

**The Woodlands Township**  
**AD HOC ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**Thursday February 2, 2017**  
**MINUTES**

The Ad Hoc Economic Development Committee of The Woodlands Township Board of Directors met in regular session, open to the public, on Thursday February 2, 2017 posted to begin at 8:30 a.m. The Committee meeting was held in a meeting room at the office of The Woodlands Township, 2801 Technology Forest Boulevard; The Woodlands, Texas 77381 within the boundaries of The Woodlands Township.

**DIRECTORS PRESENT:** Committee Chair Dr. Ann Snyder; Committee Member John McMullan and Committee Member Brian Boniface.

**STAFF ADVISORS:** Director of Community Relations Nick Wolda; Township President Don Norrell; Township Assistant to the President, Karen Dempsey; Township Attorney Robin Cross; Assistant General Manager Community Services John Powers; Community Relations Manager Mary Connell; and Administrative Assistant Danielle Gatlin.

**OTHER ATTENDEES:** Gensler, Jonathan Shelledy; Waterway Arts Council, Amy Lecocq; Waterway Arts Council, Mike Bass; Jeff Holiday.

**Call to order;** 8:30 a.m.

Committee Chair Ann Snyder called the meeting to order at 8:30 a.m. There was a quorum of members present; the Committee proceeded to conduct business regarding the following matters.

**Receive, consider and act upon adoption of the meeting agenda;**

Motion made by Brian Boniface to adopt the agenda as presented and John McMullan seconded. Motion passed unanimously.

**Receive, consider and act upon minutes from January 5, 2016 meeting;**

Motion made by Brian Boniface to adopt the minutes and John McMullan seconded. Motion passed unanimously.

**Receive, consider and act upon minutes from January 13, 2016 meeting;**

Motion made by Brian Boniface to adopt the minutes and John McMullan seconded. Motion passed unanimously.

**Receive, consider and act upon matters related to the Cultural Arts Study;**

Jonathan Shelledy from Gensler was introduced Dr. Snyder. Mr. Shelledy explained that Webb Management Services and Gensler were at the Township for three days to interview community representatives. In that time, over 50 interviews were conducted in 30 minute segments. Webb Management is continuing to interview by phone. Early indications show there is a likelihood of more than one feasible option for consideration of cultural arts, according to Mr. Shelledy. Webb Management will analyze all interviews and compare that with the data that has been collected from previous studies, ultimately compiling a detailed report to the Township. The company feels this will align with Township goals. There is a community survey open to the public and scheduled to remain open until February 27, 2017. Mr. Norrell explained that this will continue to be promoted through social media. Dr. Snyder suggested sponsoring survey to keep momentum over the four week period of time. After the close of the survey, Duncan Webb will present a comprehensive report to the Township Board on March 22, 2017. Motion made by Brian Boniface for matters related to the Cultural Arts Study and John McMullan seconded. Motion passed unanimously

**Receive and consider a presentation regarding a Cultural Arts District in The Woodlands;**

Dr. Snyder introduced Amy Lecocq and Mike Bass from The Woodlands Arts Council to present a potential Cultural Arts District in The Woodlands. Ms. Lecocq began by explaining the Arts Councils vision and accomplishments. There are 28 Cultural Arts Districts in Texas. The Waterway Arts Council has received over \$35,000 in grants over the past few years. To qualify for grant funding, there must be a designated geographical zone that is walkable and contain a concentration of cultural arts. Cultural Arts Districts increase economic activity, sales tax and access to large grants, according to Mr. Bass and Ms. Lecocq. This creates a powerful marketing tool for CVB's. Each organization inside of the district is eligible for up to \$250,000 a year in grants with no matching component required. An added benefit to the Cultural District is that it enhances reputation as a premiere quality arts community. The Arts Council can send the application as can the Township but it must be collaborative with other community members such as the CVB, the Chamber of Commerce, Land Developers, banks, school districts, etc. Mr. Norrell suggested the Arts Council to develop a presentation to bring to the Township Board meeting in May or June when there is more information to provide. Jonathan Shelledy offered to help define the boundaries of the Cultural Arts District. The committee was very supportive. No motion was necessary.

**Recess to the Executive session with counsel, staff and/or affected third parties to discuss matters relating to real property, deliberation of economic development negotiations, discuss personal matters, consult with The Woodlands Township attorney, and discuss funding alternatives and potential agreements with other local, state and federal agencies;**

Recessed at 9:10 a.m.

**Reconvene in Public Session; and take action on matters from Executive Session;**

Back in public session at 9:20 a.m.

**Receive, consider and act upon the next meeting date of the Economic Development Committee;**

The decision was made to meet on March 2, 2017 at 8:30 a.m. Motion to approve Economic Development Committee meeting date set for March 2, 2017 was made by Brian Boniface and seconded by John McMullan. Motion passed unanimously.

**Consideration of items to be placed on the agenda for the next meeting;**

Items to be placed on the next meeting's agenda are to Receive, consider and act upon matters related to the Cultural Arts Study.

**Adjournment;**

Motion made by Brian Boniface to adjourn meeting. John McMullan seconded. Motion passed unanimously. Meeting adjourned at 9:25 a.m.