilities, lagging technology, bad information- (1 each)

What will excite them?

1. Community involvement, city responsiveness, incentives, seeing progress, low cost, available workforce- (1 each)

INPUT MEETING

8/13/2015

10:00 AM

City of Azle Input Meeting

Caitlin

What Azle means

Azle as polished as possible

Incorporation of different business

Help drive interest

Arthur

Intro

Brand (is/isn't)

Terry

More direct/viewable response in smaller, growing communities

Agency is more accountable

Real-time results/response

Who is Azle's Target Audience?

- Commercial retail development (Primary), multi-family development (Secondary)
- When people ask about Azle, they ask about churches, school district, non-chain restaurants.
- Azle already has lots of vacant spaces, why build more?
- The positives of Azle she saw were that Azle was growing (versus similar towns), Azle has lots of land with potential, and loved the school district.
- Would like to get more young families and visitors.
- Azle doesn't have a lot of grocery store options.
- Bad reputation about trying to bring businesses in 4. (feels reputation is dated).
- Wants to see more local inter-business promotion.
- Would like to see the volume and sales position of Super Walmart in the area. Feels that Azle is a hard market for outsiders to understand because of large, rural population. This makes a standard "ring study" non-applicable to Azle's situation.
- Feels the empty buildings gives a poor impression.
- Would like to see events center.
- Azle needs a hotel
- Feels Azle needs an industrial park/area

Existing Assets/Influences

- Land price is good
- Access/roads is difficult (need to speak with TXDOT about improvement)
- 100 new housing permits were issued last year, though there isn't a lot of land available in Azle proper
- Perception of community needs to be refreshed to reflect a "current" attitude
- Co-locating benefits
- Azle needs to control/maintain medians. 730 & 199 and Stewart & 730 are the main intersections of the city.
- Development needed to make Azle pedestrian friendly.
- Azle has a career technology center- training facilities are a plus. The rural work ethics also attractive, as well as the easy access to 820.

- (Road) Access not too bad for industries
- Need better incentives
- Market not too saturated (“small pond,” better exposure)
- Speed to operation efficient (less middlemen in City Hall)
- Tax incentives would help
- Expedited process with a proactive city planner
- Residents like large property lots. Azle has more rural lake space (lake lots)
- City park has beach access
- Azle also has deep-water access (boating)
- Azle has an outstanding municipal golf course as well as parks, library, and school system.
- Best potential for establishing business is now.
- Planned casino beach (still in concept development)
- Lakefront zoning is set for mixed use, but gas wells are impeding activity
- Tri County Electric property needs redevelopment. It’s targeted for mixed-use as of now.
- Trying to encourage industrial businesses to area utilized by IMS (company)
- If Azle wishes to annex, they must invest in 2 years on utilities, sewage, etc.

Strengths, Weaknesses, Opportunities, Threats

- Good prices on residential real estate- “more house for your money”
- People like the small town living/feel
- Only 15 miles from Fort Worth
- Azle is split between two counties: Parker & Tarrant. They feel they have little presence with Parker even though Azle is the 2nd largest city in the county
- Azle has rural value, though officially classed as urban
- Azle’s utility system is completely independent (not governed by larger entity). Their 20 year contract with Tarrant county allows them to triple water/sewage usage
- Azle has a main street, golf course, library, city parks
- Small town feel/appeal
- Have a hospital, fire department, full city services
- Friendly
- Helpful, diverse
- All but one (1) school of six (6) received the highest rating
- A lot of lake activity
- Main-street potential, and Azle currently working on development of infrastructure. 730 has commercial real estate potential, though is currently zoned as residential. Across from the high school is a planned multi-use development that has participation from Tarrant & Parker county, TCC college and local hospital.
- Azle has a lot of rural area customers
- People would like to stay & work in Azle
- City easy to work with from business owner aspect
- Low crime (mostly locally-oriented issues)
- Azle has its own full-time emergency & fire department
- Want to avoid “hillbilly” image

Weaknesses

- Little to no control of traffic signals/set-up. This requires an extra step for development. The fear is that, to TXDOT, Azle is too much of an “after thought”
- Pedestrian access issues. People have to parks for walking, can’t walk easily around retail
- Lack of community center
- The “just Azle” mentality (i.e. – “why do any development- we’re just Azle”). There’s a lack of education when it comes to the positives of growth. Marketing to existing residents proves difficult
- Major corners appear “run down”
- Lack of funding
- The curb cut spacing affects development with code compliance hindrances. This also limits direct access to corner locations
- Property is overvalued
- Smaller retailers don’t understand the trade area/distinct market
- People are the city, but there’s a lack of populous participation (in business as well)

Opportunities

- Baylor Medical looking to expand in the North West Tarrant area
- Azle can create a tight-knit community that is pedestrian-friendly by improving infrastructure and encouraging interaction
- A Community Center
- “Outside the box” advertising/promotion (for city and local business)
- Fill vacancies and bring in new development

Threats

- Lack of communication
- Loss of major Fort Worth Employer
- State – legislature wants more control over zoning & annexation
- Running out of land/space
- Other competing communities (Lake Worth, Weatherford, etc)
- Losing 199 business to Fort Worth
- Over-apathy of the residents/community (lack of updating, minimal maintenance)
- Lack of localized education (getting residents/business information about the city)
- Need better marketing of property.

Azle Foundation

Who

Primary:

- Industrial Park
- Commercial/Retail
- Shopping Center
- Restaurants- Variety
- Young Families
- Grocery Store
- Entertainment Developers
- Hotel

Secondary:

- Multi-family/ visitors
- Social- churches
- Move existing real estate/assets
- Perception of being averse to business

What Benefits are Sought?

- Not overrun with the same type of businesses
- Speed of operating/ Ease of doing business with the city
- Tax base/industrial
- Logistics- infrastructure, utilities
- Land for homes
- Great municipal golf course
- Parks
- Library
- School system
- Immediate opportunities for development

What Influences them?

- Developers> Manufacturers, Single Family Homes, Commercial, Retail
- Existing Assets
- New Development
- Incentives
- Education (Azle ISD)
- Entertainment
- Church
- Workforce
- Land Price
- Access/Transportation/Roadways (Needs two-way access roads)

What do they likely know about the City of Azle?

- Residential- great home prices
- Small town atmosphere
- 15-20 minutes form Fort Worth
- Rural environment- good & natural

Issues

- Perceived lower-income market
- Walmart revenue relative to Azle & other area locations
- Educate citizens better
- Drive access & odd land footprints
- Beall's/old K-mart building
- (P) Movie Production
- Co-locating
- 199> TXDOT vs. Azle control

Highlights:

Stewart/730/199

Influences>

- Better work mindset
- Rural
- Room for growth
- Manufacturing- transportation

Lake

- Tri-county property
- Redevelopment
- Targeted for mix use by the city

STRENGTHS

- Utility system- city manages water/sewer
- Golf course, library, parks, and a main street
- Small town feel
- Full service community- has everything
- Ease of doing business with Azle
- Strong & known school system
- Lake access

WEAKNESSES

- 3-traffic signals
- Challenging relationship (w/TXDOT)
- Transportation
- Pedestrian access (forced to use trails for hiking, walking)
- Lack of community center, pool, sports, etc .
- Awareness, education to citizens

OPPORTUNITIES

Growth on all fronts

- Housing
- Commercial/retail
- Hospitality
- Community center
- Small city, big city
- School/education
- Retain workforce
- City government
- Entertainment

Growth Potential

- Commercial/retail
- Multi-family
- Locally owned business on main street
- TIRZ > tiff for re-development
- Rural availability > stay in Azle
- Potential workforce
- Low crime rate
- Fire Department full-time

THREATS

- Cost of real estate
- "Just Azle" perception
- Access/transportation
- Community awareness
- Communication (web, social, etc)
- Lose big employer
- State of Texas control (zoning, annexing, etc)
- Rundown appearance of certain properties
- Some issues beyond City's control
- Running out of land

① PRIMARY TARGET AUDIENCE



COMMERCIAL/RETAIL DEVELOPMENT

- Office Park/Complex
- Industrial Park



RETAIL

- Grocery Store
- Restaurants
- Shopping (new development, main street development)



HOTEL

- Entertainment
- Movies
- Sports



VISITORS/TOURISTS

- Wedding Venues

② SECONDARY TARGET AUDIENCE

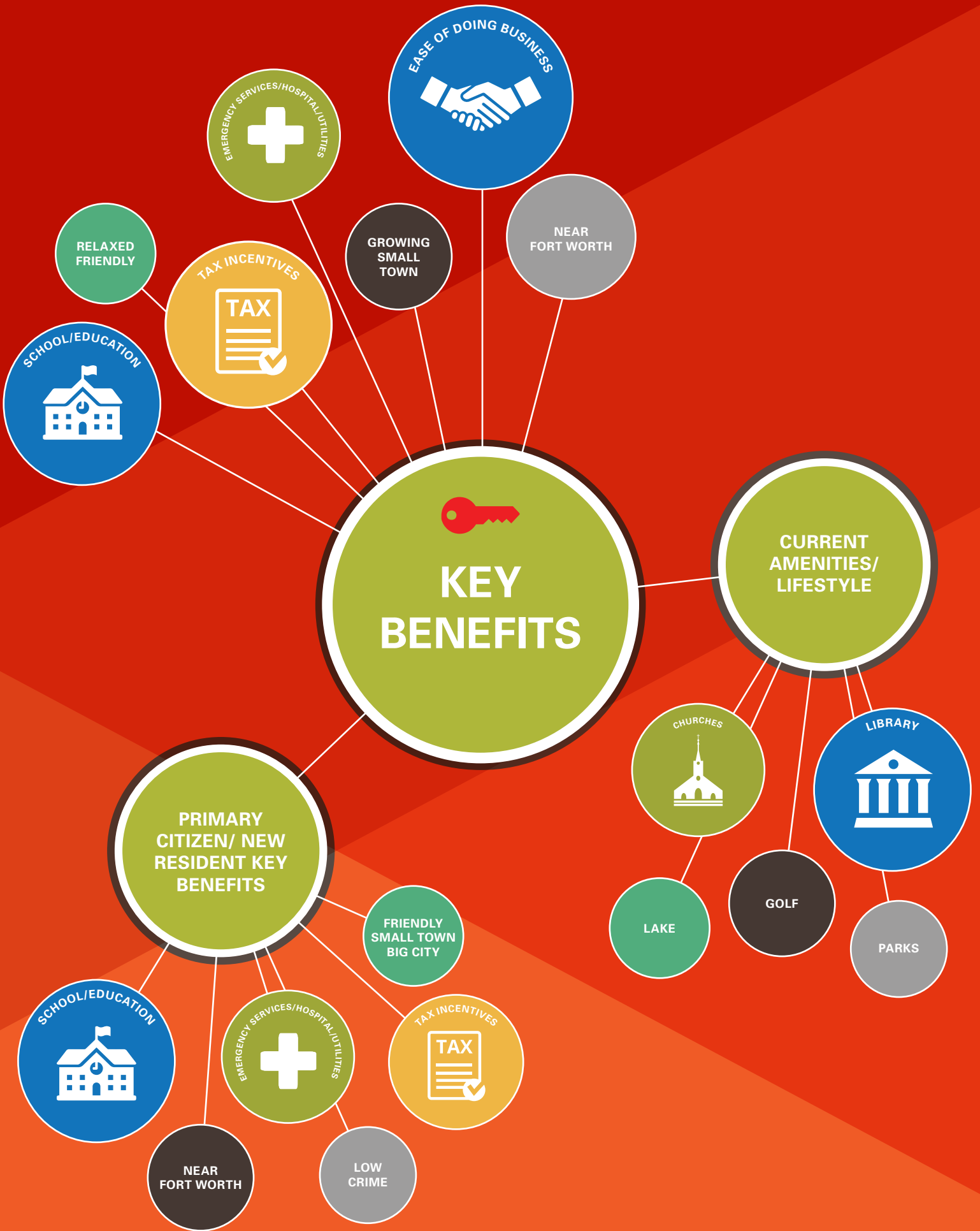


MULTI-FAMILY DEVELOPMENT



RESIDENTS

- Young Families



S.W.O.T. ANALYSIS



STRENGTHS

- Full service community
- Development potential (New & Existing)
- Ease of doing business with Azle municipal government
- Self contained utilities
- Schools/Vocational Education
- Proximity to metroplex

2ND TIER

- Lake Access
- Work Force (availability, ethics)



WEAKNESSES

- TXDOT/Access-Transportation
- "Just Azle" mentality
- Pedestrian Access/Walkways (main street)
- No Recreational Attraction
- Public Awareness within the community
- Property owner apathy (run-down structures)



OPPORTUNITIES

- Growth potential
- Housing (Single/Multi-family homes)
- Commercial/Retail/Hospitality & Entertainment
- Upgrade, revitalize Main street- and change perception/behavior of current Main street business owners (TIRZ)
- Workforce



THREATS

- Access/Transportation
- Community awareness
- Communication (social media)
- Zoning & Annexing (dealing with State Legislature)
- Issues beyond City's control (i.e., loss of major Fort Worth employer)



TAGLINES PRESENTED



EISENBERG

Azle. From A to Z.

Be Able. Live Azle.

Azle. Absolutely.

Just Azle. Just Right.



BRAND MESSAGE PLATFORMS



EISENBERG

CITY OF AZLE BRAND MESSAGE PLATFORM TEMPLATE 1ST DRAFT

BRAND MESSAGE PLATFORM OPTIONS

Option #1 Azle. From A to Z.

Key Audience	What do we offer them?	What do they want from us?
Commercial Developers.	Pad site/land availability, existing real estate assets, ease of doing business, tax incentives.	Tax incentives, access with no red tape, assets for expansion.

Questions	Answers
Who is the target?	Commercial developers and site consultants who are looking to grow and/or expand their development footprint in North Texas. Hospitality – hotels (national chains and boutique), family entertainment venues (Main Event, etc), sport complexes (practice/sports facilities) developers and/or corporations.
What are their needs?	To acquire real estate to develop or re-develop existing assets within a growing community.
What are the challenges?	Challenges that can be obstacles to meeting needs/objectives include access to certain Azle real estate assets, lack of sewer lines on Parker County side, and difficulty in acquiring large parcels(lots).
What does Azle offer?	The City of Azle offers a small town feel, with big city perks. Azle has commercial pad sites ready for development and select existing property primed for re-development. Local government that is easy to partner with and offers tax incentives makes Azle even more attractive.
What is Azle’s competitive advantage?	The City of Azle removes obstacles so prospective commercial and retail developers can build and expand in a dynamic, growing North Texas community. Azle is a full service community with close proximity to the Metroplex with a “make it happen” business environment. Azle is ready to do business and has all developer needs covered from A to Z.

AZLE. FROM A TO Z: KEY PROPOSITION

Ready to build
 Business and development friendly
 Family Friendly
 Solid workforce
 Everything you need (to do business)

AZLE. FROM A TO Z: BRAND VALUES / PERSONALITY

We’re ready to grow with you
 Build and grow affordably
 Ready for business
 We’ve got you covered
 Our Focus is You!
 Things Are Looking Good in Azle

BRAND MESSAGE PLATFORM OPTIONS, continued

OPTION #2 Azle. Absolutely.

Key Audience	What do we offer them?	What do they want from us?
Retail Developers (grocery stores, restaurants and shopping).	Pad sites/land availability, existing real estate assets, ease of doing business, solid workforce in Azle and tax incentives.	Tax incentives, access with no red tape, accessibility, strong workforce for employment and customers.

Questions	Answers
Who is the target?	Retail developers, site consultants and “big box” retailers and “small box” retailers who are looking to expand within the Tarrant County/North Texas area.
What are their needs?	A new untapped customer base, a strong workforce built into the community and/or surrounding area, available sites for construction development and incentives to build in Azle. Azle is growing/building new homes and needs more retail.
What are the challenges?	Challenges that can be obstacles include pushing through Lake Worth which is basically all retail, albeit “typical” retail. Additionally there is the internal perception of “Just Azle” and the TX-DOT access situation to certain areas of Azle.
What does Azle offer?	Azle offers available pad sites for large scale retail development and select assets for re-development. Azle has a local government that is easy to partner with, tax incentives for development and an available workforce.
What is Azle’s competitive advantage?	The City of Azle moves fast and is efficient when it comes to permits and overall support. City management and the EDC are willing and ready to increase business and jobs in Azle. Azle is ready and able for growth today and into the future.

AZLE. ABSOLUTELY: KEY PROPOSITION

Solid workforce
Retail incentives
Property ready to build or re-develop
Make things happen

AZLE. ABSOLUTELY: BRAND VALUES / PERSONALITY

Grow with Us in Azle
We’re ready for You
Experience the difference in Azle
We can get it done

BRAND MESSAGE PLATFORM OPTIONS, continued

OPTION #3 Be Able. Live Azle.

Key Audience	What do we offer them?	What do they want from us?
Hospitality/Entertainment/Sports complex developers and owners.	Large scale pad sites for hotels, family entertainment and sport venues.	Tax incentives, accessibility, workforce for employment and customers.

Questions	Answers
Who is the target?	Hospitality – hotels (national chains and boutique), family entertainment venues (Main Event, etc), sport complexes (practice/sports facilities) developers and/or corporations.
What are their needs?	Venue growth potential in new communities that provide land for development, incentives to build a sustainable workforce and customer base.
What are the challenges?	Challenges could include distance/traffic and access to Azle.
What does Azle offer?	Diverse land availability to develop, incentives to build, workforce, ease of doing business/permitting with Azle.
What is Azle’s competitive advantage?	The City of Azle moves fast and is efficient when it comes to permits and overall local government support. Azle provides a more robust and unique offering to the public than surrounding communities. Families are moving to Azle at a steady pace. Azle is absolutely the place to do business and raise a family.

BE ABLE. LIVE AZLE: KEY PROPOSITION

Solid workforce
 Development incentives
 Family focused
 Unquestioned advantages

BE ABLE. LIVE AZLE: KEY PROPOSITION

Our Focus is You!
 Things Are Looking Good in Azle
 Your Destination, Your Future – Azle
 The place to be



APPROVED BRAND MESSAGE PLATFORM



CITY OF AZLE APPROVED BRAND MESSAGE PLATFORM

Azle. Absolutely.

Key Audience	What do we offer them?	What do they want from us?
Retail Developers (grocery stores, restaurants and shopping).	Pad sites/land availability, existing real estate assets, ease of doing business, solid workforce in Azle and tax incentives.	Tax incentives, access with no red tape, accessibility, strong workforce for employment and customers.

Questions	Answers
Who is the target?	Retail developers, site consultants and “big box” retailers and “small box” retailers who are looking to expand within the Tarrant County/North Texas area.
What are their needs?	A new untapped customer base, a strong workforce built into the community and/or surrounding area, available sites for construction development and incentives to build in Azle. Azle is growing/building new homes and needs more retail.
What are the challenges?	Challenges that can be obstacles include pushing through Lake Worth which is basically all retail, albeit “typical” retail. Additionally there is the internal perception of “Just Azle” and the TX-DOT access situation to certain areas of Azle.
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AZLE. ABSOLUTELY: KEY PROPOSITION

Solid workforce
Retail incentives
Property ready to build or re-develop
Make things happen

AZLE. ABSOLUTELY: BRAND VALUES / PERSONALITY

Grow with Us in Azle
We’re ready for You
Experience the difference in Azle
We can get it done



APPROVED TAGLINE



EISENBERG

Azle. Absolutely.

2016 MARKETING RECOMMENDATIONS FOR MESSAGE DEPLOYMENT

OVERVIEW

Prior to retaining Eisenberg And Associates for branding and message development, the City of Azle had issued an RFP for the following services:

Website Design

Search Engine Optimization

Video/Sizzle Reel

Eblast

Social Media

Now with the messaging phase complete, it is our recommendation that E&A and the City of Azle meet to discuss marketing communication objectives for 2016 that include these and potentially other marketing deliverables as related to specifically targeting developers.



EISENBERG

214-528-5990 | www.eisenberginc.com

Municipal Development District Communication

Item # 2

Submitted By: Susie Hiles, Assistant to the City Manager **Date:** January 8, 2016

Subject: Azle MDD Board Minutes.

Action Requested: Consider approving the Minutes of the November 10, 2015 Azle MDD regular meeting

Purpose (Outline – Who, What, Where, Why & How).

Procedural.

Checklist of Attachments

<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
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<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
November 10, 2015**

DRAFT

STATE OF TEXAS §
COUNTY OF TARRANT §
CITY OF AZLE §

The Azle Municipal Development District of the City of Azle, Texas convened in Regular Session at 6:30 p.m. in the Council Chambers of City Hall, 613 Southeast Parkway, Azle, Texas, on the 10th day of November 2015 with the following members present:

Ray Ivey	President - Place 4
Kevin Ingle	Vice President - Place 6
Joe McCormick	Secretary - Place 3
Councilman Paul Crabtree	Director - Place 1
Jack Stevens	Director - Place 5
Justin Berg	Director - Place 7
Craig Lemin	Executive Director/City Manager

Constituting a quorum. Councilman David McClure was excused from tonight's meeting. Staff present was:

Caitlin Glenn	Economic Development Director
Susie Hiles	Assistant to City Manager- Scribe

The following items were considered in accordance with the official agenda posted on the 6th day of November 2015.

REGULAR SESSION:
CALL TO ORDER

6:30 p.m.

President Ray Ivey called the session to order at 6:30 p.m.

PRESENTATION

1. Monthly Report from Economic Development Director Caitlin Glenn

EDD Glenn reported:

- Eisenberg and Assoc developed a SWOT analysis (strengths, weaknesses, opportunities and threats) from information received from the Economic Development Marketing Roundtable held August 13. Various marketing messages were developed based on that information and staff chose *Azle.Absolutely*. Eisenberg and Assoc will now begin to develop the website.
- We have several developers interested in building multi-family developments
- Hold a public hearing at the December 1, 2015 Council meeting and have Council consider adopting a creation ordinance for the TIRZ. Tarrant County is on board to participate and sign the TIRZ agreement. Parker County wants to develop a county-wide policy and take it before Parker County Commissioners Court (at a future date) for approval before they enter into an agreement.
- At the November 3, 2015 Azle City Council meeting, Council voted to approve the updated Tax Abatement Policy
- Attended several conferences – TEDC (Texas Economic Development Council), two International Council of Shopping Centers (ICSC) conferences (one retail / one commercial), and Texas Retail Roundup (focus more on boutique developers)
- Now that development has renewed, the Development Review Committee, comprised of key staff members involved in the city's development process, have begun meeting with interested developers on Tuesdays at 9 am.
- There is new interest in the property across from Walmart

2. Report on TML Economic Development Seminar

Director Paul Crabtree reported on his attendance at the TML Economic Development Seminar. He stated a reoccurring emphasis during the seminar was in order to have successful development, all players need to cooperate. He provided a hand out with key points for a successful development plan.

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
November 10, 2015**

DRAFT

ACTION ITEMS

3. Consider approving the Minutes of the August 11, 2015 Azle MDD regular meeting.

Director Jack Stevens moved to approve the Minutes as discussed. Vice President Kevin Ingle seconded the motion. The motion was unanimously approved.

4. Consider adopting Resolution M2015-01 confirming that the Azle MDD Board has reviewed and approved the investment policy.

President Ivey introduced the Agenda Item. Executive Director Lemin stated the Public Funds Investment Act requires the governing body of an investing entity to adopt by rule, order, ordinance, or resolution, a written investment policy regarding the investment of its funds and funds under its control. This has to be done annually and is the same policy the Board adopted in October 2014 and the same one adopted by the City and the Crime Control and Prevention District with a few minor grammatical and formatting changes in addition to updating the required training for investment committee members and investment officers. Recent changes to the Public Funds Investment Act lowered the number of training hours a city finance or investment officer must receive from ten hours to eight hours every two years. Newly appointed officers must still initially receive ten hours of training within 12 months after taking office or assuming investment duties.

Vice President Ingle moved to approve Resolution M2015-01 adopting the Azle MDD's investment policy. Director McCormick seconded the motion. The motion was unanimously approved.

5. Consider changing the meeting date for December's MDD meeting

Economic Dev Director Caitlin Glenn will be attending a Basic Economic Development training on December 10, our December meeting date, and asked if the Board would consider changing to another date in December. Board unanimously agreed to cancel December meeting.

DISCUSSION ITEMS

6. Discussion to develop detailed Strategic Plan for area wide economic development

Board and Staff discussed beginning to move forward with a 10 year Strategic Plan by inviting the Chamber of Commerce EDC to help with developing a plan for the whole Azle area. Strategic Plan will be broken up into projects with specific assignments. Caitlin will be sending out occasional surveys to gain ideas. Board decided to hold a joint meeting with Chamber EDC at the January 12 MDD meeting.

Discussion regarding Azle Municipal Development District plans/procedures/policies

Discussed creating a flyer that lists incentives offered that can be handed out to Main Street businesses. Suggested contacting a few Main Street business owners that would be interested in using the façade/sign incentives; help them through the process; and then use them as examples of what can be done. Need to consider a resolution that will establish requirements for the grants before funds can be expended, although money has been budgeted.

Requested placing the resolution to establish requirements for the grants on the January 12, 2016 MDD Agenda

Councilmember Bill Jones brought to the Board's attention the fact that TxDOT is considering putting back the Denver Trail exit ramp and would consider expediting the process if the City is willing to help fund the project. He does not have a dollar figure, but if the Board would like to consider this and offer an amount they would be willing to contribute, he would take that info to TxDOT. Board discussed the pro/cons of how this applies to economic development for the city with no commitment.

ADJOURNMENT

President Ray Ivey adjourned the meeting at 7:48 p.m.

PRESENTED AND APPROVED this the 12th day of January, 2016.

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
November 10, 2015**

DRAFT

APPROVED:

Ray Ivey, President

ATTEST:

Joe McCormick, Secretary