The Hutto City Council and Hutto Economic Development Corporation Board of Directors met in a work session on Saturday, January 30, 2016 at the Hampton Inn, 327 Ed Schmidt Blvd., Hutto, TX 78634.

CALL SESSION TO ORDER

Mayor Holland called the session to order at 9:00 a.m.

ROLL CALL

Members of the City Council that were present were Mayor Debbie Holland, Mayor Pro-tem Michael J. Smith, Councilmember Anne Cano, Councilmember Tom Hines, Councilmember Ronnie Quintanilla-Perez, and Councilmember Lucio Valdez. Councilmember Max Yeste was absent.

Members of the Hutto Economic Development Board of Directors that were present were Mario Perez, Chair, Douglas Fell, Vice Chair, Anne Cano, Secretary, Chris Carey, Member, Jeff Coombs, Member. Kim Engram, Member was absent.

Members of City staff that were present were Karen Daly, City Manager, Micah Grau, Assistant City Manager, and Seth Gipson, City Secretary.

Members of the Hutto Economic Development Corporation that were present were Tim Chase, President/CEO.

PUBLIC COMMENT

3A. Remarks from visitors

There were no remarks from the visitors present.

WORK SESSION

4A. Discussion of goals, objectives, and performance expectation between the Hutto Economic Development Corporation and the City of Hutto.

The Hutto City Council and the Hutto Economic Development Corporation Board of Directors met with Dr. Richard Lewis, Jr., to determine the roles of the City Council and Economic Development Corporation for successful implementation of the economic development goals. Dr. Lewis conducted several discussions concerning the goals and visions of each entity, refining and clarifying those guiding pieces, prioritized the
economic development goals, and identified the next steps in achieving those goals. Those discussions are summarized in Exhibit A.

ADJOURNMENT

There being no further business, the meeting was adjourned at 1:01p.m.

CITY OF HUTTO, TEXAS

Debbie Holland, Mayor

ATTEST:

Seth Gipson, City Secretary
CITY OF HUTTO
ECONOMIC DEVELOPMENT GOAL SETTING
SESSION SUMMARY

January 30, 2016

I. City Council Economic Development Strategic Vision. The current vision statement is provided below and participants discussed.

*To passionately serve the public through innovation, sustainability, and diversity for the enrichment of current and future generations.*

The following suggestions regarding the vision statement were made by the participants.
- The current statement does not address growth.
- Sustainability is not defined and it does not address growth.
- The statement should be modified to include growth issues.

II. Economic Development Corporation Vision Statement. The current vision statement was discussed by attendees and it was modestly adjusted. These adjustments will need to be considered by the EDC Board. The revised version is provided below.

*To foster meaningful employment and diversified capital investment resulting in Hutto being a desirable and profitable business location.*

III. City of Hutto Economic Development Strategic Goals. Goals created by the City Council were discussed during the session. As a result, the following suggestions were made.
- Make a distinction between the City’s Comprehensive Plan and EDC goals. By clarifying what is economic development and what is community development, distinguishing community needs will be much easier.
- The City Economic Development Goals should be updated. Specifically, Goals A, C, and E need adjustment.
- Identify additional infrastructure opportunities for EDC. These opportunities include land use.
IV. EDC Strategic Goal Discussion. The EDC six strategic goals were discussed and some slight revisions were suggested. An additional three (3) goals were identified. This set of goals was prioritized resulting in five goals ranked the most important. The City Council and the EDC Board agreed that the Corporation staff should develop action steps to address them. The prioritized list of goals is below. The number in parentheses reflects the votes each received as part of the prioritization exercise.

A. Five Most Important Economic Development Goals.

- Business Retention/Expansion. Seek to retain and expand existing employers in the basic industries. (10)
- Real Estate and Speculative Building Development. Continue to pursue ways to construct speculative buildings and enhance key properties for industrial and commercial developments. (10)
- Marketing. Seek to market Hutto to interested parties both regionally and nationally. (8)
- Business Recruitment. Expand the business base of the community to diversify the tax base and business portfolio. (8)
- Continue development of regional partnerships. (7)

B. Additional Economic Development Goals. These did not receive sufficient support by attendees but should be considered in the creation of action steps associated with the goals above.

- Develop workforce and provide continuing training. (1)
- Operations and Community Outreach. Seek to operate the Hutto Economic Development Corporation in a professional manner that benefits economic development growth in Hutto and educates the citizens on our efforts.
- Incentives. Seek to be good stewards of Public Funds by maintaining responsible fiscal policy.
- Identify items needed for attracting economic development opportunities.

V. Determine the Roles of City Council and the Economic Development Corporation for Successful Implementation of the Economic Development Goals. Participants discussed what roles are needed for successful implementation of the EDC goals. Along with the roles, additional actions were identified as well.

A. City Council Member Roles.

- Provide direction on where the EDC should undertake retention and expansion project efforts including a policy on the use of incentives outside the corporate limits.
- Revisit the comprehensive plan.
- Create a unique incentive package/program and pilot. Make it specific and flexible.
- Become involved earlier in the process of recruitment to positively leverage the interested businesses.
- Clarify pertinent policies that impact economic development. The key is flexibility.
- Develop and provide good analytic summaries for the economic development decision-making (City & EDC staff).
B. Economic Development Corporation Board Member Roles.
• Ensure that the EDC moves forward on the goals.
• Share information and goal addressment with the City Council.
• Establish quarterly updates to City Council and City Staff. Determine the appropriate reporting mechanism.
• Convey concerns and needs to City Council so that they can assist in the economic development process.
• Develop and provide good analytic summaries for the economic development decision-making (EDC staff).

VI. Next Steps. Based on the discussions during the goal setting session, the following actions were suggested by the participants.
• Continue to review the City vision.
• Review the EDC vision and modify as necessary.
• Focus business recruitment and retention more specifically to address issues of location, type, ownership, potential sustainability, etc.
• Define and describe under-utilized areas in the City of Hutto and EDC’s role if any.
• Define and describe areas in need of revitalization in the City of Hutto and EDC’s role if any.