



Town of Argyle · P.O. Box 609 · Argyle, TX · 76226 · jfalcon@argyletx.com

October 13, 2021

For immediate release

ARGYLE, TX (October 13, 2021) – During the Municipal Development District (MDD) meeting on October 12, 2021, board member Robin Massey announced her resignation. In the MDD bylaws, it states that board members must live in the district, and Massey is moving out of the district. She will be missed on the MDD board. Those who are interested in serving on the MDD board can find more information and apply online at argyletx.com.

Retail Recruitment

Town Administrator Rich Olson presented the MDD with information regarding retail recruitment from Retail Coach, a marketing firm that is advertising Argyle to retailers. Retail Coach informed the town that a grocery store team recently toured possible location sites in Argyle. Retail Coach is working to schedule a meeting with them in the next few weeks to discuss the sites. A regional fast-food chain is also looking at Argyle and Retail Coach has put them in touch with a property developer. A hardware chain is looking for land to build in Argyle and Retail Coach put them in touch with the property developer but are also working with them on other potential locations. Olson and Community Development Director Emilio Sanchez also presented the board with challenges that pertain to retail recruitment. This included explaining the development process considering public input, rezoning applications, preliminary platting process and negotiation of a development agreement.

MDD New Website

Town staff has been working with ED Suite, the developer for the new MDD website. Communications Coordinator Julia Falcon presented the board with the site map for the new website. The board gave their feedback and suggestions regarding the new website's content. The website is expected to launch sometime in November.

Shop Local Campaign

During the MDD meeting on Tuesday, MDD board members brainstormed ideas for a Shop Local campaign. Board members gave guidance to staff for the campaign name, event ideas and social media campaign ideas. This is expected to launch in November.

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