



**THE CITY OF CEDAR PARK CITY COUNCIL AND  
THE CEDAR PARK ECONOMIC DEVELOPMENT SALES TAX (TYPE A)  
CORPORATION AND  
THE CEDAR PARK COMMUNITY DEVELOPMENT (TYPE B) CORPORATION  
SPECIAL CALLED JOINT MEETING  
DECEMBER 11, 2019 AT 7:30 P.M.  
CEDAR PARK CITY HALL – MULTI PURPOSE ROOM  
450 CYPRESS CREEK ROAD, BUILDING THREE**

**CITY COUNCIL**

Corbin Van Arsdale, Mayor  
Tim Kelly, Council Place One  
Anne Duffy, Council Place Three  
Mike Guevara, Council Place Four

Mel Kirkland, Mayor Pro Tem  
Rodney T. Robinson, Council Place Five  
Dorian Chavez, Council Place Six  
Brenda Eivens, City Manager

**CEDAR PARK ECONOMIC DEVELOPMENT SALES TAX (TYPE A) CORPORATION**

Eric Boyce, President  
Sudip Giri, Place One  
Petri Darby, Place Two  
Haley Siddons, Place Three

Kelly Brent, Vice President  
Hulyne Christopher, Place Five  
Christine Blair, Place Six

**CEDAR PARK COMMUNITY DEVELOPMENT (TYPE B) CORPORATION**

Ryan Wood, President  
Tom Moody, Place One  
Dick Lewis, Place Three  
Kevin Harris, Place Four

Ginger Goodin, Vice President  
Mark Ayotte, Place Five  
Lance Gunn, Place Six

<b>AGENDA</b>
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*Pursuant to Section 551.007 of the Texas Government Code, as amended by HB 2840 (86<sup>th</sup> Legis.), each member of the public who desires to address the Council regarding an item on the agenda shall be allowed to do so before or during the Council's consideration of the item. Please register to speak under the specific agenda item and state whether you desire to speak during Council's*

*An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.*

*consideration of the item or before Council's consideration of the item during Preliminary Public Comment.*

- A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- B. Welcome/Introductions.
- C. Preliminary Public Comment. (Regarding items listed on this agenda. Pursuant to Government Code, Section 551.007, the public may address the Council before or during the Council's consideration of the item, subject to the Council Rules of Procedure.)
- D. Discussion Only:
  - 1. Review Of Council And Boards Strategic Goals And Vision.
  - 2. Overview Of Economic Development Program.
  - 3. Review Of The Type A And Type B Corporation Roles, Responsibilities, And Expectations.
  - 4. Potential Type A And Type B Corporation Projects And Priorities: Short Term And Long Term.
- E. Closing Comments.
- F. Adjournment.

*The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the City Council. Separate agenda items may be combined and discussed together at the discretion of the Chair.*

*Any final action, decision, or vote on a matter deliberated in Closed Executive Session shall be made in an open meeting pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code.*

CERTIFICATE
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I certify that the above notice of the Joint Meeting between the City Council and the Type A and Type B Corporations of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

Date Posted: \_\_\_\_\_  
Date Stamped (Month, Day, Year, AM/PM, Time)

The Cedar Park City Hall Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (512) 401.5002 or FAX (512) 401.5003 for further information.

  
\_\_\_\_\_  
LeAnn M. Quinn, TRMC  
City Secretary

Notice Removed: \_\_\_\_\_  
Date Stamped (Month, Day, Year, AM/PM, Time)

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# CITY OF CEDAR PARK

## 2018-2020 STRATEGIC GOALS



### DISTINCTLY CEDAR PARK

#### PURPOSE

Cedar Park is a unique location with a distinct identity shaped by its distinguishing projects and programs.

#### OBJECTIVES

- Encourage unique and distinctive developments
- Revitalize Bell Boulevard area
- Create gathering places, including parks and library
- Design special events that attract people to Cedar Park
- Leverage the value of aesthetics on community culture



### OPEN HERE, GROW HERE

#### PURPOSE

Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

#### OBJECTIVES

- Identify markets and actively recruit targeted industries and employers
- Evaluate economic development tool box
- Protect areas already designated for business
- Develop and launch business retention program



### SAFETY IS TOP-OF-MIND

#### PURPOSE

Our community feels safe, secure and comfortable.

#### OBJECTIVES

- Ensure timely and appropriate response for calls for service
- Provide resources necessary to meet community expectations
- Enhance citizen safety level



**CEDAR PARK**



### OPERATIONAL & FISCAL EXCELLENCE

#### PURPOSE

Deliver high-quality services in a fiscally-responsible manner.

#### OBJECTIVES

- Provide high-value services to our community
- Demonstrate fiscal responsibility
- Improve and ensure a well-maintained infrastructure, including storm water
- Attract and retain a qualified workforce



### LINK PEOPLE, PLACES & THINGS

#### PURPOSE

Improve mobility through multi-modal transportation options that best serve the community's needs.

#### OBJECTIVES

- Continue implementing Roadway Master Plan
- Expand pedestrian and bike networks
- Complete Transit Study
- Use technology to improve traffic/mobility
- Advance 183A frontage road project



### STRONG COMMUNITY CONNECTIONS

#### PURPOSE

Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

#### OBJECTIVES

- Develop and leverage innovative ways to engage the community
- Evaluate and enhance current engagement programs
- Support development and recognition of board and commission members



### SUSTAINABLE FUTURE

#### PURPOSE

Demonstrate responsible stewardship of community and natural resources.

#### OBJECTIVES

- Use our resources wisely
- Explore environmental programs
- Update Comprehensive Plan
- Support neighborhood maintenance

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