



**AGENDA**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**WEDNESDAY, FEBRUARY 10, 2021**  
**1371 WEST FM 550 - MCLENDON-CHISHOLM, TEXAS 75032**  
**6:30 AM**

Page

- 1. CALL TO ORDER**
- 2. INVOCATION AND PLEDGE OF ALLEGIANCE TO U.S. AND TEXAS FLAGS**
- 3. CITIZEN COMMENTS**
- 4. APPROVAL OF MINUTES**
  - 4.1. October 19, 2020 ED Minutes  
[10.19.20 - ED Meeting](#)
  - 4.2. December 10, 2020 Planning & Zoning / Economic Development Meeting  
[12.10.20 Special Work Session](#)
- 5. ITEMS FOR DISCUSSION**
  - 5.1. Committee members will receive direction from the Committee Chairman, divide into sub-committees and begin efforts to create a draft of an Economic Development Plan for eventual submission to the Planning & Zoning Commission and City Council. The subgroups may discuss their findings with the Committee as a whole.
- 6. ADJOURN**

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I, Rochelle Green, do hereby certify that the above Notice of Meeting of the Economic Development Committee of McLendon-Chisholm, Texas was posted or before 5:00 p.m.,

February 4, 2021 on the outside bulletin board at City Hall, a place convenient and readily accessible to the public at all times.



**ECONOMIC DEVELOPMENT COMMITTEE MEETING  
City of McLendon-Chisholm, Texas  
Meeting Minutes, October 19, 2020**

The Economic Development Committee of the City of McLendon-Chisholm convened in Regular Session on Monday, October 19, 2020, at City Hall, 1371 West FM 550, McLendon-Chisholm, Texas, with the following members present:

COMMITTEE MEMBERS ATTENDING: Jim Herren, Chairman  
Tommy Baugh  
Mark Kipphut  
Paul Day  
Lesley Schwalge  
Jim Herren  
Norine Childers  
Christian Giadolor (Alternate)

COMMITTEE MEMBERS ABSENT: Melody Osorio

Staff Present: Lisa Palomba City Administrator  
Shelly Green City Secretary

**1. CALL TO ORDER**

Chairman Herren called the meeting to order at 6:31 p.m.

**2. INVOCATION AND PLEDGE OF ALLEGIANCE TO U.S. AND TEXAS FLAGS**

Chairman Herren presented the invocation and Committee Member Baugh led the pledges to the flags.

**3. OATH OF OFFICE**

City Administrator Palomba administered the Oath of Office to Committee Member Schwalje and alternate member Giadolor.

**4. CITIZENS COMMENTS**

None

**5. APPROVAL OF MINUTES**

**5.1. Approval of September 14, 2020 Economic Development Committee Meeting.**

**MOTION: APPROVE THE MINUTES OF SEPTEMBER 14, 2020 ECONOMIC DEVELOPMENT MEETING.**

**MADE BY: Committee Member Kipphut**

**SECONDED BY: Committee Member Day**

**APPROVAL: Unanimously**

## **6. ITEMS FOR CONSIDERATION**

- 6.1. Discussion with City Planner regarding significance of Code of Ordinances and the Comprehensive Plan as related to economic development efforts.

City Administrator Palomba explained that City Planner Mike Coker had planned to be at the meeting tonight, but he had a conflict with another city he represents. She further explained that he had left some information for them to review on their own. They can go over those towards the end of the meeting if you like.

City Administrator Palomba introduced John Godwin to speak tonight. She pointed out that John has held several positions as city manager around the metroplex and he is currently working as a contractor for the City of Terrell. He has helped the City work on the memorandum of understanding for the water, so when we get to the infrastructure discussion, she thought it would be helpful to hear his perspective of that.

For this item, I know last time you looked at those critical documents for economic development and I divided them up into Code of Ordinances and pulled out the ones that I thought were the most important for economic development, those being the business regulations, the zoning regulations for residential and commercial and the subdivision regulations. She understands they all reviewed them on their own, but if you had any specific concerns you can let me know. The other governing documents we talked about last time, but I think we left one off, the Local Government Code has economic development, specifically the basis for economic development policies in there for local governments. You have a copy of the comprehensive plan and the economic development plan which you have been tasked with creating and the economic development policies which we have one of and we have several economic agreements. We have this down as a discussion tonight. Mike Coker was going to go over the comprehensive plan and let you know what the zoning ordinance was and what it's about and P&Z's function and then go over the comprehensive plan. You have those printed documents but if you want to discuss it, it is on the agenda and you're free to do that. I'll be happy to answer any of your questions.

Committee Member Kipphut commented that since the document review has started and there's already a list of input, they should have the city planner review those as a formal task and come back to report to them, as well as the Planning and Zoning Commission, if

it's sufficient or needs modification and that way we know how to proceed forward with that just for the zoning.

Committee Member Kipphut made a motion that they request the Council have the City Planner review the notes on the Code of Ordinances to ensure it is in compliance with state law. Committee Member Day seconded the motion. The motion passed with all members voting Aye.

Committee Member Kipphut ask staff to explore the review of Chapter 4 Business Regulations and see what the status is.

## 6.2. Discussion regarding current and planned infrastructure improvements.

City Administrator Palomba gave a presentation on what infrastructure actually is, including roads, bridges, storm drains, water, sewer, utilities, even public wi-fi, even open spaces and parks. She reported that she had been asked to report on the current and planned infrastructure improvements. She explained that the developers install infrastructure for their subdivisions, so they install the roads, water lines, sewer, and storm drains. The only sanitary sewer that we have now is in Sonoma Verde. Most of the subdivisions are privately owned and maintained. As far as water supply, we own the water lines in Sonoma Verde because that's part of that infrastructure, but obviously we don't have a water supply ourselves. There is a contract with RCH Water Supply to supply water to the Sonoma Verde subdivision. As far as other water interest in McLendon-Chisholm, there are two water suppliers, RCH is the main one and the other one is High Point. She pointed out where the CCN is for each of these suppliers.

Chairman Herren ask if these suppliers have the capacity to supply them as the City grows. Palomba responded that she couldn't fully answer that questions. They have had conversations with both water supply companies. RCH has some planned improvements that they say will answer all of their capacity concerns.

John Godwin explained that if the city doesn't have authority to annex areas and control development, the next best thing is to control is water supply. Then you have control. He explained that the City of McLendon-Chisholm and the City of Terrell are partnering because they are both on the same side and both care about what that twenty square miles between us and you look like. He explained the process of getting water to the proposed developments in the ETJs.

Chairman Herren asked if there were any plans to add any other sanitary sewer systems other than what we currently have through Sonoma Verde and what the future is.

City Administrator Palomba reported there are no plans for residential right now. There are about 320 taps available that could be used for other subdivisions. A number of taps are reserved for the planned future school. She also reported there is a planned line down 205 to serve commercial on the west side of 205. It would serve the proposed

development on the corner of 205 and 550 as well the station/sonic as well as future commercial development along 205. The line has been bid and is pending approval by the City Council.

6.3. Discussion with City Council Liaison regarding establishing Economic Development committee priorities.

Council Member Dahl reported that at the City Council meeting, he discussed your questions with the Council. One of the consensus agreements is that zoning and the comprehensive plan are the primary needs of focus at the moment. Just as an example, our current commercial zoning right now is going to be consumed, almost completely, by the 205 expansion. So, one of the things you want to focus on is, maybe slightly expanding that out of the right-of-way to the current size. It's an idea that just has curiosity. That way if someone wanted to come into our current zoning location, they would have the ability, under an amended zoning and under an amended comprehensive plan, they'd have the ability to still use that strip until you guys come up with a permanent solution. That's just an idea. One of the things the Council wanted to focus on was the comprehensive plan, mainly as an all-inclusive thing, but when it comes to economic development, how you guys want to be able to situate things. If you look at the current commercial zoning and also look at forecasted commercial zoning, as far as zoning would change in the future, how you want to develop that as well.

Chairman Herren confirmed that their focus would be to do what we were expecting, to focus on the comprehensive plan with inputs into the changes to the zoning.

Council Member Dahl responded yes. They will set up recommendations to P&Z after which P&Z would make recommendations to the Council and Council will vote on it.

City Administrator Palomba injected that probably their determination is about where you want retail, where you see retail being beneficial for the City.

Committee Member Kipphut discussed the possibility of a zoning moratorium in order to slow down rezoning so that we don't get backed into a corner where zoning decisions have been made that would then restrict the plan for future development.

John Godwin suggested they would need to talk to the attorney, but he doesn't think that you can slow down zoning request. It's a right to request zoning and you must respond positively or negatively within a reasonable period. This means you should get it done as quickly as possible. Remember you can always amend your comp plan.

It was the consensus of the committee to schedule a joint meeting with P&Z in order to have all three entities working together.

Committee Member Day made a motion that they meet on November 19<sup>th</sup> with Planning & Zoning for a joint workshop. Committee Member Osorio seconded the motion. Motion

carried with all members voting Aye.

**7. ADJOURN**

**MOTION: ADJOURN MEETING**

**MADE BY: Committee Member Schwalje**  
**SECONDED BY: Committee Member Norine**  
**APPROVAL: Unanimous**

The meeting adjourned at 8:25 p.m.

APPROVED:

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Jim Herren, Chairman

ATTEST:

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Rochelle Green, City Secretary



**Planning & Zoning/Economic Development  
City of McLendon-Chisholm, Texas  
Special Work Session Meeting Minutes  
Thursday, December 10, 2020**

The Planning & Zoning Commission and Economic Development Committee of the City of McLendon-Chisholm convened in a Joint Special Work Session on Thursday, December 10, 2020 at City Hall, 1371 West FM 550, McLendon-Chisholm, Texas, with the following members present:

**Members Present Planning & Zoning Commission:**

Lesley Schwalje	Chairperson
Daniel Tucker	Commissioner
Daniela Swindoll	Commissioner
Brad Martin	Commissioner (Alternate)

<b>Absent:</b>	Shari London	Commissioner
	Brian Lane	Commissioner (Alternate)

**Members Present Economic Development Committee:**

Jim Herren	Chairman
Mark Kipphut	Committee Member
Paul Day	Committee Member
Melody Osorio	Committee Member
Norine Childers	Committee Member
Christian Giadolor	Committee Member (Alternate)

<b>Absent:</b>	Tommy Baugh	Committee Member
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<b>Staff Present:</b>	Lisa Palomba	City Administrator
	Shelly Green	City Secretary
	Mike Coker	City Planner

**1. CALL TO ORDER**

P&Z Chairperson Schwalje called the meeting to order at 6:33 p.m.

**2. INVOCATION AND PLEDGE OF ALLEGIANCE TO U.S. AND TEXAS  
FLAGS**

P&Z Chairperson Schwalje gave the invocation and led the pledges.

### 3. CITIZEN COMMENTS

None

### 4. APPROVAL OF MINUTES

4.1. Action Regarding Approving the Minutes of November 19, 2020

**MOTION: APPROVE THE MINUTES OF NOVEMBER 19, 2020 AS PRESENTED**

**MADE BY: Committee Member Kipphut**  
**SECONDED BY: Commission Member Wright**  
**APPROVAL: Unanimous**

### 5. ITEMS FOR CONSIDERATION

5.1. Discussion regarding surveys as a means of obtaining citizen input.

City Planner Coker passed out information regarding public opinion surveys as follows:

A public opinion survey is an important tool for a public entity to engage the greater community, as well as its subsets, to agree upon managed growth solutions as well as maintaining a quality of life that's desired by all.

For an opinion survey to be "believable and accepted as accurate", it must be conducted with complete transparency and without bias. Questions cannot be written so that they "push a respondent" to answer with information and opinions that are most desired by the survey sponsor rather than the respondent's own perceptions and suggestions for making a community a better place in which to live.

In order for a public opinion survey to be accepted, with that acceptance leading to full participation, the following steps are important. **Not to do what is outlined below will most likely result in less than candid responses, a distrust of the survey sponsor and/or perceived self-serving purposes for conducting such research. In many cases, respondents are likely not to complete the survey.**

- Partner with or engage a communications specialist with experience in working through complicated matters utilizing public opinion survey tools.
- At the outset, communicate with the public about what the entity is studying and why. For example, if there is to be a review of a city's ordinances and zoning regulations, explain why this is being undertaken and why the public's opinions matter.
- Consistently emphasize that City leadership represents everyone looking to bolster the community's quality of life.
- Keep survey instruments short; easy to read and complete.

- Provide for various platforms so that more people will participate; i.e. online, mail, and even by phone.
- Translate the survey instrument into Spanish and make it available when it would encourage participation.
- Make public the survey's findings, with an explanation of what is found to be most helpful to sharing plans for moving forward.

The following are proven research tools, with several often being utilized during a major planning process.

- Surveys. Online and print.
- Public meetings facilitation.
- Intercept surveys.
- Focus groups. Homeowners, businesses, various community sectors, etc.
- One-on-one interviews with primary stakeholders.

Committee Member Herren asked what the relationship was between the Comprehensive Plan and the Future Land Use Map.

City Planner Coker explained the FLUM is a major component of the Comprehensive Plan.

Committee Member Herren confirmed that the FLUM is a major component of the Comprehensive Plan and they cannot divorce the two – both must be looked at.

Chairperson Herren suggested they discuss the survey first since that will play an important part in the completion of the comprehensive plan.

Committee Member Kipphut asked if there was any guidance from the Council regarding conducting a survey.

City Administrator Palomba stated they did not feel strongly about the survey right now.

Committee Member Kipphut stated it was his understanding there is no funding for conducting a survey.

City Administrator Palomba confirmed that is correct.

Committee Member Kipphut stated that in that case, they would have to depend on other means for public input – town hall meetings, coffees, etc.

Committee Chairman Herron stated he feels the question is whether the existing surveys are sufficient or do they indeed need to conduct a new survey. He also stated that whatever they decide, he feels it should be included in what they bid out for the Comprehensive Plan.

Committee Chairman Herron ask for a vote of who thinks the existing survey is sufficient or if they need to do a new one. The consensus of the two committees was that the existing survey is sufficient.

Committee Chairman Herron confirmed that it was the consensus of the two committees that they recommend to the City Council that they should include community engagement as part of the requirements for the comprehensive plan update for whoever they hire through the RFP process.

City Administrator Palomba stated she was going to include that in the RFP.

## 5.2. Discussion regarding City Center Concept.

City Planner Coker presented a report regarding a Town Center as follows:

### **What is a Town Center?**

A town center is an enduring, walkable, and integrated open-air, multiuse development that is organized around a clearly identifiable and energized public realm where citizens can gather and strengthen their community bonds. It is anchored by retail, dining, and leisure uses, as well as by vertical or horizontal residential uses. At least one type of development is included in a town center, such as office, hospitality, civic, and cultural uses. Over time, a town center should evolve into the densest, most compact, and most diverse part of a community, with strong connections to its surroundings.

### **Ten Principles for Developing Successful Town Centers**

1. Create an Enduring and Memorable Public Realm
2. Respect Market Realities
3. Share the Risk, Share the Reward
4. Plan for Development and Financial Complexity
5. Integrate Multiple Uses
6. Balance Flexibility with a Long-Term Vision
7. Capture the Benefits That Density Offers
8. Connect to the Community
9. Invest for Sustainability
10. Commit to Intensive On-Site Management and Programming

City Planner Coker presented examples of several town centers.

The committees held general discussion regarding this item.

## 5.3. Discussion regarding other Comprehensive Plan topics.

No topics were established.

## 5.4. Items for future meetings.

Continue to explore the Comprehensive Plan.

## 5.5. Establish dates for future meetings.

It was decided that since P&Z has business to discuss at their regular meeting on January 21, they will meet on that regular date and ED would meet on January 7.

**6. ADJOURN**

**MOTION: ADJOURN THE MEETING**

**MADE BY: Commission Member Wright**

**SECONDED BY: Committee Member Kipphut**

**APPROVAL: Unanimous**

The meeting adjourned at 8:25 p.m.

ATTEST:

APPROVED:

\_\_\_\_\_  
Rochelle Green, City Secretary

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Lesley Schwalje, P&Z Chairperson

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Jim Herren, ED Chairperson

