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**TOWN OF ARGYLE ECONOMIC DEVELOPMENT CORPORATION**  
**NOTICE OF THE REGULAR MEETING AGENDA**

**January 8, 2020**

**6:00 p.m.**

Notice is hereby given of the regular meeting of the Economic Development Corporation beginning at 6:00 p.m., Wednesday, January 8, 2020, at the Argyle Town Hall, 308 Denton Street, Argyle, Texas. The items listed below are placed on the agenda for discussion and/or action.

**A. CALL TO ORDER.**

**B. PLEDGE OF ALLEGIANCE – American Flag**

**C. PLEDGE OF ALLEGIANCE – Texas Flag - “Honor the Texas Flag; I pledge allegiance to thee Texas, one state, under God, one and indivisible”.**

**D. OPEN FORUM:**

This is an opportunity for the public to address the Economic Development Corporation on any matter, except public hearings that are included on the agenda. Comments related to public hearings will be heard when the specific hearing begins. Each speaker is limited to five (5) minutes, unless the speaker requires the assistance of a translator, in which case the speaker is limited to ten (10) minutes, in accordance with applicable law. Each speaker shall approach the podium and state his/her name and address before speaking. Speakers shall address the governing body with civility that is conducive to appropriate public discussion. Speakers can address only the governing body as a whole and not individual city officials or employees. The public cannot speak from the gallery but only from the podium. Per the Texas Open Meetings Act, the Economic Development Corporation is prohibited from deliberating or taking action on any matter not listed on the agenda. The Economic Development Corporation may only: (1) make a statement of fact regarding the item; (2) make a recitation of existing policy regarding the item; or (3) propose the item be placed on a future agenda, in accordance with Council adopted procedures.

**E. APPROVAL OF THE MINUTES OF THE DECEMBER 11, 2019 REGULAR MEETING.**

**F. REVIEW OF FINANCIAL REPORTS.**

1. None.

**G. OLD BUSINESS.**

1. None.

**H. NEW BUSINESS.**

1. Discussion on new Argyle Business Association Development Plan.
2. Discussion on development of marketing concept plans for prospective properties.

**I. UPDATES.**

1. Project Updates
  - a. 2018 EDC Action Plan Objectives Update
    - Website Update
    - Business Spotlight
    - Business Directory
    - CoServ Grant Request
    - ICSC Red River States Conference – January 8-10, 2020
  2. Current Development/Construction Updates
    - a. DRC Active Project List – Updated 1-3-20
      - Integrity Performance Sports Site Plan/Incentives

**J. FUTURE AGENDA ITEMS.**

1. Next Regular EDC Meeting: Wednesday, February 12, 2020

**K. ADJOURNMENT**

**MISSION STATEMENT.**

The mission of the Argyle Economic Development Corporation is to promote the recruitment of new businesses, the retention and expansion of existing businesses, and to maximize the tax base of Argyle while capitalizing upon our rural character and sense of community.

**CERTIFICATION**


I hereby certify that the above notice was posted in the bulletin board at Argyle Town Hall, 308 Denton Street, Argyle, Texas, by 6:30 pm on the 3rd day of January, 2020.



\_\_\_\_\_  
Erika McComis, Town Secretary

**NOTE:** If, during the course of the meeting, any discussion of any item on the agenda should be held in a closed meeting, the Board of Directors will conduct a closed meeting in accordance with the Texas Open Meetings Act, Texas Government Code, Chapter 551, Subchapters D and E.

A quorum of the members of the Argyle Town Council and or Planning and Zoning Commission may be in attendance at this meeting; however, no action will be taken by either board at this time.

** Persons with disabilities who plan to attend this public meeting and who may need auxiliary aid or services are requested to contact the Argyle Town Hall 48 hours in advance, at 940-464-7273, and reasonable accommodations will be made for assistance.**

**MINUTES OF THE REGULAR MEETING  
ARGYLE ECONOMIC DEVELOPMENT CORPORATION  
Wednesday, December 11, 2019**

The regular meeting of the Argyle Economic Development Corporation was held on Wednesday, December 11, 2019, at 6:00 p.m. at Argyle Town Hall, located at 308 Denton Street, Argyle, Texas. This was an OPEN MEETING, open to the public, subject to the open meeting laws of the State of Texas and, as required by law, was hereby posted on December 6, 2019, at Argyle Town Hall, giving notice of time, date, place, and agenda thereof.

**BOARD OF DIRECTORS PRESENT:**

Ritchie Deffenbaugh, President  
Brandon Moore, Vice-President  
Sherri Myers, Secretary  
Chris Rosprim, Treasurer  
Darrell Halk  
Craig Ray  
Zach Sheer

**BOARD OF DIRECTORS ABSENT:**

None

**ADVISORY BOARD MEMBERS PRESENT:**

Robin Massey

**ADVISORY BOARD MEMBERS ABSENT:**

None

**STAFF PRESENT:**

David Hawkins, Director of Community Development  
Haley Pittman, Marketing Specialist  
Andy Messer, Town Attorney

**EX OFFICIO MEMBERS PRESENT:**

Jason Gray, Economic Development Consultant, JDGray

**REGULAR MEETING AGENDA**

**A. CALL TO ORDER**

President Ritchie Deffenbaugh called the regular meeting to order at 6:00 p.m., noting a quorum was present.

**B. PLEDGE OF ALLEGIANCE – American Flag**

**C. PLEDGE OF ALLEGIANCE – Texas Flag - “Honor the Texas Flag; I pledge allegiance to thee Texas, one state, under God, one and indivisible”.**

**D. OPEN FORUM:**

Pursuant to Section 551.007 of the Texas Government Code, any member of the public has the opportunity to address the Economic Development Corporation concerning any matter of public business or any posted agenda item; however, the Act prohibits the Economic Development Corporation from deliberating any issues not on the public agenda and such non-agenda issues may be referred to Town staff for research and any future action; all persons addressing are limited to five (5) minutes and subject to council adopted rules and limitations permitted by law.

No public comment was received.

**E. APPROVAL OF THE MINUTES OF THE NOVEMBER 13, 2019 REGULAR MEETING**

Mr. Rosprim motioned to approve minutes of November 13, 2019 as written. Mr. Moore seconded the motion. The motion carried unanimously 7-0.

**F. REVIEW OF FINANCIAL REPORTS.**

1. None

**G. OLD BUSINESS**

1. None

**H. EXECUTIVE SESSION:**

PURSUANT TO TEXAS GOVERNMENT CODE, ANNOTATED, CHAPTER 551, SUBCHAPTER D, the Economic Development Corporation will recess into Executive Session (closed meeting) to discuss the following:

§551.087: (1) to discuss or deliberate 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 (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1): Project Delta

The EDC adjourned into Executive Session at 6:04 p.m.

**I. RECONVENE INTO OPEN SESSION:**

In accordance with Texas Government Code, Section 551, the Economic Development Corporation will reconvene into Regular Session and consider action, if any, on matters discussed in Executive Session.

The EDC reconvened into Open Session at 7:27 p.m.

**J. NEW BUSINESS**

1. Discussion and take appropriate action regarding an Economic Development Incentives Request from Project Delta.

Mr. Moore recommended approval of incentives for Project Delta as follows:

1. Property Tax Abatement for a total of 5 years with Year 1 = 80%, Year 2 = 60%, Year 3 = 40%, Year 4 = 20%, and Year 5 = 20%. Tax abatement will start after issuance of Certificate of Occupancy.
2. Sales Tax Grant for up to 6 years.
3. Incentive request for use of a Project Ombudsman.

4. Incentive request for expedited permitting.

*Waiver of Impact and Permit Fees was not recommended for approval.*

Mr. Rosprim seconded the motion. The motion carried unanimously 7-0.

## **K. UPDATES**

### 1. Project Updates

#### a. 2018 EDC Action Plan Objectives Update

- Website Update  
Ms. Pittman presented updates to the EDC website, including new pages and updated menu options.
- Business Directory  
Ms. Pittman presented the new Business Directory that has been added to the website.
- CoServ Grant Request  
Staff announced that the Grant application has been submitted to CoServ for marketing materials and new aerial maps. The grant is for the full \$15,000 and is set to be considered by the CoServ Board in January 2020 for approval.
- Argyle Business Association  
Staff met with the Highland Village Business Association representatives to gain information on initial setup and programming of their organization. Staff will bring back framework plan to kick-off Argyle Business Association at next meeting.
- ICSC Red River States Conference – January 8-10, 2020  
Staff announced they will be reaching out to real estate reps for various tracts of land that will be used for developing marketing location maps to be distributed at trade show.

### 2. Current Development Updates

- a. DRC Active Project List – Updated 12-6-19
- b. BPS Jet Construction
- c. Eagle Plaza Construction

Mr. Hawkins announced that BPS Jet and Eagle Plaza are both under construction.

## **L. FUTURE AGENDA ITEMS**

- a. Next Regular EDC Meeting: Wednesday, January 8, 2020.

Ms. Myers stated three (3) things to bring back for future discussion:

1. Johnny Joe's property.
2. Cross-access drive behind Fuzzy's Tacos.
3. Selecting up to three (3) property for possible development of concept plans for marketing.

## **M. ADJOURNMENT:**

Mr. Rosprim motioned to adjourn the meeting. Mr. Ray seconded the motion. The motion carried unanimously 7-0. Mr. Deffenbaugh adjourned the meeting at 8:15 p.m.

**APPROVED, this the 8th day of January, 2020.**

**ATTEST:**

**APPROVED:**

**\_\_\_\_\_  
David Hawkins, Dir. of Community Development**

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Ritchie Deffenbaugh, President**



# EDC BOARD DATA SHEET



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**Agenda Item:**

Discussion on new Argyle Business Association Development Plan.

**Meeting Date:**

January 8, 2020

**Prepared by:**

David Hawkins, Director of Community Development

**Background:**

One of the objectives the EDC has adopted in the 2018 Action Plan is to develop a Business Retention and Expansion Program and improve on networking between businesses located in Argyle. Staff has had inquiries relating to the establishment of an Argyle Business Association similar to the program in Highland Village. On December 9, 2019, Town staff met with representatives of the Highland Village Business Association (HVBA) to gain information on programming and the initial set-up of this program. Town staff has prepared a development plan for the initiation of the new Argyle Business Association which is included in this packet. The main goal is to promote business networking and customer connections. There is no charge for membership, however, it is limited to businesses within Argyle Town limits. There are morning Community Coffee events (free for members) and quarterly luncheons (paid for by attendees) planned for each year. The exact number and dates/times of these events have not been determined yet but will be set as the program grows throughout the year. A dedicated webpage for the ABA will host the online business directory and have also a calendar of coordinated events for businesses to promote their activities.

**Financial:**

The expense of the project would be dependent on the intensity of the program. Initial costs would be expected to be at approximately \$2,000 - \$4,000 per year for printing, hosting luncheon events, and staff time. EDC Budget approved in 2019 included funding for this initial start-up for the Argyle Business Association.

**Requested Action:**

Review Argyle Business Association Development Plan and offer comments or revisions.

**Attachments:**

Argyle Business Association Development Plan.



## Argyle Business Association (ABA) Development Plan

- **Early January**
  - Draft blurb on purpose of ABA:
    - *The ABA is a resource provided by the Town of Argyle Economic Development Corporation to promote local Argyle businesses and encourage networking. The ABA does not charge dues for membership.*
  - Basic branding elements (logo options, colors, icons, fonts).
  - Begin compiling email addresses from the business directory.
  - Add a form to business directory for changes or additions.
  - Create a preliminary budget plan.
  - Present Development Plan for EDC feedback.
  
- **January/February – Promotion:**
  - Build dedicated webpage for ABA under the EDC menu on Town website
    - Create a calendar for ABA that includes ABA events and local ribbon cuttings
  - Launch social media channels (Facebook, LinkedIn, Twitter).
  - Send first invitation email out to businesses (currently on business directory).
    - Invite the first members to share the invite with other Argyle business owners we may have missed.
    - Include a poll on best days/times for regular events
  - Share press release with local media announcing the launch of the ABA.
  - Promote launch event in local publications/event listings.
  - Contact local Rotary Club to spread the word about ABA to members.
  
- **Early March - Launch:**
  - Hold launch celebration event in Town Hall Community Room.
    - Weekday evening – date based on responses to poll
  - Include members of EDC and/or Town Council and community member Max Miller (Cross Timbers Gazette) for a quick speech at start of event.
  - Send out post-event survey to collect feedback from attendees.
  
- **Late March/Ongoing:**
  - Hold free coffee events (monthly or every other month depending on interest) to encourage networking.
  - Plan first quarterly luncheon.
  - Use ABA platform to highlight Argyle businesses on social media and encourage local shopping.

### Active DRC Project List - 1-3-20

	Project #	Project Name	Location	Status	Comments
1	SP-19-014	Harvest Sign Package	Havest Development, ETJ	Sch. for PZ 1.7.20	Site Plan Amendment for Harvest Sign Package extension.
2	ORD-17-012	Signs-vehicle & offsite dev.	TDS Amendment	Sch. for PZ 1.7.20	Staff to review overall Sign Ord. pertaining to billboards, vehicular signs, political signs, etc.; improve on Scenic City Certification Program Signage Criteria.
3	SP-19-013	The Well Site Plan	20.876 acres of land located in the Patrick Rock survey abstract no. 1063. Fronting on FM407, west of US 377 and East of I-35	Approved by TC 12.17.19	PZ recommended approval on 12.3.19 by vote of 3-2. Site plan application for the future development of The Well Church, an approx. 20,500 sq. ft. Church fronting on FM 407
4	SP-19-014	Integrity Performance Sports Site Plan	13.422 Acres of land located in the Patrick Rock Survey 1063 and being located south of Sam Davis Road and east of I35	Approved by TC 12.17.19	PZ recommended approval on 12.3.19 by vote of 5-0. Site plan application for Integrity Performance Sports, an approx. 180,000 3-story athletic training facility
5	FP-19-010	Argyle Crossing, Phase I Final Plat	Argyle ETJ	Approved by PZ 10.16.19	Final Plat for Argyle Crossing on 19.879 acres of land containing 58 residential lots, 1 non-residential lot, 2 open space lots, and 3 private street lots.
6	RP-19-006	1700 Hickory Hill	1700 East Hickory Hill Road	Approved by PZ 12.3.19	Replating one approx. 12-acre tract of land zoned SF-2.5 into two lots
7	FP-19-015	Evans Tract Final Plat	3.966 Acre tract of land situated East of CVS and north of FM 407	Approved 10.13.19 (in accordance with Ch. 212 of TLGC)	2-lot plat for future commercial developments (BPS Jet building and future retail building on FM 407).
8	FP-19-007	Canyon Falls Village 10AR Final Plat	16.056 Acres situated west of US 377 in the Argyle ETJ	Approved - PZ 8.6.19	Need executed plat to file from applicant
9	FP-19-009	Avalon at Argyle, Phase I	SE Corner I-35W & FM 407	Approved - PZ 6.4.19	Need executed plat to file from applicant
10	FP-19-004	Harvest Townhomes, Phase 1	Argyle ETJ, West of IH35W	Approved - PZ 5.7.19	Need executed plat to file from applicant
11	FP-18-004	Canyon Falls-Prairie Road Final Plat	Canyon Falls	Approved - 5.22.18	Need executed plat to file from applicant