



NOTICE OF A MEETING
Brenham Community Development Corporation
Tuesday June 13, 2017 @ 7:30 a.m.
City Hall - 2nd Floor Conference Room
200 W. Vulcan St.
Brenham, Texas

1. Call Meeting to Order
2. Invocation and Pledges to the U.S. and Texas Flags
3. Discuss and Possibly Act Upon the Approval of the Minutes from the April 20, 2017 Meeting **Pages 1 - 6**
4. Discuss and Possibly Act Upon a Request for Re-Allocation of FY2016-17 Budgeted Funds for AV Equipment at the Blue Bell Aquatic Center **Page 7**
5. Discuss and Possibly Act Upon a Request for Re-Allocation of FY2016-17 Budgeted Funds for the Target Industry Analysis for the Economic Development Foundation of Brenham **Page 8**
6. Discuss and Possibly Act Upon Recommendations Regarding the Budget of the Brenham Community Development Corporation for the Fiscal Year 2017-18 **Pages 9 - 22**
7. Staff Updates
 - Administrative
 - City Retail Update
 - Parks & Recreation Update

Adjourn

CERTIFICATION

I certify that a copy of the agenda of items to be considered by the Brenham Community Development Corporation (BCDC) on Tuesday June 13, 2017 was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Thursday, June 8, 2017 at 4:15 p.m.

Paula Shields

Paula Shields
BCDC Staff Liaison

Executive Sessions: The Brenham Community Development Corporation (BCDC) reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed, as authorized by Texas Government Code, Chapter 551, including but not limited to §551.071 – Consultation with Attorney, §551.072 – Real Property, §551.073 – Prospective Gifts, §551.074 - Personnel Matters, §551.076 – Security Devices, §551.086 - Utility Competitive Matters, and §551.087 – Economic Development Negotiations.

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7567 for assistance.

I certify that this notice and agenda of items to be considered by the Brenham Community Development Corporation (BCDC) was removed by me from the City Hall bulletin board on _____ at _____.

Signature

MINUTES

BRENHAM COMMUNITY DEVELOPMENT CORPORATION

April 20, 2017

A meeting of the Brenham Community Development Corporation was held on January 12, 2017, at City Hall, 2nd Floor Conference Room, 200 W. Vulcan, Brenham, Texas beginning at 7:30 a.m.

Board members present were Charles Moser, David Cone, Atwood Kenjura, Jason Kiemsteadt, Darrell Blum, Bill Betts, and John Hasskarl.

City of Brenham staff members present were Terry Roberts, Carolyn Miller, Lowell Ogle, Ryan Rapelye, Dane Rau, Wende Ragonis, Stacy Hardy, Erik Smith, Jeana Bellinger, Casey Redman, Jennifer Eckermann and Paula Shields.

Others in attendance were Mayor Milton Tate; Page Michel and Clint Kolby, EDF; Grant Lischka and Erin Williford, Jones and Carter; Bob Schmidt, O'Malley Strand; Tommy Upchurch, Upchurch Architecture and Bill Anger

- 1. Chairman Charles Moser called the meeting to order**
- 2. The Invocation and Pledges to the Flags Followed**
- 3. Discuss and Possibly Act Upon the Approval of the Minutes from the January 12, 2017 Meeting and the March 3, 2017 Special Meeting**

A motion was made by Atwood Kenjura and seconded by Bill Betts to approve the minutes from the January 12, 2017 meeting and the March 3, 2017 special meeting as corrected.

Chairman Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Board Member Bill Betts	Yes
Board Member Jason Kiemsteadt	Yes
Board Member Darrell Blum	Yes
Board Member Atwood Kenjura	Yes
Board Member John Hasskarl	Yes
Board Member David Cone	Yes

4 Discuss and Possibly Act Upon FY2016-17 Second Quarter Financial Reports

Assistant City Manager – Chief Financial Officer Carolyn Miller presented BCDC’s FY2016-17 second quarter financial report.

Sales Tax Revenue

For FY17, Miller stated that the sales tax revenue budget was increased by two percent (2%) over the prior year’s budget amount. Miller stated that with five months of collections received, sales tax revenue is trending slightly ahead of budget by \$28,437 accumulative. A budget estimate was used for March 2017 collections.

Financial Statements

The *Economic Development and Brenham Business Center* report shows an operating deficit of \$78,636 for the second quarter of FY17. The main reason for the deficit is the expenditure item for the EDA Grant Matching Contribution. At the January 12, 2017 meeting, BCDC approved the release of the \$150,000 final payment of committed funds to the EDF for the EDA Grant. Legal fees of \$2,066 and \$5,000 for the earnest money contract have been incurred related to land acquisition for business park expansion. All other operating expenditures were within budget levels and comparable to prior years.

The *Recreation Income Statement* has been updated to reflect seven (7) of the thirteen approved parks and recreation projects for FY17 that were completed in the second quarter. The *Recreation side* ended the quarter with an operating surplus of \$165,522.

BCDC Capital Projects Fund

Miller explained that there were no activities in the BCDC Capital Projects Fund for the first quarter of FY17. Approximately \$397,000 of the original \$657,000 allocated for new park infrastructure costs is available for future project expenditures.

A motion was made by Bill Betts and seconded by David Cone to approve the FY2016/17 second quarter financial reports as submitted.

Chairman Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Board Member Bill Betts	Yes
Board Member Jason Kiemsteadt	Yes
Board Member Darrell Blum	Yes
Board Member Atwood Kenjura	Yes
Board Member John Hasskarl	Yes
Board Member David Cone	Yes

5. Discuss and Possibly Act Upon an Engineering Report for Development of Regional Detention in the Brenham Business Center and Authorize the President to Execute Any Necessary Documentation

President Terry Roberts presented this item. Roberts explained that BCDC entered into an agreement with O'Malley Strand Associates in August 2016 for the design of the Brenham Business Center detention facility.

Bob Schmidt from O'Malley Strand provided an update on the detention pond design. Schmidt explained that the design is about 50% completed. The detention pond will be sized to serve the current undeveloped area of the Brenham Business Center water shed that runs through the west side of the property. The site area is approximately 77.87 acres.

Once the detention pond is complete, approximately 80% of the area will be available for development. Precision Polymer Engineering and Advanced Data Storage have their own detention pond; however, they will be able to close their ponds and reclaim that land.

Schmidt explained that the City will need to check with the United States Corp of Engineers to discuss the permitting process and requirements.

No Action was needed by the Board.

6. Discuss and Consider a Proposal for Planning and Design Assistance from Jones & Carter Related to the Future Brenham Family Park and Authorize the President to Execute Any Necessary Documentation

BCDC President Terry Roberts presented this item. Roberts explained that Jones & Carter consulting engineers was retained by the Kruse Family for the design of the detention pond/lake feature and Jones & Carter will be securing all of the necessary federal permits. It is anticipated that this project will be completed in the fall of 2018.

Roberts stated that Grant Lischka and Erin Williford of Jones & Carter have provided updates to BCDC on their work associated with the project at past BCDC minutes. Staff believes it would be logical to consider engaging Jones and Carter to assist the City and BCDC in developing a master plan for the new park. Jones and Carter has prepared a proposal for the BCDC's consideration detailing the scope of services that would assist the BCDC, Parks Board, city staff and the citizens of Brenham to create a vision for the new park to augment the existing city parks and recreation facilities.

The BCDC and Parks Board have appointed representatives of their respective boards to work with city staff and Jones & Carter to plan the future of the Brenham Family Park. Representatives of the BCDC are Darrel Blum and John Hasskarl; representing the Parks Board are Bill Betts and Paula Buls. Meetings will be scheduled in the near future to begin these discussions.

Grant Lischka from Jones & Carter explained that development of a master plan would take approximately six months to complete and will be performed in consultation with the joint subcommittee, city staff and community stakeholders. The projected cost of \$46,422 is not a budgeted item at this time so the funding would have to come from reserves.

A motion was made by Darrell Blum and seconded by Bill Betts to approve the proposal submitted by Jones & Carter related to the Future Brenham Family Park with a projected cost of \$46,422 and authorize the President to execute any necessary documentation.

Chairman Moser called for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Board Member Bill Betts	Yes
Board Member Jason Kiemsteadt	Yes
Board Member Darrell Blum	Yes
Board Member Atwood Kenjura	Yes
Board Member John Hasskarl	Abstain
Board Member David Cone	Yes

7. Discussion and Update from Upchurch Architects, Inc. Related to the Fireman's Park Restrooms

Public Works Director Dane Rau presented this item. Rau explained that Tommy Upchurch from Upchurch Architects, Inc. has been working on the design of the Fireman's Park Restrooms. Upchurch has made several presentations to the Board, updating them on the progress of the designs.

Upchurch explained that the project will be ready for bid early June and anticipates construction to begin sometime in July. The design will include:

- Connection from the parking lot to the new restrooms
- Adding a sidewalk from the kitchen to the restrooms
- Changing from the one current building to three small buildings – men's room, woman's room and a family room
- Keeping the area open between the three buildings
- Keeping the site lines open between the kitchen and restrooms.

Upchurch explained that currently there are no specific plans for the WPA building, however the thought would be to raise the site area round the building, clear out the interior, and complete a structural assessment with leaving the just the walls standing.

8. Discussion and Update Relating to the Main Street Initiatives

Community Services Director Wende Ragonis presented this item. She provided an update to the Board on Main Street's three key priorities:

- Attract a downtown hotel development. With the City's new role as of January 2017 of operating the Barnhill Center at the Historic Simon Theatre, it became clear that mid-week conference delegates would like a hotel development within walking distance to their meeting venue. Project Luxury has been added to the Economic Development Foundation's monthly prospect list and updates relating to the progress of pending hotel development are discussed this channel.
- Negotiate the ownership of TxDOT right of way. The Downtown Master plan contains several initiatives in which obtaining ownership and control of the TxDOT is vital. ERC Committee Chairman Jim Moser has led the effort with City staff's support to create a Pedestrian Retail Zone within the historic downtown district. Moser has reached out to Senator Lois Kolkhorst and State Representative Leighton Schubert to discuss the plight of the Brenham Main Street as it relates to these TxDOT right of way concerns. There are three areas of control for which this is needed: (1) the local control of vehicular traffic in the predominately pedestrian downtown district (including the placement of speed deterrents), (2) a local determining voice in the development of streetscapes which would encourage pedestrian retail traffic; and (3) local control through municipal ordinances with the ability to enforce those ordinances for commercial signage and awning, bench planter and table placement in the TxDOT right of way. Staff has scheduled a meeting with the regional TxDOT staff for May 12, 2017.
- Improve the relationship with the key downtown stakeholders. County Commissioner, Luther Hueske is now an active member of the ERC committee and provides insight and information relevant to Main Street and a county perspective. Page Michel and Wende Ragonis met with Judge John Brieden and made a request for the cleaning of the Courthouse.

Ragonis provided an overview of some of the activities Main Street has been involved with over the past year.

The Southside district is the area just south of the existing B3 district along 1st Street between S. Park and Church. A B4 zoning district was created and named the *Neighborhood Business District*. If this district is approved, it will encourage a mix of commercial, office, service, residential and governmental uses while preserving the historical/commercial character of the unique district. Development Services will take this to the Zoning Committee and then to Council.

Main Street has once again retained its accreditation for the Main Street state and national accreditation.

Economic Restructuring Committee (ERC) has gathered feedback from various building owners to identify challenges and obstacles for growth and redevelopment. They have found that fire suppression is one of the major hurdles for the restoration of the historic building downtown. ERC has looked into what incentives may be available. They include:

- Incentive Grant Fund
- Economic Impact & Innovation Grant (EIIG)
- Sign Grant
- Tax Credit Program

Ragonis explained that Main Street Brenham has many stakeholders who are key in the continuing progress for the district. Ragonis stated that it is the goal of the City staff supporting Main Street Brenham that BCDC continues its role as a key stakeholder, especially as more private investment is made in the district.

9. Discussion and Update from the Economic Development Foundation

Economic Development Foundation President Page Michel provided the highlights from the second quarter report.

10. Staff Updates

➤ Administrative

President Terry Roberts explained that the Gurrech tract is close to closing. Title exceptions are being worked out.

○ BCDC Budget Meeting June 15, 2017

➤ City Retail Update

Assistant City Manager – Government Services provided update on Project

Parks & Recreation Update

President Terry Roberts explained that Parks Board met at Henderson Park with the users of that park. The meeting went well and the Board received great feedback from the users.

The meeting was adjourned.

Charles Moser
Chairman

ATTEST:

Jeana Bellinger, TRMC
Secretary



MEMORANDUM

TO: Brenham Community Development Corporation Board of Directors
FROM: Wende Ragonis
SUBJECT: Reallocation of FY17 BBAC Funds
DATE: May 30, 2017

The Brenham Community Development Corporation (BCDC) Board of Directors granted the following funding requests for the Blue Bell Aquatic Center (BBAC) for the FY17 budget cycle:

	Allocated	Spent	Balance
Aquatic Center-Powder Coat/Epoxy fence (Phase 3 of 3)	35,000	31,155	3,845
Aquatic Center Interior Improvements - Phase 2	30,000	12,043	17,957
Aquatic Center Interior Pump Enclosure Fence Replacement	10,000	6,508	3,492
	<u>75,000</u>	<u>49,706</u>	<u>25,294</u>

Each of these projects are now complete leaving a total fund balance of \$25,294 as noted above. Staff respectfully requests that this fund balance is reallocated to the BBAC in FY17 for audio visual enhancements to the BBAC facility as listed below.

BBAC Main Audio and Sound System Upgrades	Requested
	8,600
Display Monitors (for training & classes) w/presentation laptop	<u>15,000</u>
	23,000

The BBAC audio and sound system upgrade will replace the existing media tuner and controller that provides music and sound to the Natatorium and outdoor Leisure pool areas. The current system is original to the facility and technology has changed significantly in the last 16 years, so the system is obsolete and difficult to service and maintain. Staff is requesting the addition of display monitors in each of the meeting/exercise rooms as well. The rooms are utilized for various training sessions and meetings which require audio visual. Currently, staff must check-out equipment based upon availability from IT for training sessions and meetings. Staff is request one monitor for each room and one presentation laptop.



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Staff

Page Michel
President & CEO

Steve Drake
Project Manager

MEMORANDUM

To: BCDC Board
From: Page Michel, EDF President
Subject: Change to Funding Allocation
Date: June 8, 2017

The EDF would like to request a reallocation of funding from the BCDC in Fiscal Year 2016-17. It is for the Target Industry Analysis study that we are conducting with the Austin-based firm Mind Ecology.

Last year we requested \$5000 for the Target Industry study and \$12,800 for the Conversion Point technology project, and both were approved. The Conversion Point project has been suspended so we will not be requesting a reimbursement of those funds. The Target Industry study was expanded and will cost \$8,999. We would like to request a reallocation of \$3,999 to the Target Industry Analysis line item.

We will be in attendance at your June 13 BCDC Board Meeting to discuss these details and answer any questions you may have as you consider this request.

Thank you.



MEMORANDUM

To: BCDC Board and City Manager

From: Carolyn D. Miller
Assistant City Manager-Chief Financial Officer

Subject: Proposed BCDC Budget for FY17-18

Date: June 9, 2017

Attached is the proposed BCDC budget for FY17-18. The format is the same as we have used in prior years, with the FY17-18 proposed budget information shown in the three columns on the far right (green section). Some notable items are explained below:

Sales Tax

In FY17, a conservative approach was taken when budgeting a 2% increase over the prior year's budgeted sales tax. With six months of collections being reported, we are marginally (5.70%) ahead of budget. Taking the stable local economy into consideration but still being somewhat conservative, at this point the FY18 BCDC budget will be based on a 2% increase over FY17 projected revenue.

Projected FY16-17 Ending Fund Balance

The FY16-17 ending fund balance is estimated to be \$987,366 for the combined operation (see blue shaded amount). This means that the Recreation side will end the year with \$805,930 of estimated reserves and the Economic Development side will end with \$181,436 (after utilizing \$150,000 of reserves in FY17 for BCDC's second and final matching EDA grant contribution and \$393,000 of reserves related to the SWIP IV land purchase and initial interest payment).

Available Amount to Fund Projects in FY17-18

The FY17-18 budget is forecasting \$703,204 in available funding for Recreation projects before taking into account 11 projects that have been identified as potential BCDC funding considerations for the upcoming year. These potential projects total \$684,000 and if all were funded would leave a contingency balance of \$19,204.

The FY17-18 budget is forecasting \$52,520 in available funding on the Economic Development side. A new project has been identified by the Main Street department which would utilize \$15,000 of the available funding and if funded, leave a contingency balance of \$37,520.

EDF Budget Request

The last attachment is the EDF operations budget for FY17-18.

After reviewing this information, should you have any questions prior to Tuesday's meeting, do not hesitate to contact me directly at 979-337-7566.

BRENHAM COMMUNITY DEVELOPMENT CORP									
FY17 FUND BALANCE PROJECTION AND FY18 PROPOSED BUDGET									
		FY16-17 AMENDED BUDGET				FY17-18 PROPOSED BUDGET			
		FY16-17 Amended Budget	Actual Oct-Mar	Projected April-Sept	FY16-17 Revised Annual Estimate	FY17-18 Proposed Budget	Recreation	Economic Development	
1	Revenues								
2	Sales Tax	1,539,631	532,610	1,050,258	1,582,866	1,614,524	1,049,440	585,083	
3	Interest Income	2,500	5,701	6,318	12,019	7,500	4,875	2,825	
4	Loan Proceeds - BUDGET AMENDMENT	500,000	-	500,000	500,000	-	-	-	
5	Other-Hay Rental	859	-	859	859	859	-	859	
6	Total Revenues	2,043,090	538,311	1,557,534	2,095,644	1,622,983	1,054,315	588,667	
7	Expenditures								
8	Debt Service - 2008 GO Refunded Bonds	453,406	15,656	437,750	453,406	436,474	341,112	95,362	
9	Debt Service - Note to City 1998	71,223	35,612	35,611	71,223	71,223	-	71,223	
10	Debt Service - Note to City 2010	115,000	-	115,000	115,000	115,000	-	115,000	
11	Debt Service - Note to City 2017 (Gurrech Tract) - BUDGET AMENDMENT	4,514	-	4,514	4,514	16,250	-	16,250	
12	Debt Service - 2010 Phase I Infrastructure Limited Tax Notes	118,019	1,509	116,510	118,019	-	-	-	
13	Land/Grounds Maintenance	10,000	2,294	7,700	9,964	10,000	-	10,000	
14	Legal Fees	10,000	2,606	4,697	7,303	10,000	5,000	5,000	
15	Audits & Consultants	10,000	-	4,000	4,000	10,000	5,000	5,000	
16	Services (Utilities, etc)	7,500	2,846	3,994	6,840	7,500	-	7,500	
17	Detention Pond Construction	-	2,882	19,239	22,131	2,513	-	2,513	
18	EDA Grant Matching Contribution	150,000	100,000	50,000	150,000	-	-	-	
19	Land Purchase (Gurrech Tract) - BUDGET AMENDMENT	888,373	5,000	883,373	888,373	-	-	-	
20	EOD Marketing - GIS Planning Software (website maintenance)	5,868	-	4,005	4,005	7,868	-	7,868	
21	EMSI Database Subscription	10,000	10,825	-	10,825	10,825	-	10,825	
22	EOD Operations	168,012	84,006	84,006	168,012	169,607	-	169,607	
23	Recreation Projects Total for FY15-16								
24	Aquatics:								
25	Aquatic Center-Powder Coat/Epoxy fence (Phase 3 of 3)	35,000	31,155	-	31,155	-	-	-	
26	Aquatic Center Interior Improvements - Phase 2	30,000	-	37,043	37,043	-	-	-	
27	Aquatic Center Interior Pump Enclosure Fence Replacement	10,000	6,508	-	6,508	-	-	-	
28	Parks:								
29	Trash Receptacles (Phase 3 of 5)	10,000	8,120	-	8,120	-	-	-	
30	Picnic Tables for Jackson St. Park Pavilions	13,050	4,180	-	4,180	-	-	-	
31	Basketball Court Improvements (4 courts)	40,000	38,698	-	38,698	-	-	-	
32	Fireman's Park Restroom Upgrades	250,000	-	250,000	250,000	-	-	-	
33	Hohli Park Canopies	44,000	38,641	-	38,641	-	-	-	
34	Fireman's Park Scoreboard Replacement (55% of total cost)	35,000	35,000	-	35,000	-	-	-	
35	Henderson & Jackson Street Parks Signage Upgrades	21,000	-	20,284	20,284	-	-	-	
36	Fireman's Park Parking Lot Reconstruction (Greenwade/Kitchen area)	15,000	-	15,000	15,000	-	-	-	
37	Brenham Family Park - Planning & Design Services - BUDGET AMENDMENT	46,442	-	46,442	46,442	-	-	-	
38	Main Street:								
39	Design of Douglas St. Linear Park (Phase 1)	15,000	-	15,000	15,000	-	-	-	
40									
41	Recreation:								
42	Christmas Stroll	10,000	10,000	-	10,000	-	-	-	
43	Movies in the Park (1/2 cost)	4,000	-	4,000	4,000	-	-	-	
44	Contingency	59,549	-	-	-	-	-	-	
45	Economic Development Projects Total for FY15-16								
46	Target Industry Analysis	5,000	-	8,999	8,999	-	-	-	
47	Conversion Point prospect contact program	12,800	-	-	-	-	-	-	
48	Contingency	-	-	-	-	-	-	-	
49	Subtotal Expenditures	2,677,756	435,548	2,167,167	2,602,715	867,260	351,112	516,148	
50	Proposed Recreation Projects:	\$703,204 available for funding from current resources							
51	Aquatics:								
52	Replaster Leisure Pool	\$80,000	-	-	-	-	-	-	
53	Scoreboard (partially funded by BISO (\$10,000) & Scott & White (\$1,000))	4,000	-	-	-	-	-	-	
	Replaster Therapy Pool	20,000	-	-	-	-	-	-	
54									
55	Parks:								
56	Trash Receptacles (Phase 4 & 5 of 5)	32,000	-	-	-	-	-	-	
57	Basketball Court Improvements (final phase)	19,100	-	-	-	-	-	-	
58	All Sports Building Parking Lot	45,000	-	-	-	-	-	-	
59	Henderson Park Improvements	294,900	-	-	-	-	-	-	
60									
61	Main Street:								
62	Design of Commerce St. Streetscapes/Pedestrian Retail Zone	25,000	-	-	-	-	-	-	
63	Park & Church St. Linear Park	150,000	-	-	-	-	-	-	
64									
65	Recreation:								
66	Christmas Stroll	4,000	-	-	-	-	-	-	
67	Movies in the Park (1/2 cost)	10,000	-	-	-	-	-	-	
68	Contingency	19,204	-	-	-	-	-	-	
69	Proposed Economic Development Projects:	\$52,520 available for funding from current resources							
70	Economic Innovation Incentive Grants	15,000	-	-	-	-	-	-	
71									
72	Contingency	37,520	-	-	-	-	-	-	
73	Total Expenditures	2,677,756	435,548	2,167,167	2,602,715	867,260	351,112	516,148	
74	Revenues Over (Under) Expenditures	Incr (Decr) in Fund Bal	(634,666)	102,763	(609,633)	(506,871)	755,723	703,204	52,520
75	Beginning Fund Balance		1,484,237		1,484,237	887,366	805,930	181,436	
76	Change in Fund Balance		(634,666)		(506,871)	755,723	703,204	52,520	
77									
78	Estimated Ending Fund Balance		859,571		987,366	1,743,089	1,509,134	233,956	



To: BCDC Board of Directors
From: Wende Ragonis
Subject: Community Services FY18 Budget Requests
Date: June 5, 2017

The Community Services Division has multiple areas of responsibility requesting funding from the BCDC. Community Services contributes to the leisure and recreation activities of the community by adding value through its people, programs and facilities. In addition, the Community Services team is key in the success of the economic vitality of the area through ensuring that the quality of life services provided in the community are exceptional. In addition to these quality of life services, the work of the Main Street program fosters economic growth in the downtown district by preserving the unique history of the district and by promoting the area as a year round destination for tourists. Community Services funding requests are included in this memo for the FY18 budget cycle.

The Community Services Division includes Community Programs and Marketing, Main Street, the Nancy Carol Roberts Memorial Library and the Blue Bell Aquatic Center (BBAC). Three of these departments are seeking guidance, support and funding for various initiatives from the Brenham Community Development Corporation (BCDC) Board of Directors.

The Parks Board met on May 16, 2017 to discuss, review and prioritize the various initiatives from Community Programs and the Blue Bell Aquatic Center.

Community Programs seeks funding support for the (1) Movies in the Park series and funds for (2) attractions and programming for the weekend of the Christmas Stroll and Lighted Christmas Parade.

Community Programs	
Movies in the Park	\$4,000
Christmas Stroll	\$14,000
Total	\$14,000

The Blue Bell Aquatic Center seeks funding support for (1) Re-plastering of the Leisure Pool; (2) the scoreboard; and (3) Re-plastering of the Therapy Pool. The estimated cost for the scoreboard is approximately \$15,000. Staff has received a commitment from BISD for \$10,000 and Scott and White for \$1,000. Staff is requesting BCDC fund the gap for the cost of the scoreboard. The total request for funding from BBAC is \$115,000*.

BBAC	
Replaster Leisure Pool	\$80,000
Scoreboard*	\$15,000
Replaster Therapy Pool	\$20,000
Total	\$115,000

* The scoreboard at the BBAC will be partially funded by sponsors and BISD.

Both the BBAC and Community Programs department requests are consistent with the goals and priorities identified in the 2015-2025 Parks, Recreation and Open Spaces Master which was adopted by Council at the February 19, 2015 Council meeting.

Main Street Brenham seeks funding support for three new Main Street initiatives.

(1) The design and development of linear park pedestrian streetscape features along Park Street in the Southside District of historic downtown. These new amenities will be designed and constructed in conjunction with the drainage and infrastructure repairs which have been requested through the City of Brenham’s FY18 budget process. Staff respectfully requests \$150,000 of funding for these pedestrian amenities.

(2) Staff seeks funding in the amount of \$25,000 to design pedestrian streetscapes and linear park amenities in a new area of redevelopment. The “Four Star Concert Hall” is a current redevelopment project located in the historic building at 209 S. Market Street.

Both of these projects were discussed in detail during the April 20, 2017 BCDC meeting as Main Street Brenham staff presented an annual update to the Board.

(3) Main Street Brenham would like to partner with BCDC to fund a re-development incentive grant, the Economic Impact and Innovation Grant (EIIG). The grant guideline was approved at the September 12, 2016 Main Street Advisory Board meeting. This incentive opportunity would be considered by the Main Street Board for a unique and innovative business with a positive impact on the downtown economy. At the June 5, 2017 Main Street Board meeting, the Board approved the request to match \$15,000 of Main Street raised funds and to a request from BCDC matching funds to offer at least two grant opportunities during the FY18 funding cycle. This grant opportunity could fund up to \$15,000 per business to assist with large expenses like code compliance such as fire suppression or ADA requirements. This grant opportunity was briefly discussed with BCDC at the April 20, 2017 Board meeting. With funds allocated from Main Street Brenham and BCDC, \$30,000 would be available for downtown business owners to request per the EIIG guideline. These applications would be vetted and approved by the Main Street Advisory Board which is appointed by City Council.

The Main Street Brenham funding requests are consistent with the goals outlined in the Brenham Downtown Master Plan which was adopted by City Council at the July 19, 2012 Council meeting.

The total FY18 funding request from Main Street Brenham includes:

Main Street	
Design and Construct Pedestrian Linear Park Amenities (Park, 1st Street & Church)	\$150,000
Design of Pedestrian Retail Amenities at Commerce Street	\$25,000
Economic Impact and Innovation Grant - Matching BCDC Funds	\$15,000
Total	\$190,000



To: BCDC Board Members
 From: Dane Rau
 Subject: BCDC Funding Request Parks FY17-18
 Date: June 7, 2017

The Parks Board met on May 16th to review Parks Department Staff's recommended request for BCDC FY18 funding. Initially Staff presented a request totaling \$1,162,100. After the presentation and discussion Staff advised the Board that BCDC will have approximately \$500,000 for the Parks and Recreation side of your budget.

After further discussion, Staff and the Board agreed on the following prioritize list of items, totaling \$391,000 for Parks.

1	Trash Can Replacement – Final phase for replacement of the trash cans in all city parks	\$32,000
2	Basketball Court Goals – Final phase for replacement of the basketball court goals in all city parks	\$19,100
3	Repaving All Sports Building parking lot	\$45,000
4	Henderson Park Improvements to include: (1) Large BBQ pits; (2) Benches with tables – similar to the other parks; (3) Playground; (4) Improved lighting; and (5) change softball field back to baseball and possibly bring in historical information	\$294,900
	Total	\$391,000

The list below are the items originally presented to the Parks Board. These items are listed in Staff's priority.

1	Trash Can Replacement-Final Phase	\$32,000
2	Hattie Mae Flowers Park and Henderson Park Basketball Court Goals	\$19,100
3	All Sports Building Parking Lot	\$45,000
4	Rankin Field Score Board	\$30,000
5	Henderson Park Improvements	\$500,000
6	Hattie Mar Flowers Entrance Signs	\$7,000
7	Hohlt Park Playground Equipment	\$68,000
8	Jackson Street Park Parking Lots	\$22,000
9	Hattie Mae Flowers Park Basketball Court Lights	\$15,000
10	Jackson Street Park Soccer Fields Lighting Upgrades	\$342,000
11	Hohlt, Henderson, Fireman's and Jackson Street Park Bottle Filling Stations	\$20,000
12	Hohlt Park Nature Trail Improvements	\$40,000
13	Henderson Park Lightning Detectors	\$11,000
14	Jackson Street Park Lightning Detectors	\$11,000
	Total	\$1,162,100

Economic Development Proposed Plan of Work 2017-18



www.BrenhamEDF.com

For review April 25, 2017

EDF Mission

To promote the development of business and industry in the city and the creation of jobs in the community; and to coordinate economic development efforts among all partners in the City of Brenham, Washington County, Blinn College/SBDC, Bluebonnet Electric region, and the State of Texas.

Goals

1. Local business retention & expansion.
 2. Workforce maximization.
 3. Attraction of new business to the community.
 4. Organizational excellence.
-

Executive Summary

Since mid-year in 2015 when the economy took a dive, economic activity in Brenham has been sluggish. In the first quarter of 2017, activity picked up and there are signs for positive growth in the remainder of the year. There are a couple of large retail developments and a few industrial prospects on the horizon. Along with overseeing the construction of the Workforce Training Center expansion project, the EDF staff have been busy with prospect activity, market research, BR&E visits and website projects. With the departure of Project Manager Clint Kolby and the arrival of a new manager, there will be abundant communications as meetings/visits are conducted with stakeholders and major employers to orient the new team member. New ideas and marketing activities are also anticipated.

The foundational goals of the Brenham EDF are listed above. The strategic objectives outlined on the following pages will be tackled with new energy. Communication between all stakeholders remains a key focus for the EDF staff.

We will continue to **assist existing businesses** with resources and information. Our focus on the **local labor pool** will be elevated as the new Workforce Training Center is completed, equipped and brought online. We will continue to pursue more sophisticated and aggressive approaches to **recruiting new business**. And we will **optimize the EDF website, social media channels and other technology tools**.

As highlighted last year, the EDF supports the efforts of Main Street Brenham to create a vibrant downtown district. Elevating the quality and uniqueness of the city center acts as a magnet for both large and small industries throughout the area.

What tools do we need to implement this plan?

Skilled, experienced staff.
Funding for marketing activities and personnel.
Technology tools.

An outline of the funding needed to accomplish our Proposed Plan of Work is attached. (Addendum A)

Goal #1 – Promote Local Business Retention & Expansion

Activities:

- A. Maintain/expand the *Business Retention & Expansion Program – BR&E*
 - 1. Conduct in-person surveys with major employers to monitor the local business climate.
 - a. Plan/schedule visits and coordinate with board members to assist.
 - b. Determine if an online survey component will be utilized.
 - 2. Arrange to visit corporate offices of major employers with out-of-town owners.
 - a. Determine future expansion/modernization/consolidation needs.
 - b. Develop relationships with top executives.
 - 3. Develop resources/materials to meet needs identified by local businesses.
 - a. Form committees to identify needs and determine solutions.
 - b. Potentially plan events to disseminate resources and information.
- B. Work with the City of Brenham, Washington County, Bluebonnet Electric and TXDOT to develop infrastructure and assets for economic growth and remove potential barriers to business expansion.
- C. Maintain and promote the Tax Phase-In incentive program to stimulate expansions.
 - 1. Review the current policy (in place through Dec. 2017) and recommend any updates or changes to City Council and County Commissioners.
 - 2. Research what incentives are utilized in other cities around the state and nation to determine how Brenham compares in this arena.

Goal #2 – Promote a Talented, Productive Workforce

Labor availability is one the most important criteria for business location decisions. Brenham offers competitive labor availability for low-skilled workers, but employers often struggle to find skilled and advanced labor that meets their needs.

Activities:

- A. Once the EDA Grant-funded construction of the Workforce & Technical Training facility is completed, implement plans to maximize its usage and success.
 - 1. Curriculum/programming to be determined (from Blinn partners, BR&E surveys).
 - 2. New equipment needs & costs to be identified.
 - 3. Donors/sponsors/grant opportunities to be identified and sought.
 - 4. Promote and publicize Tech Center accomplishments.
- B. Partner with local high schools to gauge needs and expose students to workforce options and training opportunities at the expanded Hodde Tech Center.

- C. Partner with Blinn College Workforce Education department leaders to identify and encourage workforce training opportunities for local businesses (from BR&E surveys and COG data).
 - 1. To grow the skill level of the current workforce.
 - 2. To enlarge the local labor pool that will attract business expansion.

Goal #3 – Attract New Business and Industry to the Community

Activities:

- A. Maintain a state-of-the-art website and inbound marketing program to optimize Brenham’s presence online.
 - 1. Implement Search Engine Optimization tips from recent research project.
 - 2. Make sure all data throughout the site is kept up-to-date.
 - 3. Create content for targeted prospects and industries (white papers, ebooks.)
 - 4. Maintain high-quality database of available properties.

- B. Strategically market Brenham to Industrial/Primary Employer prospects.
 - 1. Use the Target Industry Analysis to target companies that will best fit here.
 - 2. Implement the Marketing/Media Activities plan. (Addendum B)
 - 3. Network with Governor’s Office, Team Texas and other state agencies.
 - 4. Seek out and assist entrepreneurs with manufacturing start-ups, etc.
 - 5. Partner with Main Street Brenham to identify opportunities in the downtown district.
 - 6. Evaluate greenfield sites in the area for future industrial development.

- C. Provide excellent data for all prospect inquiries with exceptional customer service.
 - 1. Develop *proprietary* data specific to the Brenham market.
 - 2. Maintain subscription to EMSI database.
 - 3. Review/update layout & contents of prospect proposal.
 - 4. Improve the design/layout of the Brenham Business Center guidelines booklet.

- D. Research additional incentives/tools to lure capital investment and quality jobs to the community.
 - 1. Continue subscription to the Texas Incentives Database.
 - 2. Monitor what other cities are doing.

Goal #4 – Organizational Excellence – Work with all stakeholders to achieve goals

Activities:

- A. Partner with the Greater Brenham Alliance (“the Alliance”) on all goals.
 - 1. Continue regular meeting schedule and communication among all partners.
 - 2. Review ideas/plans for annual Stakeholders Summit.
 - 3. Foster discussion about a comprehensive ED Strategic Plan initiative, including input from all partners/stakeholders. This plan would include asset mapping, town hall type collaborative meetings of the community partners, etc.

- B. Pursue professional development opportunities for staff members.
 - 1. Attend training programs for staff members through IEDC, TEDC, GHP and other resource providers.
 - 2. Recruit an experienced staff member and pursue training courses and the economic development certification.

- C. Maintain state-of-the-art technology tools: website, staff computers and peripherals.

Measurements of Success

EDF Key Performance indicators:

- Number of BR&E interviews conducted.
- Number of companies, jobs and capital investment retained or grown.
- Number of Request for Proposals responded to and Proposals delivered.
- Number of project “wins” (location decisions).
- Number of contacts with site selectors and industry professionals.
- Number of projects/committees for which the EDF provides oversight.
- Success level of projects in which the EDF plays a pertinent role.

Local Economy performance indicators:

- Level and percent increase of the local property tax base.
- Level and percent increase of local sales tax.
- Level of unemployment.
- Level and percent increase in average wages.
- Level and percent increase in per capita income.
- Level and percent increase in educational attainment for residents.
- Success level and time required to get public approvals for incentives.

Addendums

- Proposed Budget/Funding Request (Addendum A)**
- Marketing/Media Activities Plan (Addendum B)**

ECONOMIC DEVELOPMENT FOUNDATION OF BRENHAM
Operating Budget for 2016-17

Updated June 8, 2017

INCOME	FY 2016-17
Operating Funds requested from BCDC	168,012.00

EXPENSES

Office Space/Utilities/Phone/Bookkeeping	12,000.00
Postage/Printing/Supplies	4,000.00
Marketing, Business & Economic Incentives	9,800.00
Business Retention & Expansion and Workforce Development Projects	2,500.00
Professional Dues/Conferences/Education	7,000.00
Travel, Meals and Accommodation	4,000.00
Director's & General Liability Insurance	2,300.00
Legal and Accounting Fees	4,000.00
Salaries: President (40/60), Manager	98,050.00
Payroll Taxes & Benefits	24,362.00
TOTAL	\$168,012.00

Additional BCDC-funded items:

EMSI Database subscription	\$10,800
Atlas One website - hosting/maintenance	\$5,868
Target Industry Analysis	\$8,999
Conversion Point prospect contact program	\$0

Fiscal Year 2017-18

Addendum B

Proposed April 25, 2017

*Funded in addition
to Oper. Budget*

MARKETING/MEDIA ACTIVITIES

	Company	Description	2017-18	
Website	Atlas Advertising	Hosting/maintenance and site upgrades		\$7,868
Media	LoopNet	Premium listing	\$1,500	
	LoopNet	Platinum listing	\$3,600	
	LoopNet	Property Facts	\$350	
	LoopNet	Property Comps	\$350	
Search Engine Mktg.	Google Adwords	Digital lead generation	\$1,500	
Email Mktg.	Constant Contact	Web-based program 1 yr subscription	\$310	
	Target Industries email list	Prospect contact and property promotion	TBD	
Lead Generation	TexasONE	Membership - Year 1 of 5	\$1,000	
	Greater Houston Partnership	Membership	\$1,000	
Research	EMSI	Database subscription - 12 months		\$10,000
	Houston Business Journal	Subscription 1 yr	\$110	
	Austin Business Journal	Subscription 1 yr	\$80	
Land Promotion	Graphic Design Vendor TBD	Upgrade BBC Design Guideliness materials	TBD	
TOTAL			\$9,800	\$17,868

PROFESSIONAL DUES/CONFERENCES/EDUCATION

Assoc.	Timing, Location	Est'd cost
IEDC Annual Conf	October, Toronto	\$2,400
IEDC Certification Courses	various dates/locations	\$2,400
IEDC, TEDC webinars	various dates, online	\$400
TEDC Annual Dues, 2 staff	12 mos.	\$800
TEDC Annual Conf.	October, Houston	\$1,000
TOTAL		\$7,000