



AGENDA

PANTEGO ECONOMIC DEVELOPMENT CORPORATION

October 22, 2014

TOWN COUNCIL CHAMBER
1614 S. BOWEN ROAD
REGULAR SESSION 6:30 P.M.

REGULAR SESSION 6:30 P.M.

CALL TO ORDER AND GENERAL COMMENTS

INVOCATION: Dr Arsalan Gittiban, Treasurer

PLEDGE OF ALLEGIANCE

PRESIDENT'S WELCOMING COMMENTS

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

REGULAR BUSINESS

1. Executive Director Report
2. Approval of PEDC Minutes
 - September 24, 2014
3. Summary of Revenues and Expenditures
 - October 22, 2014

CITIZENS OPEN FORUM

This is a time for the public to address the PEDC on any subject not on this agenda. However, in accordance with the Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. The PEDC or an appropriate Town official may make a statement of factual information or policy on the subject in response to an inquiry by a member of the public. Issues raised may be referred to Town Staff for research and possible future action.

DISCUSSION, REVIEW AND CONSIDER ANY ACTION AND/OR DIRECT STAFF ON THE FOLLOWING ITEMS OF BUSINESS:

4. Discuss, direct, and consider action on the ICSC Texas Conference and Texas Deal Making Tradeshow located at the Dallas Convention Center November 12-14, 2014.
5. Discuss, direct, and consider action on a plan to recruit new businesses.
6. Discuss, Direct, and consider action on creating a Pantego Business Council designed for Pantego Businesses to meet within the Arlington Chamber of Commerce.
7. Discuss, direct, and consider action on the preparation of the Christmas Decorating Contest.
8. Discuss, direct, and consider action on the attendance and participation of the Arlington Chamber of Commerce Christkindl Market event November 28, 2014 through December 21, 2014.

PEDC MEMBER INQUIRY

If a member of the PEDC makes a spontaneous inquiry about a subject not on this agenda, then the PEDC or an appropriate Town official may make a statement of factual information or policy in response to such an inquiry. However, in accordance with Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. Issues raised may be referred to Town Staff for research and possible future action.

ADJOURNMENT

CERTIFICATION

Prepared and posted in accordance with Chapter 551 of the Texas Government Code. I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted by the following date and time: Sunday, October 19, 2014 at 5:00 p.m., and remained so posted at least 72 hours before said meeting.


Julie Arrington, City Secretary



Auxiliary aids and services are available to a person when necessary to afford an equal opportunity to participate in Town functions and activities. Auxiliary aids and services or accommodations should be requested forty-eight (48) hours prior to the scheduled starting time by calling the City Secretary's Office at (817) 548-5852
Complete PEDC Agenda and background information are available for review at the City Secretary's Office and on the Town's website: www.townofpantego.com

NOTICE of POTENTIAL QUORUM

NOTICE IS HEREBY GIVEN THAT A POTENTIAL QUORUM OF THE TOWN COUNCIL OF THE TOWN OF PANTEGO MAY BE PRESENT DURING THE REGULAR MEETING OF THE PANTEGO ECONOMIC DEVELOPMENT CORPORATION.

October 22, 2014

**TOWN COUNCIL CHAMBER
1614 SOUTH BOWEN ROAD
PANTEGO, TEXAS**

BEGINNING AT 6:30 P.M.

Prepared and posted in accordance with Chapter 551 of the Texas Government Code. I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted by the following date and time: Sunday, October 19, 2014 and remained so posted at least 72 hours before said meeting convened.


Julie Arrington, City Secretary





Executive Director's Report

To: PEDC Board of Directors
From: Matt Fielder, Executive Director
Date: October 22, 2014

PantegoFest

The 2014 PantegoFest was completed with an estimated 9,800 guests, fifty vendors, and three times as many participants in the 5K race. The Town Council has directed staff to begin planning next year's event for the weekend of September 25-27.

Arch Lighting

The arch lighting was damaged in the windstorm on October 2nd, but was repaired by the company that installed it.

Park Damage

The circular "umbrella" shade structure was destroyed in the wind storm on October 2nd. Staff will be coordinating the removal of the remaining parts, and will be seeking PEDC's guidance in the future regarding the potential replacement or repurposing of that area.

Business Update

Fabulously Frugal Resale Boutique is moving into the Lakewood Shopping Center. Papa Murphy has closed on Bowen Road.

Governor's Small Business Forum

The Chamber of Commerce is planning the Governor's Small Business Forum on October 29th at the Arlington Convention Center. The all day event will include speakers, breakout sessions, and an awards lunch.

PEDC Loan Update

An updated list of PEDC loan payments is attached for the Board's review.

LOAN AGREEMENT RECEIVABLE DETAIL
FOR FISCAL YEAR 2013-14

	<u>DR. JECKYLL</u>	<u>IT'S ALL GOOD</u>	<u>CROSS FIT #1</u>
Loan Payable including interest	\$ 20,827.32	\$ 17,590.60	\$ 7,146.76
COLLECTED IN FY 2013	<u>433.90</u>	<u>4,828.60</u>	<u>-</u>
OUTSTANDING	<u>\$ 20,393.42</u>	<u>\$ 12,762.00</u>	<u>\$ 7,146.76</u>
TOTAL DUE FY 2014:	\$ 4,867.34	\$ 7,657.20	\$ 2,680.03
<u>COLLECTED:</u>			
OCT	433.90	638.10	-
NOV	433.90	638.10	-
DEC	433.90	638.10	-
JAN	433.90	638.10	297.78
FEB	433.90	638.10	297.78
MAR	433.90	638.10	297.78
APR	433.90	638.10	297.78
MAY	433.90	638.10	297.78
JUN	433.90	-	297.78
JUL	25.05	-	297.78
AUG	-	-	297.78
SEP	-	-	297.78
O/S FOR FY 2014	<u>\$ 937.19</u>	<u>\$ 2,552.40</u>	<u>\$ 2,680.02</u>
TOTAL OUTSTANDING	<u>\$ 19,456.23</u>	<u>\$ 10,209.60</u>	<u>\$ 4,466.74</u>



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 10/22/14
Re: PEDC Minutes

Attachments: 092414 PEDC Minutes.

Pantego Economic Development Corporation
September 24, 2014

STATE OF TEXAS §

COUNTY OF TARRANT §

TOWN OF PANTEGO §

The Pantego Economic Development Corporation of the Town of Pantego, Texas, met in special session at 6:30 p.m. in the Council Chamber, 1614 South Bowen Road, Pantego, on the 24th day of September 2014 with the following members present:

Bill Brown	President
Danny Lakey	Vice-President
Fred Adair	Secretary
Stephanie Springer	Director
Don Surratt	

Absent:

Arsalan Gittiban	Treasurer
Gloria Van Zandt	Director

Constituting a quorum. Staff present was:

Matt Fielder	City Manager
Julie Arrington	City Secretary
Chad Joyce	Community Development Director
Scott Williams	Public Works Director

Also in attendance:

Pam Mundo	Economic Development Coordinator
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REGULAR SESSION 7:00 P.M.
CALL TO ORDER AND GENERAL COMMENTS

President Bill Brown called the meeting to order at 6:32 p.m.

INVOCATION

Director Surratt led the invocation which was followed by the Pledge of Allegiance.

PRESIDENT'S COMMENTS

President Brown announced agenda items 4 and 5 will be discussed first to allow daylight time to examine the park equipment and facilities.

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

None.

President Brown recessed the meeting at 6:33 p.m.

President Brown reconvened the meeting at 6:40 p.m. at Bicentennial Park.

- 4. Discuss, direct, and consider action on the Painting of the Park facilities and equipment.**

Pantego Economic Development Corporation
September 24, 2014

The Board discussed the repairs on a piece-by-piece situation or several at a time; the priority of the repairs to the different equipment versus the playground surface; and working with non-profit groups to help with the labor; such as the Boy Scouts of America and/or the Leos Group. Mr. Williams was tasked with obtaining material costs for the playground surface.

President Brown recessed the meeting at 7:40 p.m. to return back to Town Hall.

President Brown reconvened the meeting at 7:48 p.m. at Town Hall.

REGULAR BUSINESS

1. Executive Director Report

Mr. Fielder informed the Board PantegoFest is in the final stages with final details being worked out. The schedule of events have been finalized and the beer sales for PantegoFest was locked in with Pantego Bay. The Mayor and several Councilmembers attended the Beer Bourbon and Brisket Festival in Fort Worth over the past weekend to promote and advertise PantegoFest. Lakehouse Church provided seven volunteers to help stuff the bags for PEDC. He advised the lighting on the Arch on Park Row will be installed and operational by PantegoFest. There was discussion on the Town purchasing the LED strips and having the company install them for us.

2. Approval of PEDC Minutes

• **September 10, 2014**

No comments.

Director Springerr made a motion to approve the September 10, 2014 minutes as presented. Vice President Lakey seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, and Springer.

Nays: None

Abstention: None

President Brown declared the motion passed unanimously.

3. Summary of Revenues and Expenditures

• **September 24, 2014**

There were not any expenses to approve.

CITIZEN'S OPEN FORUM

None.

DISCUSS, REVIEW AND CONSIDER ANY ACTION AND/OR DIRECT STAFF ON THE FOLLOWING ITEMS OF BUSINESS

4. Discuss the Park Master Plan.

Mr. Fielder provided a brief overview of the Park Master Plan and installing a spray park. There was discussion on the influence of the PEDC on this subject versus Council. Mr. Williams was directed to obtain estimates for a spray park and investigate how this can be accomplished.

6. Discuss, direct, and consider action on the estimate for the trade show panels designed by the Trade Group.

There was discussion on the cost of the additional drafting.

Director Springer made a motion to approve the trade show panels as presented. Vice President Lakey seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, and Springer.

Nays: None

Abstention: None

President Brown declared the motion passed unanimously.

7. Discussion on the preparation of the PEDC Booth for PantegoFest 2014.

Director Springer discussed the times different boardmembers could work the PEDC booth. Ms. Arrington presented the schedule to the Board with the times President Brown and Mrs. Mundo had signed up to volunteer. There was a discussion regarding the booth being set next to PYLC and their involvement in helping PEDC pass out the shopping bags.

PEDC MEMBER INQUIRY

None.

ADJOURNMENT

President Brown adjourned the regular session at 8:37 p.m.

APPROVED:

Bill Brown, President

ATTEST:

Fred Adair, Secretary



Memo

To: President Bill Brown and PEDC Board Members

From: Ariel Carmona, Finance Director

Date: 10/23/2014

Re: PEDC Expenditure Approval

-
- Summary of Expenditures and Purchase Requisitions over \$1,000 for board approval
 - Statement of Revenues and Expenditures for Fiscal Year 2013/2014 as of 9/30/2014
 - Statement of Revenues and Expenditures for Fiscal Year 2014/2015

Vendor Payment Listing 10/23/2014

Invoices submitted for approval:

Mundo & Associates	Professional Services - September	\$ 3,000.00
		<hr/>
Total		<u>\$ 3,000.00</u>

PURCHASE REQUISITIONS OVER \$1,000

NONE FOR THIS MEETING

MUNDO & ASSOCIATES

Economic Development, Planning and Civil Engineering
www.mundoandassociates.com

MUNDO & ASSOCIATES INC. 5542 CANADA COURT 214.773.0966
ROCKWALL, TX 75082 214.642.5352
972.415.4596
fax 972.771.6915

October 6, 2014

Bill Brown, President
Wm.brown@sbcglobal.net

Arsalan Gittiban, Treasurer
dragittiban@yahoo.com

Cherie Charboneau
ccharboneau@townofpantego.com

Ariel Carmona
a.carmona@townofpantego.com

Town of Pantego
1614 S. Bowen Road
Pantego, TX 76013

Invoice for Services from Mundo and Associates, Inc. for the Pantego EDC.
September Services (see description attached)

\$3,000.00

Total

\$ 3,000.00

Description of Work Attached

Thank you for the opportunity to serve the Pantego EDC
Pamela J. Mundo, President
Mundo and Associates, Inc.

TX HUB



Description of Work

Pantego

September 2014

September 4, 2014 Organized prospect cards and files and prepared report for the Board. Sent emails to two of the prospects. 5 hrs

September 7, 2014 Prepared September newsletter, worked on new layout and Searched photo library for trade show booth photos. 5 hrs

September 10, 2014 Prepared for meeting, reviewed sites for development and attended meeting 4 hrs

September 15, 2014 Updated newsletter with comments, updated the trade show booth with the new photos, worked on business listing on the website, unpublished Gem Salon, Kabaja Grill, Hoop Shack; added Professional Image Barber Shop, Arlington Coins, Oh! Sew Cool, First Dixie Café, Hairs 2U Salon, Jordon engineers and Iva's Flowers. Also removed two properties That sold being 3630 and 3640 W. Pioneer Parkway 8 hrs

September 18, 2014 Added Pantego Fest SK run to Shop Pantego Events and Facebook page Coordinated on coupons with Great Clips and Keepsakes Gifts. Made final review and sent out Newsletter. 2 hrs

September 24, 2014 Prepared for meeting, assisted at Shop Pantego Bag stuffing event, visited With businesses on Pioneer Parkway including Mr. B's Burgers, new business Gottfried Weher, CPA Hairs 2 U and Auto Palaz (still with signs for Grease Monkey) and attended EDC meeting and Park tour 9 hrs

Total Hours 33 hrs

Contract requirements is for 30 hours

Also volunteer at Pantego Fest at the Shop Pantego Booth for 9 hrs Saturday & Sunday

Pantego Economic Development Corporation
Construction/ Operating Fund Budget for Fiscal Year 2013/2014
As of September 30, 2014

	<u>Budget</u> <u>FY 2013/2014</u>	<u>Actual</u> <u>FY 2013/2014</u>
ESTIMATED BEGINNING FUND BALANCE	\$ 236,821	\$ 413,681
REVENUES		
Sales Tax Revenue	285,000	372,340
Interest Revenue	500	364
Gas Royalty Revenue	750	1,587
Other Revenue	1,500	-
TOTAL REVENUE	<u>\$ 287,750</u>	<u>\$ 374,291</u>
EXPENDITURES		
Professional Fees		
Contract Services (Engineering & Legal)	\$ 2,750	\$ 2,454
Professional Services (EDC Consultant)	36,000	36,000
TOTAL PROFESSIONAL FEES	<u>38,750</u>	<u>38,454</u>
Marketing and Advertising		
Miscellaneous Marketing and Advertising	25,000	27,286
TOTAL MARKETING & ADVERTISING	<u>25,000</u>	<u>27,286</u>
Activities		
Seasonal Decorations(Tree Lighting)	8,591	8,591
Pantego Archway Lighting	-	675
TOTAL ACTIVITIES	<u>8,591</u>	<u>9,266</u>
Maintenance		
Landscaping and Improvements	20,000	12,765
Sprinkler System Maintenance	500	45
General Maintenance and Repair (Bldg & Park)	12,000	5,783
Statue Maintenance Agreement	4,050	5,370
TOTAL MAINTENANCE	<u>36,550</u>	<u>23,963</u>
Other Training/Travel		
Miscellaneous	3,500	2,138
TOTAL OTHER	<u>1,000</u>	<u>1,768</u>
Projects		
Commercial Revitalization Grants (Cross Fit and Faith)	35,000	35,000
Commercial Revitalization Grant/Loan (Boutique U, LLC)	9,500	9,500
Commercial Revitalization Grant/Loan (VIP Grooming)	20,000	20,000
Commercial Revitalization Loan (Mad Mike's Ice Cream)	15,000	15,000
Commercial Revitalization Grant (Anything Goes)	6,882	6,882
Unidentified Grants 2014	63,618	-
Park Row Redevelopment Project	9,937	9,937
Comprehensive Plan	1,491	1,491
Park Painting Project	20,000	-
TOTAL PROJECTS / INCENTIVES	<u>181,428</u>	<u>97,810</u>
TOTAL EXPENDITURES	<u>\$ 294,819</u>	<u>\$ 200,685</u>
Transfer to General Fund (Adm. Fees)	\$ (96,607)	\$ (96,607)
Transfer to General Fund (Park Board)	(17,500)	(17,496)
Transfer to PEDC Debt Service Reserve	<u>(197,003)</u>	<u>(197,003)</u>
Net Change in Fund Balance	<u>\$ (318,179)</u>	<u>\$ (137,499)</u>

Pantego Economic Development Corporation
Construction/ Operating Fund Budget for Fiscal Year 2014/2015
As of October 23, 2014

	Budget FY 2014/2015	Actual FY 2014/2015
ESTIMATED BEGINNING FUND BALANCE	\$ 94,006	\$ 276,182
 REVENUES		
Sales Tax Revenue	318,104	-
Interest Revenue	500	-
Gas Royalty Revenue	750	-
Other Revenue	-	-
TOTAL REVENUE	\$ 319,354	\$ -
 EXPENDITURES		
Professional Fees		
Contract Services (Engineering & Legal)	\$ 2,500	\$ -
Professional Services (EDC Consultant)	36,000	-
TOTAL PROFESSIONAL FEES	38,500	-
Marketing and Advertising		
Arlington Chamber of Commerce	10,000	-
Miscellaneous Marketing and Advertising	15,000	100
TOTAL MARKETING & ADVERTISING	25,000	100
Activities		
Seasonal Decorations(Tree Lighting)	8,500	-
TOTAL ACTIVITIES	8,500	-
Maintenance		
Landscaping and Improvements	20,000	79
Sprinkler System Maintenance	500	5
General Maintenance and Repair (Bldg & Park)	12,000	42
Statue Maintenance Agreement	4,050	-
TOTAL MAINTENANCE	36,550	126
Other Training/Travel		
Miscellaneous	3,500	809
TOTAL OTHER	1,000	-
TOTAL OTHER	4,500	809
Projects		
Unidentified Grants 2014	130,000	-
Pantego Arch Lighting	20,000	-
TOTAL PROJECTS / INCENTIVES	150,000	-
TOTAL EXPENDITURES	\$ 263,050	\$ 1,035
 Transfer to General Fund (Adm. Fees)		
	\$ (49,637)	\$ -
Transfer to General Fund (Park Maint)		
	(48,252)	-
Transfer to General Fund (CRB & PantegoFest)		
	(17,500)	-
 Net Change in Fund Balance	\$ (59,085)	\$ (1,035)
 Estimated Ending Fund Balance	\$ 34,921	\$ 275,147



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 10/22/14
Re: ICSC Trade Show

The International Council of Shopping Centers (ICSC) is hosting the Texas Conference and Texas Deal Making Trade Show on November 12-14th, 2014 (Wednesday thru Friday) at the Dallas Convention Center. The registration deadline is Friday, November 7th at a cost of \$270.00. Registration after November 7th increases to \$335.00. The Board members need to plan to attend for 3-4 hours. The best day to attend is Thursday, November 13th.

Attachments: ICSC Tradeshow Brochure



ICSC

TEXAS

Conference and Deal Making

November 12 – 14, 2014

**Kay Bailey Hutchison Convention Center
(formerly Dallas Convention Center)**

Dallas, TX

#TexConf

Program



PROGRAM

Wednesday, November 12

REGISTRATION

12:00 noon – 8:00 pm

OPTIONAL EVENT: GOLF TOURNAMENT

9:00 am – Shotgun Start

Cowboys Golf Club
1600 Fairway Drive
Grapevine, TX 76051

OPTIONAL EVENT: "TEXAS SHOOT OUT" SPORTING CLAY TOURNAMENT

10:30 am – 4:00 pm

10:30 am – Registration
11:30 am – Lunch Served
12:30 pm – Shotgun Start
3:30 pm – Networking & Awards Presentation

Dallas Gun Club
3601 South Stemmons Freeway
Lewisville, TX 75067

OPTIONAL EVENT: THE RETAIL BUS TOUR

11:00 am – 5:00 pm

The Retail Bus Tour is a unique and exciting marketing and networking event specifically designed for the shopping center industry. During this event, participants will be with approximately 140 property owners, brokers, managers, retail tenants and service providers to the industry.

The Retail Bus Tour will visit approximately 25 retail properties in the Dallas Metropolitan Area. Each bus will have on-board moderators providing detailed information for each retail center. Participants will also have the opportunity to network in a casual, fun atmosphere during this event. The tour includes lunch and concludes with a networking reception.

Additionally, all attendees will receive a tour book complete with brochures and detailed descriptions of the featured properties, market data and contact information of all attendees. If you are interested in the Dallas retail market, this event should not be missed!

NEXT GEN/FIRST TIMERS'/STUDENT RECEPTION

4:00 – 5:00 pm

SIGs MEET AND GREET

4:00 – 5:00 pm

SPECIAL INDUSTRY GROUPS (SIGs)



SIGs | SPECIAL INDUSTRY GROUPS

5:00 – 6:00 pm

Choose from four sessions and interact with your colleagues and peers on issues, successes and challenges in your segment of the industry. Please visit www.icsc.org/2014sig8 to register.

Alliance

"Partnerships of All Shapes & Sizes"

This SIG will feature a panel discussion of three redevelopments or new developments which illustrate creative ways in which municipalities or economic development corporations are teaming with developers.

MODERATOR



David B. Pettit

ICSC Texas Alliance Private Sector Co-Chair
Principal
David Pettit Economic Development, LLC
Fort Worth, TX

FACILITATORS



Jennette Killingsworth

Executive Director
Little Elm Economic Development Corporation
Little Elm, TX



Edward D. Manuel

Vice President, .Development
Trademark
Fort Worth, TX



Mark McDaniel

Assistant City Manager
City of Dallas
Dallas, TX

Design & Construction

What A Difference A Year Makes

This SIG will feature a roundtable discussion format focused on how architectural design and construction companies are dealing with today's economic conditions.

FACILITATORS



Dale E. Scott, CRX, CDP

ICSC Florida Past State Director
ICSC Ambassador
Director
Hawkins Construction, Inc.
Boca Raton, FL



Dave Sykes

Executive Advisor for Growth Strategy
Dave Sykes Network
Dallas, TX

Leasing

This SIG will focus on current market drivers and challenges related to leasing in today's economic environment from both the landlord and tenant perspective.

FACILITATORS



Michael Geisler
Partner
Venture Commercial
Dallas, TX



John Zikos
Partner
Venture Commercial
Dallas, TX

Retailers

The Retailers SIG has been established by retailers and is for retailers only.

(Brokers representing retailers do not qualify.)

Key topics will include:

- Consolidation and diversification of the grocery segment and what that means for retailers
- Texas development landscape and how retailers are adjusting to a landlord leveraged environment
- Tools and resources: CRM, Forecasting, and Portfolio Review Programs – What's working and what's not?

FACILITATORS



Davis Bennett
ICSC Texas Retail Chair
Director of Real Estate
Great Clips, Inc.
Minneapolis, MN



Jeff Morrow
Director of Real Estate
Burlington Stores
Ft. Worth, TX

WEST TEXAS RECEPTION

5:00 – 6:00 pm

Doing business or thinking of doing business in West Texas? Then you need to attend this reception to meet and mingle with the players in that region!

MEMBER-HOSTED RECEPTION

6:00 – 8:00 pm

Thursday, November 13

REGISTRATION

7:00 am – 6:00 pm

OPTIONAL EVENT: ICSC MORNING RUN

6:45 – 7:45 am

Start your day off with a run along the Katy Trail and Turtle Creek.

CONTINENTAL BREAKFAST

8:00 – 8:30 am

WELCOME, PROGRAM OVERVIEW AND STATE GOVERNMENT RELATIONS UPDATE

8:30 – 8:45 am

Welcome



Kendra Hinderland
ICSC Texas State Director
Vice President | Retail Asset Management
Deutsche Asset & Wealth Management
Dallas, TX

Program Overview



Matt Marshall
2014 Texas Conference and Deal Making
Program Planning Committee Chair
Project Leasing Director
StoneCrest Investments, LLC
Round Rock, TX

State Government Relations Update



Lance W. Taylor, CCIM
ICSC Texas Government Relations Chair
Vice President | Retail Asset Management
Deutsche Asset & Wealth Management
Dallas, TX

OUTLOOK FOR RETAIL REAL ESTATE

8:45 – 9:00 am

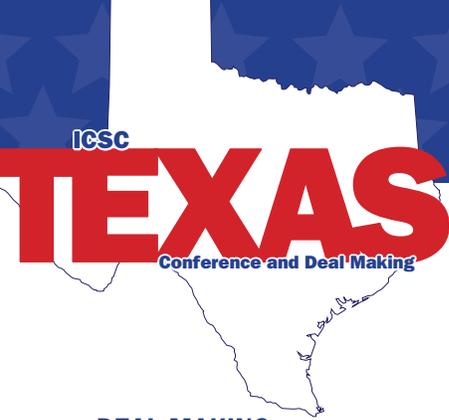


Robert F. Welanetz, CRX, CSM
ICSC Chairman
Global Retail Real Estate Advisor
The Blackstone Group
Atlanta, GA

GENERAL SESSION: CAPITAL MARKETS

9:00 – 10:00 am

A panel of experts will discuss a variety of relevant current event topics affecting the capital markets for commercial retail properties.



PROGRAM

DEAL MAKING

10:00 am – 6:00 pm

LUNCH SERVED

11:30 am – 12:00 noon

TEXAS UNDERGRADUATE CASE STUDY COMPETITION AWARDS

12:00 noon – 12:15 pm

The Texas ICSC Undergraduate Case Study Competition will pit rival universities against one another in a battle of retail knowledge that will determine which undergraduate program produces students most ready to excel in the retail real estate industry.

Faced with a challenging prompt, students will have to overcome various obstacles and answer several key questions asked by industry experts in order to be crowned undisputed champion of ICSC's second annual collegiate case study competition. Does your alma mater have what it takes?

GENERAL SESSION: DEVELOPER SHOWCASE

12:15 – 1:15 pm

Join us as we discuss the hottest developments in Texas! You'll hear from several Texas developers about new projects and redevelopments on the line in Dallas, College Station, and Austin markets. This presentation offers the unique perspective of each developer as they discuss the successes and challenges they've met while working to bring these exciting developments to their respective markets, and will include a discussion on private and public partnerships with the cities.

MODERATORS



Blane O'Banion
Regional Leasing Director
Weingarten Realty Advisors
Richardson, TX



Bryan Cornelius
Partner
Venture Commercial Real Estate, LLC
Dallas, TX

PANELISTS



Shon M. Link
Executive Vice President, Development
Midway Companies
Houston, TX
Representing Century Square in College Station, TX



Terry Montesi
CEO
Trademark Property Company
Fort Worth, TX
Representing Victory Park in Dallas, TX



Scott Rohrman
Owner, 42 Real Estate, LLC
Dallas, TX
Representing Deep Ellum in Dallas, TX



John C. Rosato
Principal
Southwest Strategies Group
Austin, TX
Representing Seaholm Power Plaza in Austin, TX

GENERAL SESSION: TECH TALK

1:30 – 2:30 pm

How Digital is Driving Real Estate

In the realm of retail real estate, there's no doubt that the internet has changed how retailers, brokerages and landlords do business. While most of the hype has been surrounding changing consumer habits and the growth of online sales, the topic of how technology has been able to enhance real estate choices has been largely neglected. This diverse panel of marketing and retail experts will discuss the impact social media, online marketing and how new tools in analytics are driving retailers and their brokers to make data-driven decisions regarding their real estate. These professionals will discuss:

- How is social media driving store design?
- How are retailers using social media to scale quickly during comprehensive multi-market rollouts?
- How are digital analytics driving store location decisions?
- Are organizational changes occurring to account for the larger role of marketing and social media insights in operational functions of the organization?
- What technology tools are savvy retailers, owners and brokerages using to create actionable insight from their marketing initiatives?

MODERATOR

Kendall Shiffler
Corporate Director of Marketing
UCR Investment Sales
Dallas, TX

PANELISTS

Robert Freeman

Director of Digital & Social Marketing
Michaels Stores, Inc.
Dallas, TX

Jessica Nuñez

Founder
Nuñez PR Group
Dallas, TX

Friday, November 14

★ **RETAILER FRIDAY** ★

REGISTRATION

7:30 am – 12:00 noon

CONTINENTAL BREAKFAST

8:00 – 8:30 am

KEYNOTE SPEAKER

8:30 – 9:30 am



Dana Telsey

CEO and Chief Research Officer
Telsey Advisory Group LLC
New York, NY

DEAL MAKING

9:00 am – 12:00 noon

RETAILER ROUNDUP

10:00 am – 12:00 noon

The Retailer Roundup will provide an opportunity for retailers to discuss their future business plans and, most importantly, to increase visibility and networking contacts with shopping center owners and developers.

Don't miss this opportunity to meet face-to-face with over 80 retailers! (Retailers: Please see the form on page 11 to sign up.)

CONFERENCE ADJOURNS

12:00 noon

Program information current as of September 4 2014.

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Martin A. Mayer, ICSC Southern Division Vice President, Stirling Properties



D. Scott McLain, CCIM, ICSC Southern Division Government Relations Committee Chair, Coldwell Banker Commercial, McLain Real Estate



Jacqueline Wammock, SCLS, ICSC Southern Division Operations Chair, Westmoreland Company



Jason Claunch, ICSC Southern Division Alliance Private Sector Co-Chair, Catalyst Commercial



Connie Bainbridge, ICSC Southern Division Alliance Public Sector Co-Chair, City of Prattville



Bryan Cook, ICSC Southern Division Retail Chair, CVS Caremark



Jonathan L. Neville, ICSC Southern Division Next Generation Chair, Arnall Golden Gregory LLP

State Leadership



Kendra Hinderland, ICSC Texas State Director, Deutsche Asset & Wealth Management



Lance W. Taylor, CCIM, ICSC Texas Government Relations Chair, Deutsche Asset & Wealth Management



David B. Pettit, ICSC Texas Alliance Private Sector Co-Chair, David Pettit Economic Development, LLC



Marty Wieder, ICSC Texas Alliance Public Sector Co-Chair, City of Colleyville



Denise Browning, CRX, CMD, ICSC Texas Operations Chair, Madison Marquette



Davis Bennett, ICSC Texas Retail Chair, Great Clips Inc.



Krista Dabney Dillard, ICSC Texas Next Generation Chair, Open Space Commercial



Tina Wolfe, ICSC Texas Program Chair, Hunt Companies

LEADERSHIP

Program Planning Committee



Matt Marshall, ICSC 2014 Texas Conference and Deal Making Program Planning Committee Chair, StoneCrest Investments, LLC



Suzanne Anderson, ICSC 2014 Texas Conference and Deal Making Program Planning Committee Co-Chair, Midway Companies



Heather Abel, Goldman Sachs



Shawn Ackerman, Henry S. Miller Brokerage, LLC



Elizabeth Nabholtz Allen, RioCan Real Estate Investment Trust



Zach Armstrong, J. Beard Real Estate Company



Jeff Brand, Brand Capital Partners



Bryan Cornelius, Venture Commercial Real Estate, LLC



Jessica Donnelly, UCR Investment Sales



Jace Hinderland, UCR Investment Sales



Ryan Johnson, SRS Real Estate Partners



David D. Miracle, Miracle Development Services Company



Blane O'Banion, Weingarten Realty Advisors



Kendall Shiffler, UCR Investment Sales



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Matt Fielder, Executive Director
Date: 10/17/2014
Re: Discuss, direct, and consider action on a plan to recruit new businesses

The purpose of this item is to review a strategy for business recruitment that includes identifying specific properties with a high likelihood of being sold/leased, and then identifying businesses that would be a good fit for them. Those businesses would be specifically targeted for marketing to attract them to Pantego. Staff is seeking direction from the Board regarding whether to utilize time and resources in this way in order to recruit new businesses.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 10/22/14
Re: Pantego Business Council

At the time the PEDC Board elected to join the Arlington Chamber of Commerce the Board discussed creating a Pantego Business Council made up of strictly Pantego Businesses. This Council would give the opportunities for business owners and PEDC Boardmembers to connect and discuss issues involving Pantego.

The Board needs to decide if they will create such a Council and set the details of this Council; such as when and where they will meet.

Attachments: None.

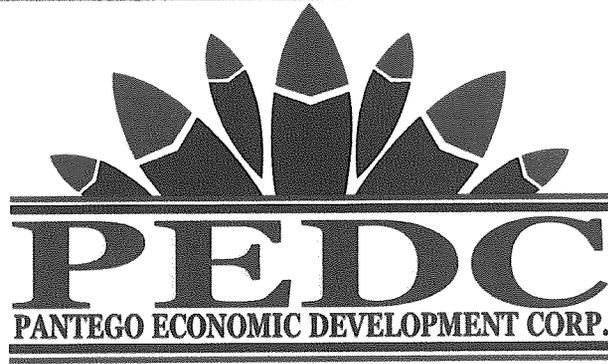


PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 10/22/14
Re: Christmas Light Decorating Contest

Each Year the PEDC Board judges the Christmas light decorations for residents and businesses along with the Community Relations Board. Typically the CRB judges the residents and the PEDC judges the businesses. The Board needs to set the contest requirements, prizes, and deadline dates.

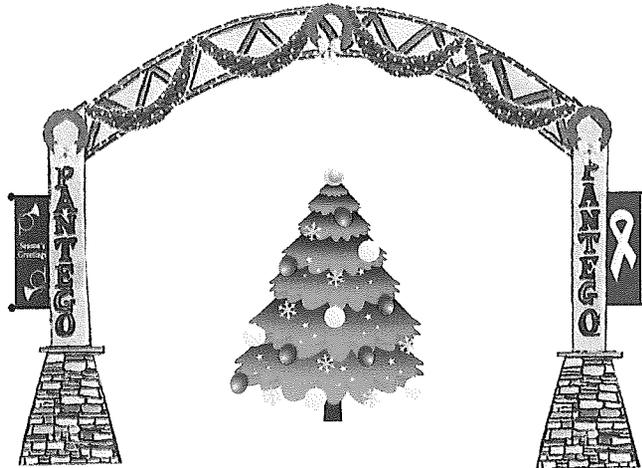
Attachments: Last Years Flyer



Join Pantego EDC & Pantego Business Owners

Decorate for the Holidays!

Win Cash Prizes



Prizes Awarded to:

Best Business Decoration \$1,000

Best Theme \$750

The Griswold Award \$500

Judging will for Business Decorations will be on Saturday December 14, 2013



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 10/22/14
Re: Christkindl Market

Each Year the Arlington Chamber of Commerce holds the Christkindl Market event. This is a 21 day event that begins Friday, November 28th until Sunday, December 21st. The Arlington Chamber of Commerce has invited the PEDC Board to have materials available at the first welcome booth with the Arlington Chamber of Commerce. This item is to discuss how we want to participate.

Attachments: None