



**CITY OF FRIENDSWOOD
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, OCTOBER 6, 2021 - 4 PM**

Minutes

MINUTES OF A FRIENDSWOOD REGULAR MEETING HELD AT 910 S. FRIENDSWOOD DRIVE, FRIENDSWOOD, TEXAS,

STATE OF TEXAS
CITY OF FRIENDSWOOD
COUNTIES OF GALVESTON/HARRIS

1. Call to Order

THE REGULAR MEETING OF THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE WAS CALLED TO ORDER ON WEDNESDAY, JUNE 2, 2021, AT 4 PM AT 910 S. FRIENDSWOOD DRIVE, FRIENDSWOOD, TEXAS WITH THE FOLLOWING PRESENT CONSTITUTING A QUORUM;

CHAIR JENNIFER WHITLEY
VICE CHAIR BLAISE GUZETTA
COMMITTEE MEMBER SUSAN ASIMAKIS
COMMITTEE MEMBER DEREK BROWN
COMMITTEE MEMBER JUDY WIGGINS
COMMITTEE MEMBER ANDREA TRABANINO
COMMITTEE MEMBER PAULINE MOORE
ASSISTANT CITY MANAGER STEVEN RHEA
DIRECTOR OF COMMUNITY DEVELOPMENT AUBREY HARBIN

ABSENT: NONE

2. Communications from the Public

None

3. Approval of Minutes

- A. Consider approving the September 1, 2021, Community and Economic Development Committee meeting minutes

Derek Brown motioned to approve the minutes, seconded by Blaise Guzetta. The motion passed unanimously.

4. Discussion and Possible Actions

- A. Discussion and take possible action regarding the Friends of Downtown Friendswood Association merchant gift card initiative.

Brett Banfield explained that Friends of Downtown Friendswood (FDFA) was formed in 2015 to promote the sales tax initiative for the Downtown District. He explained that the organization has evolved over the years and is shifting focus. Now that the Friendswood Downtown Economic Development Corporation (FDEDC) is in place, FDFA can concentrate on other activities for the Downtown District. There are 19 people on the board and 5 teams: Fundraising Team, Membership Team, Promotions Team, Programming Team, and Possibilities Team. Banfield explained that the Love Friendswood Campaign is a digital gift card that can be used at any business in the Downtown District. To date there are 30 merchants participating. Next year, physical gift cards will be available. The cost is \$7,000 and the merchants volunteered to pay for it. The campaign keeps money local and merchants are thankful for the support. Currently, the gift cards can be purchased at fdfa.org, but there is a Love Friendswood app coming in 2022. Most of the cards have been redeemed at Ace Hardware, Southern Sol, and Two Friends Gifts. Banfield stated that the goal is for \$10,000 to be spent through the program. It is being advertised on the web page and social media.

Wiggins questioned where unspent dollars go. She suggested that maybe they get donated back to FDFA or another organization.

- B. Discussion and possible action in regards to the Community and Economic Development Committee retreat.

Rhea announced that there will be a retreat at the regular meeting on December 1, 2021. Chairman Whitley stated that Ron Cox would be facilitating the meeting and that he will begin reaching out to committee members on November 17 for personal interviews. Mr. Cox is a past City Manager of Friendswood and consults with municipalities across the state on various projects. Following the retreat, Mr. Cox will provide a summary report.

Wiggins asked for clarification on the goals for the retreat, which is to establish direction for the committee since it is being re-organized.

5. Reports

- A. Receive the Friendswood Independent School District Report.
None

- B. Receive subcommittee reports.
Derek Brown and Susan Asimakis reported on the strategic plan subcommittee:

They did some brainstorming for the retreat and came up with the following questions and thoughts for the retreat:

How will CEDC work to strengthen Friendswood businesses and the economy?

Can CEDC implement an orderly plan?

How can we incorporate goals and strategies of the Future Land Use Map and Vision 20/20 plan? Do we need to carry over goals or identify accomplishments?

How did we perform as it relates to the Vision 20/20 plan?

Transparency - seek outside opinions, survey, input.

Where are the new opportunities? Change the way of thinking...

Educate others on goals, objectives and strategic plan - develop, implement, and measure.

Marketing plan – Develop, implement and measure.

Be known for something. Center of excellence.

How do we foster education and talent?

Collaboration – look for opportunities to partner.

Develop and enhance social, art scene i.e. a running store to host events such as marathons and 5ks

Attract and retain businesses. How do we attract new businesses?

Judy Wiggins reported on the Tool Kit Subcommittee:

She has the idea of creating a digital map and there is an FISD student who is willing to create the map. She will ask the student to report to the committee after the retreat.

C. Receive the Staff Business Report.

Steven Rhea reported that Tannos Development has requested an incentive for the new 4-story building to be constructed at Virgata Commons consisting of waiving the permit fees, impact fees and water meter fees. The request will be submitted to City Council in November and December. He also reported that August sales tax revenue was 10.3% more than projected in the budget and 15.1% more than what was collected last year.

Aubrey Harbin reported that four zone changes were recently approved by P&Z and City Council – Friendswood High School Specific Use Permit, City of Friendswood Fire Station No. 2, Avalon at Friendswood Planned Unit Development amendment to zone property obtained from League City, and Industry Park 2. Also, several Zoning Ordinances were amended including the building height requirements, several aspects of Industrial zoning district including reducing the Community Overlay District (COD) on FM 2351 from 300 feet depth to 150 feet depth from Beamer Road to Clear Creek. Additionally, two additional zone changes are in process for Banfield Office Park to change to Downtown District (DD) as well as a request for a 30-room hotel in the Downtown District. The re-write of the Subdivision Ordinance and adoption of the revised Future Land Use Map will be complete by the end of the year.

6. Comments

A. Receive staff comments.

Steven Rhea stated that he is happy to have a full committee.

B. Receive committee member comments.

Andrea Trabanino suggested a couple of businesses that would be great for Friendswood – Hat Creek, which originated out of Austin, but currently has locations in Spring and Katy. She explained that it is a great place for parents to get food and drinks while their children play. Susan Asimakis suggested that The HUB, LLC is a similar type of business which also includes a stage and fire pits and is located in Katy and McKinney. She suggested that these would need to be part of a plaza.

7. Adjournment

The meeting adjourned at 5:16PM.