CEDAR PARK
TEXAS

**SPECIAL CALLED MEETING OF THE**
**ECONOMIC DEVELOPMENT (TYPE A) SALES TAX CORPORATION**
***CEDAR PARK CITY HALL***
***450 CYPRESS CREEK ROAD, BUILDING FOUR***
**February 10, 2025 AT 6:30 PM**

## BOARD MEMBERS

☐ Erin Osman, Place 3, President

☐ Scot Vidrine, Place 1
☐ Petri Darby, Place 2
☐ Christian von Wupperfeld, Place 4
☐ Brian Rice, Place 5
☐ Steve Howard, Place 6
☐ Kelly Brent, Place 7

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*All electronic and printed materials to be presented at the board 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 Scott Smith at arthur.jackson@cedarparktexas.gov*

## AGENDA

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

## I. OPEN MEETING

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 Cedar Park EDC Board Member Update

## STAFF REPORTS
(DISCUSSION ONLY)

B.1 Report on Economic Development Department Activities. (Arthur Jackson, Chief Economic Development Officer)

a. Business Attraction
b. Marketing
c. Hiring Update

## II. 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:*

C.1 Section § 551.087 Deliberation Regarding Economic Development Negotiations.

a. Update Regarding Negotiations with Economic Development Prospects.

The Board Reconvenes into Open Meeting.

## III. OPEN MEETING

## REGULAR AGENDA
(DISCUSSION AND POSSIBLE ACTION)

D.1 Consideration of Minutes from the December 16, 2024, Regular Scheduled Meeting

D.2 Consideration of Minutes from the January 27, 2025, Special Called Meeting

## 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.)*

E.1 Board Member Closing Comments.

E.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:

FEB 7 2025 AM10:15

_____
*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.

_____
Arthur Jackson
Chief Economic Development Officer

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

# 2024-2026 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 sense of community and engage residents on matters that impact them most.
- **Bell District:** Advance the City's most significant redevelopment project through successful implementation of the development plan.
- **Recreation and Cultural Opportunities:** Strengthen portfolio of recreation and learning programs, events and facilities, ensuring services align with community expectations.
- **Capital Projects:** Dedicate resources to design and construct the capital projects necessary to advance Cedar Park and meet future needs.
- **Redevelopment Initiatives:** Create redevelopment strategies that align with community's long-term vision and add value to surrounding area.
- **Placemaking:** Focus on aesthetics and public art within public spaces to create a positive aesthetic experience, instilling pride and creating unique identity.
- **Comprehensive Plan:** Adhere to City's Comprehensive Plan, and ensure it is updated regularly to reflect community's attitudes and needs.

## Safe Community

*Prioritize, enhance and support efforts related to community safety so our residents, businesses and visitors feel safe in their neighborhood and City.*

- **Public Safety:** Prioritize and support public safety programs so our community feels safe.
- **Neighborhoods:** Invest in programs that improve neighborhood safety.
- **City Utilities:** Safeguard resiliency and security of water and wastewater utility system for reliability.
- **Communications & Reporting:** Use effective methods of providing safety-related information to residents and businesses.

## Economic Vitality

*Utilizing Strategic Plan as a guide, 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.*

- **Business Recruitment Strategic Initiatives:** Attract targeted industries to diversify and grow tax base and increase primary job opportunities.
- **Projects that Make Cedar Park a Destination:** Attract regional destination development and entertainment centers.
- **Business Retention & Expansion:** Actively support existing business community.
- **Small Business & Entrepreneurship:** Encourage business growth and development stemming from entrepreneurial endeavors.
- **Workforce Development:** Work with education partners to grow training options that align with identified target industries.
- **Tourism:** Expand and support tourism program to increase visitors and local commerce.

## Service & Fiscal Excellence

*Deliver high-value public services in a fiscally prudent and sound manner to meet the needs and expectations of our community and enhance the quality of life.*

- **Government Operations:** Ensure government operations, practices and procedures result in high quality and resident-focused services throughout our city.
- **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 for the delivery of excellent services.
- **Technology:** Ensure sound 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 (MMP):** Commence implementation of the recently approved Master Plan aimed at improving multimodal connectivity within the community.
- **Roadways:** Construct additional roadways or expand existing roadways to increase capacity and reduce traffic congestion.
- **Bike, Pedestrian & Trail:** Expand the City's network of shared use paths and trails to provide more opportunities for trips on foot or bike.
- **Traffic Operations:** Invest in the use of technology and other innovative solutions to increase the safety and efficiency of the existing roadway system.

## Infrastructure & Environment

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

- **Infrastructure:** Continue to prioritize investments that support the quality and reliability of critical infrastructure.
- **Sustaining Infrastructure & Assets:** Invest in the maintenance of infrastructure and assets to support growth and sustain the existing community.
- **Environmental Stewardship:** Demonstrate responsible stewardship of community and natural resources.

CEDAR PARK