

The Woodlands Township
AD HOC ECONOMIC DEVELOPMENT COMMITTEE MEETING
Monday, October 22, 2018
MINUTES

The Ad Hoc Economic Development Committee of The Woodlands Township Board of Directors met in regular session, open to the public, on Monday, October 22, 2018 posted to begin at 8:00 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 and Committee Member Carol Stromatt.

DIRECTORS ABSENT: Committee Member John McMullan.

STAFF ADVISORS: The Woodlands Township President, Don Norrell; The Woodlands Township Director of Community Relations, Nick Wolda; The Woodlands Township Attorney, Robin Cross; The Woodlands CVB Assistant Director, Elizabeth Eddins and CVB Sr. Administrative Assistant, Sonia Guerrero.

OTHER ATTENDEES: Jane Stueckemann, The Woodlands Villager.

1. Call to order;

Committee Chair Ann Snyder called the meeting to order at 8:04 a.m. There was a quorum of members present; the Committee proceeded to conduct business regarding the following matters.

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

Motion to adopt agenda was made by Carol Stromatt and seconded by Ann Snyder. Motion passed unanimously.

3. Public Comment;

None.

4. Receive, consider and act upon minutes from October 8, 2018 meeting;

Motion made by Carol Stromatt to adopt the minutes, seconded by Ann Snyder. Motion passed unanimously.

5. 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;

The Committee did not recess to Executive Session.

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

The Committee did not recess to Executive Session.

7. Receive, consider and act upon recommendation to the Township Board of Directors regarding guidelines for distribution of funds from the Events Admission Tax line item;

Nick Wolda explained that The Township receives approximately \$145,000 in annual funding from the Events Admissions Tax and the fund has an approximate balance at year-end 2018 of \$640,000. The Woodlands Township's Board of Directors asked the Economic Development Committee uses of these funds and associated guidelines. The funding can be used to support cultural education, which includes both program and capital costs associated with cultural education. Per the enabling legislation, "cultural education means the exhibition or promotion of or education about the performing, dramatic, visual, literary, or fine arts, including historical, geological, archeological, or paleontological sciences, and history, natural history, scientific, cultural, ethnic, or heritage education meeting local community standards in the district."

As a base requisite, projects must meet the requirements of cultural education as set forth in the Township enabling legislation. Funding priority could be given to:

- Township cultural arts projects such as a museum or a performing arts facility.
- Projects that create substantial cultural arts opportunities within the Township.
- Capital projects, which represent one-time funding requests.
- Projects that can be self-sustaining after the initial grant funding year.
- Projects that are located within The Woodlands Township boundaries.
- Projects that will primarily serve The Woodlands residents.

The Committee will review the examples presented and get suggestions back to Nick Wolda. The Committee took no other action for the recommendation to the Township Board of Directors regarding guidelines for distribution of funds from the Events Admission Tax line item.

8. Receive, consider and act upon a recommendation to the Township Board of Directors regarding boundaries and names for the Cultural Arts Area in The Woodlands;

The staff suggested the area previously selected is too encompassing and recommends the art area to be focused near and close to The Woodlands Waterway. The Woodlands Waterway

serves as the main attraction for residents and visitors and this can help the Committee determine to narrow or expand the area. This does not prevent the promotion of art organizations or material outside of the proposed area. Motion was made for a Sub-Committee comprised of Nick Wolda, Elizabeth Eddins, Carol Stromatt and Amy Lecocq to report back with suggested names, branding and boundaries for the Cultural Arts Area in The Woodlands during the next scheduled meeting.

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

The Committee discussed next meeting dates and the decision was made to hold the next meeting on Wednesday, November 28, 2018 at 3 p.m. and discussed the possibility of changing the time for future meetings.

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

Committee considerations to be placed on the agenda for the next meeting include recommendation to the Township Board of Directors regarding boundaries and names for the Cultural Arts Area in The Woodlands and recommendation to the Township Board of Directors regarding guidelines and criteria for distribution of funds from the Events Admission Tax.

11. Adjournment;

Motion made by Carol Stromatt to adjourn meeting, seconded by Ann Snyder. Motion passed unanimously. Meeting adjourned at 8:54 a.m.