



**REGULAR MEETING  
ECONOMIC DEVELOPMENT SALES TAX CORPORATION (Type A)  
MONDAY, JULY 20, 2020, AT 6:30 PM  
BY FREE-OF CHARGE VIDEO CONFERENCE ONLY**

***IN THE INTEREST OF PUBLIC HEALTH & SAFETY,  
PLEASE DO NOT COME TO THE CITY HALL CAMPUS***

**Link for Meeting:** <https://mtg.cedarparktexas.gov/TypeA>

**Event Password:** CedarPark2020

**United States Toll Free:** 1-844-992-4726

**Access Code:** 126 815 8819

**BOARD MEMBERS**

Eric Boyce, President (Place 4)  
Kelly Brent, Vice President (Place 7)

Sudip Giri, Place 1	Petri Darby, Place 2
Haley Siddons, Place 3	Hulyne Christopher, Place 5
Christine Blair, Place 6	

**I. OPEN MEETING**

**A) Call to Order**

**B) Board Opening Comments**

**C) Public Communications.** (Regarding items not listed on this agenda. Three minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)

**D) Consent Agenda**

a. Approval of Minutes from May 18, 2020, Regular Board Meeting

### **E) Directors Report**

1. Report on Economic Development Director Activities and Contacts, Which Includes Updates On the Following:
  - a. Business Attraction
  - b. Business Retention and Expansion

### **F) Discussion and Possible Action**

- a. Overview of FY 21 Cedar Park Economic Development (Type A) Corporation Budget – Kent Meredith, Finance Director.

### **H) Board Closing Comments**

### **I) 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 Type A Board*

*All unscheduled closed executive sessions may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultation with the City Attorney.*

*At the discretion of the Type A Corporation Board, non-agenda items under the headings of “Citizen Communications” may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.*

*The City Attorney has approved the Executive Session Items on this agenda.*

<b>CERTIFICATE</b>
--------------------

I certify that the above notice of the Regular Scheduled Economic Development Sales Tax Corporation (Type A) Meeting 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 #4, Cedar Park, Texas. This notice was posted on:

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

The Cedar Park City Council Chambers is wheelchair accessible and disabled 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 for further information.

---

Ben White  
Economic Development, Director

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

*Any item on this posted agenda may be discussed in Executive Session provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.*

# 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



### 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



CEDAR PARK