CEDAR PARK

SPECIAL CALLED MEETING OF THE
ECONOMIC DEVELOPMENT (TYPE A) SALES TAX CORPORATION
CEDAR PARK CITY HALL
450 CYPRESS CREEK ROAD, BUILDING FOUR
DECEMBER 6, 2021 AT 5:00 PM

Link for meeting: https://mtg.cedarparktexas.gov/TypeA
Event Password: CedarPark2021
United States Toll Free: 1-844-992-4726
Access Code: 2556 123 3407
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
☐ Brian Rice, Place 5
☐ Vacant, 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@cedarparktexas.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 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

REGULAR AGENDA
(DISCUSSION AND POSSIBLE ACTION)

C.1 Consideration of Minutes from November 15, 2021, Special Meeting

C.2 Consideration of a Resolution Authorizing an Amended and Restated Economic Development Performance Agreement with PG Cedar Park Group, LLC. (Ben White, Economic Development Director)

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 held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultation with the City Attorney.

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:

DEC 3 2021 PM 1:48

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
2021-2023 Strategic Goals

Livability & Sense of Place

Preserve a community that encourages connectedness, has a unique sense of place and commits to a high quality of life for all.

- **Strong community connections:** Foster a sense of community and engage residents.
- **Bell District:** Advance the significant public-private partnership through the successful commencement of Phase 1 development.
- **Recreation Opportunities:** Strengthen our portfolio of recreation and learning programs, events and facilities.
- **Capital Projects:** Dedicate the resources to design and construct the capital projects necessary.
- **Redevelopment Initiatives:** Develop redevelopment strategies that align with the community's long-term vision and add value to the surrounding area.
- **Placemaking:** Focus on aesthetics and public art to create a positive aesthetic experience, instilling pride and creating a unique identity.
- **Comprehensive Plan:** Adhere to the City's Comprehensive Plan.

Economic Vitality

Cultivate a vibrant business community and increase business investments in the community with successful commercial centers, additional employers, active destinations and support of existing businesses.

- **Economic Development Strategic Initiatives:** Attract targeted businesses to diversify and grow the tax base and increase primary job opportunities.
- **Projects that Make Cedar Park a Destination:** Attract regional destination development and entertainment centers.
- **Business Community:** Actively support existing business community
- **Tourism:** Expand and support tourism program to increase visitors and local commerce.
- **Hotel/Conference Center:** Identify partners to advance Hotel/Conference Center project.

CEDAR PARK

Service & Fiscal Excellence

Deliver high-value public services in a fiscally prudent and sound manner to meet the needs and expectations of our community, enhance the quality of life and continue being one of the safest cities in Texas.

- **Government Operations:** Ensure operations, practices and procedures result in high quality and resident-focused services.
- **Public Safety:** Prioritize and enhance public safety services so that our community feels safe and secure.
- **Financial Strength:** Maintain and enhance strong financial management to capitalize on City's fiscal strength and provide value for tax dollars.
- **Workforce:** Invest in the recruitment and retention of a talented and professional workforce.
- **Technology:** Ensure technology systems and resources to support and enhance reliable 24/7 operations.

Mobility & Connectivity

Safely and efficiently move people throughout the City and improve connectivity by adding alternate routes of travel to businesses, neighborhoods, jobs, parks, entertainment and services.

- **Comprehensive Mobility Master Plan:** Develop a clear vision for a diverse transportation system and adopt a Master Plan for improving multimodal connectivity.
- **Roadways:** Construct additional roadways or expand existing roadways to increase capacity.
- **Bike, Pedestrian & Trail:** Expand the City's network of trails, sidewalks, and bicycle lanes to provide more opportunities for trips on foot or bike.
- **Traffic Operations:** Invest in the use of technology to increase the efficiency of the existing roadway system.

Infrastructure & Environment

Preserve and enhance the tools and resources necessary to support critical infrastructure and sustainability initiatives.

- **Infrastructure:** Prioritize investments that support the quality and reliability of critical infrastructure.
- **Sustaining Infrastructure and Assets:** Invest in the maintenance of infrastructure and assets.
- **Environmental Stewardship:** Demonstrate responsible stewardship of community and natural resources.