REGULAR CALLED MEETING OF THE
ECONOMIC DEVELOPMENT (TYPE A) SALES TAX CORPORATION
CEDAR PARK CITY HALL
450 CYPRESS CREEK ROAD, BUILDING FOUR
SEPTEMBER 20, 2021 AT 6:30 PM

Link for meeting: https://mtg.cedarparktexas.gov/TypeA
Event Password: CedarPark2021
United States Toll Free: 1-844-992-4726
Access Code: 2555 166 8871
Phone Password: 23327727

BOARD MEMBERS

☐ Kelly Brent, Place 7, President
☐ Sudip Giri, Place 1
☐ Petri Darby, Place 2
☐ Erin Osman, Place 3
☐ Jim Cooper, Place 4
☐ Hulyne Christopher, Place 5
☐ Sade Fashokun, Place 6

All electronic and printed materials to be presented at the Council Meeting must be submitted for cybersecurity and legal obscenity screening in accordance with the Board Policy. ***Electronic material must be submitted by 12:00 p.m., day of meeting, and printed material must be submitted prior to the Call To Order.*** *Any electronic or printed material not submitted in accordance with the Policy, that poses a cybersecurity risk, or is legally obscene, will not be allowed. You may email materials to Randall Malik at randall.malik@ccedarpark.gov.*

AGENDA

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

A.2 Public Communications.
(Regarding items not listed on this agenda. Three Minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)

A.3 Introduction of New Board Members

1. Jim Cooper, Place 4

A.4 Board Members' Opening Comments.

STAFF REPORTS
(DISCUSSION ONLY)

B.1 Report On Economic Development Department Activities And Contacts, Which Includes Updates On The Following:
   a. Business Attraction
   b. Business Retention And Expansion

REGULAR AGENDA
(DISCUSSION AND POSSIBLE ACTION)

C.1 Approval of Minutes from July 19, Regular Meeting

C.2 Election of Officers

EXECUTIVE SESSION

In accordance with Chapter 551, Government Code, Vernon's Texas Code Annotated (V.T.C.A.) (Open Meetings Law), "The Economic Sales Tax Corporation (Type A)" Board may meet in a Closed Executive Meeting pursuant to provisions of the Open Meetings Law, Chapter 551, Government Code, V.T.C.A. in accordance with the authority contained in the following section:

A) Section 551.087 Deliberation Regarding Economic Development Negotiations

1. Update Regarding Negotiations with an Economic Development Prospect.

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board members' general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be place on future agendas for formal action.)

D.1 Board Member Closing Comments.

D.2 Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

Any final action, decision, or vote on a matter deliberated in Closed Executive Session shall be made in an open meeting pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code.

An unscheduled closed executive sessions may be called to discuss any item on this posted agenda provided it is within one of the permitted categories Under Chapter 551 of the Texas Government Code.

Certain information may be presented to and by the Board, under the headings of "Citizen Communications", and "Board Comments" however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

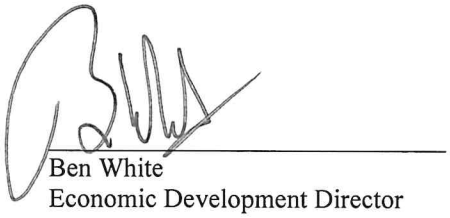
CERTIFICATE

I certify that the above notice of the Regular Scheduled Economic Development Sales Tax Corporation (Type A) Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 450 Cypress Creek Road, Building #4, Cedar Park, Texas. This notice was posted on:

SEP 17 2021 AM10:37

_____
Date Stamped (Month, Day, Year, AM/PM, Time)

The Cedar Park City Council Chambers is wheelchair accessible and disabled parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (512)-401-5002 for further information.



Ben White
Economic Development Director

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)

Any item on this posted agenda may be discussed in Executive Session provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

CITY OF CEDAR PARK

2018-2020 **STRATEGIC GOALS**

DISTINCTLY CEDAR PARK

PURPOSE

Cedar Park is a unique location with a distinct identity shaped by its distinguishing projects and programs.

OBJECTIVES

- Encourage unique and distinctive developments
- Revitalize Bell Boulevard area
- Create gathering places, including parks and library
- Design special events that attract people to Cedar Park
- Leverage the value of aesthetics on community culture

OPEN HERE, GROW HERE

PURPOSE

Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

OBJECTIVES

- Identify markets and actively recruit targeted industries and employers
- Evaluate economic development tool box
- Protect areas already designated for business
- Develop and launch business retention program

SAFETY IS TOP-OF-MIND

PURPOSE

Our community feels safe, secure and comfortable.

OBJECTIVES

- Ensure timely and appropriate response for calls for service
- Provide resources necessary to meet community expectations
- Enhance citizen safety level

CEDAR PARK

OPERATIONAL & FISCAL EXCELLENCE

PURPOSE

Deliver high-quality services in a fiscally-responsible manner.

OBJECTIVES

- Provide high-value services to our community
- Demonstrate fiscal responsibility
- Improve and ensure a well-maintained infrastructure, including storm water
- Attract and retain a qualified workforce

LINK PEOPLE, PLACES & THINGS

PURPOSE

Improve mobility through multi-modal transportation options that best serve the community's needs.

OBJECTIVES

- Continue implementing Roadway Master Plan
- Expand pedestrian and bike networks
- Complete Transit Study
- Use technology to improve traffic/mobility
- Advance 183A frontage road project

STRONG COMMUNITY CONNECTIONS

PURPOSE

Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

OBJECTIVES

- Develop and leverage innovative ways to engage the community
- Evaluate and enhance current engagement programs
- Support development and recognition of board and commission members

SUSTAINABLE FUTURE

PURPOSE

Demonstrate responsible stewardship of community and natural resources.

OBJECTIVES

- Use our resources wisely
- Explore environmental programs
- Update Comprehensive Plan
- Support neighborhood maintenance