



THE CITY OF

JARRELL

**City of Jarrell
Public Hearings and Budget Workshop and
Regular Called City Council Meeting
Jarrell City Council Chambers
161 Town Center Blvd. Jarrell, Texas 76537
Tuesday, August 22, 2023, at 6:30 p.m. and 7:00 p.m.**

AGENDA

Mayor Patrick Sherek
Alderman Place 1, Daniel Klepac
Alderman Place 2, Jeff Seidel

Alderman Place 3, Tanya Clawson
Mayor Pro-Tem Place 4, Rusty Bryson
Alderman Place 5, Daniel Islas

AT 6:30 P.M. CALL SPECIAL CALLED MEETING TO ORDER

1. ADJOURN INTO CLOSED SESSION/EXECUTIVE SESSION:

1.1 Closed Executive Session pursuant to 551.074 of the Texas Government Code to deliberate the appointment, employment evaluation, reassignment, duties, discipline or dismissal of a public officer or employee, to wit: Conduct interviews for a new member of the Jarrell Economic Development Corporation.

2. RECONVENE INTO OPEN SESSION:

2.1 Discussion and possible action regarding the appointment, employment evaluation, reassignment, duties, discipline or dismissal of a public officer or employee, to wit: a new member of the Jarrell Economic Development Corporation.

AT 7:00 P.M. CALL PUBLIC HEARINGS, BUDGET WORKSHOP AND REGULAR MEETING TO ORDER

3. CALL MEETING TO ORDER

- Roll Call
- Invocation
- Pledge of Allegiance





THE CITY OF

JARRELL

4. PUBLIC COMMENTS

Those wishing to speak to the City Council must complete the appropriate color card listed below and present the card to the Municipal Clerk prior to the beginning of the meeting. Please wait to be invited to approach the podium and observe a **three**-minute time limit when speaking.

Orange Sign in Card – Items not listed on the agenda

An individual may speak; however, the topics presented are considered informational only and may result in placement on a future agenda. No formal discussion or action will be conducted at this time.

Yellow Sign in Card – Item listed on the agenda

An individual may speak once the regular agenda item is announced for consideration and/or when the speaker is invited to approach the podium.

5. PUBLIC HEARINGS

5.1 Open Public Hearing #1 to consider the request of Solana Ranch to change the zoning of a 10.28 Acre Tract of Land in the Davis, E. Survey No. 172 Located on CR 307 near CR 305, in Jarrell, Texas 76537 From AG to MF2.

Jordan Moyer

5.2 Discussion, consideration, and possible action regarding the recommendation of the Planning & Zoning Commission to approve the request of Solana Ranch to change the zoning of a 10.28 Acre Tract of Land in the Davis, E. Survey No. 172 Located on CR 307 near CR 305, in Jarrell, Texas 76537 From AG to MF2.; therefore, approving Ordinance No. 2023-0822-01, An Ordinance Amending The Zoning Ordinance Of The City Of Jarrell By Allowing The Rezoning From AG To MF2 At The 10.28 Acres Out Of The E. Davis Survey No. 172; Providing For A Finds Of Facts Clause; Proper Notice And Meeting Requirements Clause; Publication Clause; Severability Clause; Repealing Clause; Open Meetings Clause; Effective Date Clause.

Jordan Moyer

5.3 Open Public Hearing #2 to consider the annexation proceedings to enlarge and extend the boundary limits of said city to include the following described territory, to-wit: a 24.71 Acres Out of The Edward Parson Survey, Abstract No. 494

Jordan Moyer

5.4 Discussion, consideration, and possible action regarding Ordinance No. 2023-0822-02, An Ordinance Of The City Of Jarrell, Texas, Annexing Certain Hereinafter Described Adjacent And Contiguous Territory; Known To Be A Sparsely Populated Area; Into The Incorporated Municipal Boundaries Of The City Of Jarrell, Texas On Petition Of The Landowners Of The Proposed Annexed Area;





THE CITY OF

JARRELL

Extending The Boundary Limits Of The City Of Jarrell So As To Include Said Property Within The Jarrell City Limits; Finding That All Necessary And Required Legal Conditions Have Been Satisfied; Providing That Such Area Shall Become A Part Of The City And That The Owners And/Or Any Inhabitants Thereof Shall Be Entitled To The Rights And Privileges Of Other Citizens And Be Bound By The Acts, Ordinances, Resolutions And Regulations Of The City Now In Effect And Those Which Are Hereinafter Adopted; Providing For A Finds Of Facts Clause; Annexation Of Territory Clause; Proper Notice And Meeting Requirements Clause; Publication Clause; Severability Clause; Repealing Clause; Open Meetings Clause; Effective Date Clause; For Annexing A 24.71 Acre Tract Of Land Out Of The Edward Parson Survey, Abstract No. 494.

Jordan Moyer

6. CONSENT AGENDA ITEMS

The Consent Agenda items listed below are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Councilmember, in which event, the item will be removed from the Consent Agenda and considered as a Regular Agenda item.

- 6.1 Consideration and possible action regarding the approval of the minutes of the Regular Called City Council Meeting on July 25, 2023.

Dianne Peace

- 6.2 Consideration and possible action regarding the approval of the minutes of the Special Called City Council Meeting on August 15, 2023.

Dianne Peace

7. REGULAR AGENDA ITEMS

- 7.1 Discussion, consideration and possible action regarding the upcoming 2024 Fiscal Year Budget.

Danielle Singh

- 7.2 Discussion, consideration and possible action regarding the FY 23-24 Jarrell Economic Development Corporation Budget and projects.

Traci Anderson

- 7.3 Discussion, consideration and possible action regarding the Jarrell EDC FY 23 Mid-Year Budget Amendment.

Traci Anderson





THE CITY OF

JARRELL

7.4 City Manager update regarding the process and schedule for the completion of the financial software conversion from Asyst to Incode.

Danielle Singh

8. Adjournment.

CERTIFICATION

I certify that the above Notice of Meeting of the City of Jarrell City Council was posted on the city's website at www.cityofjarrell.com and on the Bulletin Board located at Jarrell City Hall - 161 Town Center Blvd, Jarrell, Texas 76537 pursuant to Chapter 551 of the Texas Government Code.

August 19, 2023, at 12:30 p.m.

Dianne Peace

Posted by: City Secretary's Office

This meeting will be conducted pursuant to the Texas Government Code Section 551.001 et seq. At any time during the meeting the Council reserves the right to adjourn into executive session on any of the above posted agenda items in accordance with the sections 551.071 [litigation and certain consultation with attorney], 551.072 [deliberations about real property], 551.073 [deliberations about gifts and donations to city], 551.074 [deliberations on certain personnel matters] or 551.076 [deliberations about deployment/ implementation of security personnel or devices] and 551.087 [Economic Development]. The City of Jarrell is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the Municipal Clerk at 512/ 746-4593 for assistance.

I certify that the above Agenda of the Jarrell City Council was removed from the Bulletin Board located at Jarrell City Hall; 161 Town Center Blvd. in Jarrell, Texas on:

Removed on _____, 2023 at _____ am/pm
City of Jarrell, Texas

Removed by: City Secretary's Office





Date: August 22nd, 2023

Subject: CR 307 Zoning Change

Item: Rezoning 10.28 Acres out of the E. Davis Survey No. 172 from AG to MF2

Department: Development Services

Staff Member: Jordan Moyer, Director of Development Services

Justification: Transitional zoning from commercial, conducive to abutting uses, utilities onsite and accounted for at lift station, water to be provided by JSWSC.

Funding:

Cost: N/A

Source of Funds: N/A

Outside Resources: N/A

Background Information:

- At July 11th meeting P&Z recommended approval for MF1, Applicant has requested modification to MF2
- Published within the local newspaper (Williamson County Sun) on July 19th, 2023;
- Letters sent by US Mail to Four (4) property owners within 200' of the parcel requesting the zoning change on August 11th, As of August 16th, 2023, staff has received no public comment.
- Planning and Zoning Commission recommended for approval at the 8/8/23 meeting.

Public Comment: None at this time.

Supporting Documentation:

Findings, Ordinance.



City Council

August 22nd, 2023

| | |
|--------------------|--|
| Agenda Item | Rezoning 10.28 Acres out of the E. Davis Survey No. 172 |
| Council Action | Discussion and Recommendation on the above application |
| Staff | Jordan Moyer, Director of Development Services |



Property Information

Project Name: 307 Multi-Family

Owner/Applicant: Solana Ranch, Michael Michaux

Location: CR 307 north of CR 305

Current Zoning: Agriculture (AG)

Current Use: Agriculture/Pasture Land

Adjacent 1) School Site (C2)

Zoning / Use: 2) Single Family Residential Lot
3) SF2-Single Family Development
4) SF2-Single Family Development

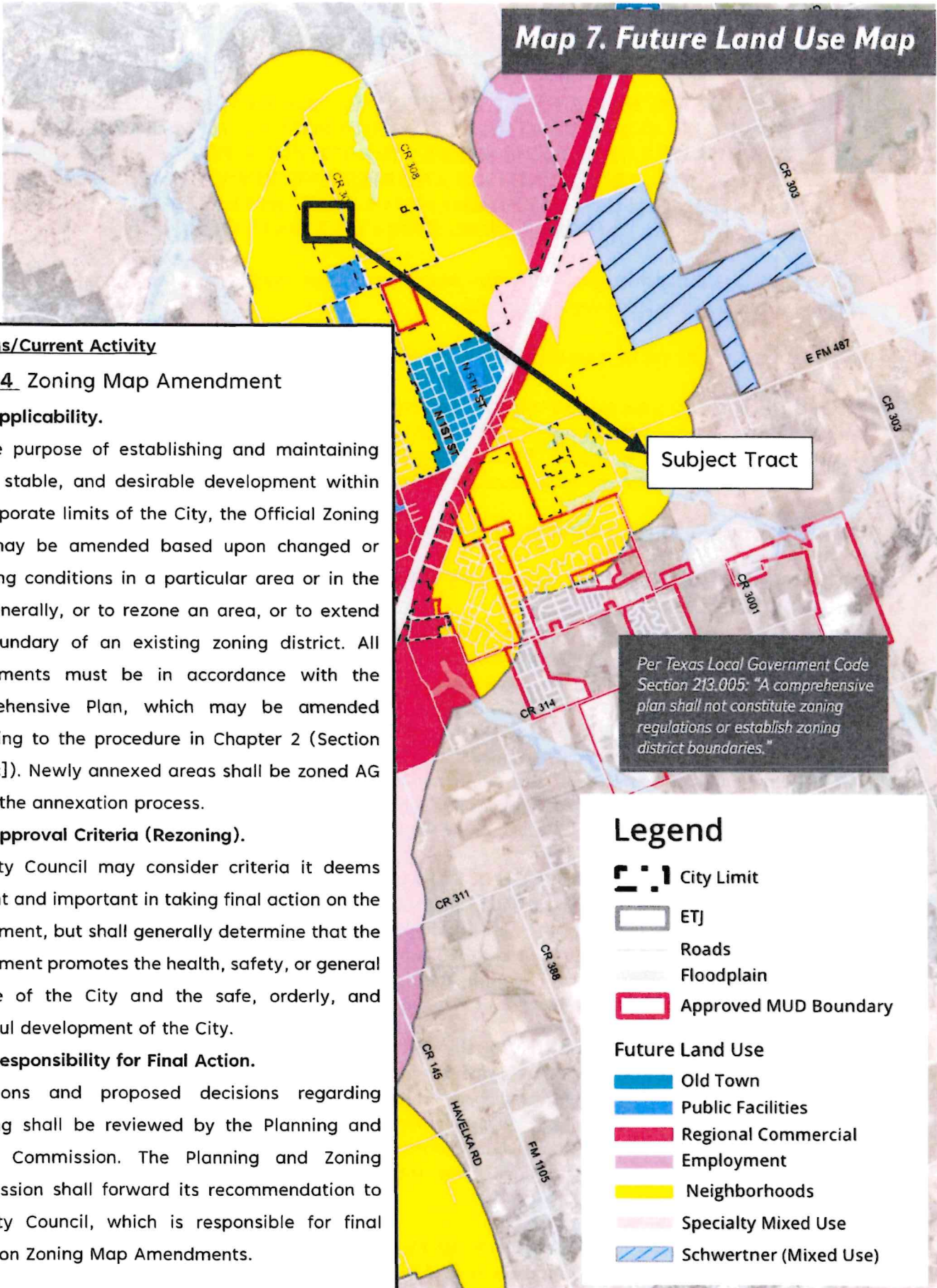
Attachments: Findings

Public Notice and Additional Comments:

- At July 11th meeting P&Z recommended approval for MF1, Applicant has requested modification to MF2
- Published within the local newspaper (Williamson County Sun) on July 19th, 2023;
- Letters sent by US Mail to Four (4) property owners within 200' of the parcel requesting the zoning change on August 11th, As of August 16th, 2023, staff has received no public comment.
- Planning and Zoning Commission recommended for approval at the 8/8/23 meeting.
- Signs Certified as Posted on site. See Image:



Map 7. Future Land Use Map



Findings/Current Activity

3.07.04 Zoning Map Amendment

A. Applicability.

For the purpose of establishing and maintaining sound, stable, and desirable development within the corporate limits of the City, the Official Zoning Map may be amended based upon changed or changing conditions in a particular area or in the City generally, or to rezone an area, or to extend the boundary of an existing zoning district. All amendments must be in accordance with the Comprehensive Plan, which may be amended according to the procedure in Chapter 2 (Section 2.4 [sic]). Newly annexed areas shall be zoned AG during the annexation process.

B. Approval Criteria (Rezoning).

The City Council may consider criteria it deems relevant and important in taking final action on the amendment, but shall generally determine that the amendment promotes the health, safety, or general welfare of the City and the safe, orderly, and healthful development of the City.

C. Responsibility for Final Action.

Conditions and proposed decisions regarding rezoning shall be reviewed by the Planning and Zoning Commission. The Planning and Zoning Commission shall forward its recommendation to the City Council, which is responsible for final action on Zoning Map Amendments.

Subject Tract

Per Texas Local Government Code Section 213.005: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries."

Legend

- City Limit
- ETJ
- Floodplain
- Approved MUD Boundary
- Future Land Use**
- Old Town
- Public Facilities
- Regional Commercial
- Employment
- Neighborhoods
- Specialty Mixed Use
- Schwertner (Mixed Use)



ORDINANCE NO. 2023-0822-01

AN ORDINANCE AMENDING THE ZONING ORDINANCE OF THE CITY OF JARRELL BY ALLOWING THE REZONING FROM AG TO MF2 AT THE 10.28 ACRES OUT OF THE E. DAVIS SURVEY NO. 172; PROVIDING FOR A FINDS OF FACTS CLAUSE; PROPER NOTICE AND MEETING REQUIREMENTS CLAUSE; PUBLICATION CLAUSE; SEVERABILITY CLAUSE; REPEALING CLAUSE; OPEN MEETINGS CLAUSE; EFFECTIVE DATE CLAUSE.

WHEREAS, on 8th day of August 2023, after proper notification, the Planning and Zoning Commission held a hearing on the request; and

WHEREAS, on 22nd day of August 2023, the City Council held a public hearing on the request; and

WHEREAS, application for such permit was duly recommended by the City Planning & Zoning Commission and the date, time and place of the hearing on said application by the City Council of the City of Jarrell was set for the August 22nd, at 7:00 p.m. at the City Chambers and due notice of said hearing was given as required by ordinances and by law; and

WHEREAS, the City Council finds that all notice requirements have been met.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF JARRELL, TEXAS;

SECTION I. REZONING

The City Council hereby allows the rezoning, of the lot described above and depicted in Exhibit "A", from AG to MF2.

SECTION II: PROPER NOTICE AND MEETING REQUIREMENTS

It is hereby officially found and determined that the meeting at which this Ordinance was passed was open to the public as required and that public notice of the time, place and purpose of said meeting was given as required by the Open Meetings Act, Chapter 551 of the Texas Government Code. Notice was also provided as required by Chapter 52 of the Texas Local Government Code.

SECTION III: PUBLICATION CLAUSE

The City Secretary is hereby instructed to include this Ordinance in the records of the City and to have the official city map, depicting the new municipal boundaries, prepared as necessary. The City Secretary is hereby instructed to file a certified copy of this Ordinance with the Williamson County Clerk as well as all other official and entitled entities . The City Secretary is hereby instructed to publish the caption of this ordinance in the manner and for the length of time prescribed by law.

SECTION IV: SEVERABILITY CLAUSE

It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this Ordinance be severable, and if any phrase, clause, sentence, paragraph or section of this Ordinance shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs or sections of this Ordinance, and the remainder of this Ordinance shall be enforced as written.

SECTION V: REPEALING CLAUSE

All ordinances and resolutions and parts thereof in conflict herewith are hereby expressly repealed



insofar as they conflict.

SECTION VI. OPEN MEETINGS CLAUSE

The City Council hereby finds and declares that written notice of the date, hour, place, and subject of the meeting at which this ordinance was adopted was posted and that such meeting was open to the public as required by law at all times during which this ordinance and the subject hereof were discussed, considered, and formerly acted upon, all as required by the Open Meetings Act, Chapter 551, Texas Government Code, as amended.

SECTION VII: EFFECTIVE DATE

This Ordinance is effective, and the annexation achieved herein shall be final and complete upon adoption of this Ordinance on the date set forth below.

PASSED AND APPROVED by the City Council of the City of Jarrell, Texas, on this the **22nd** day of **August, 2023.**

THE CITY OF JARRELL

BY:

ATTEST:

Patrick Sherek, Mayor

Dianne Peace, City Secretary



Exhibit A





THE CITY OF
JARRELL

Date: August 22nd, 2023

Subject: Annexation of 24 Acres

Item: Annexation of 24 Acres Out of the Edward Parson Survey, Abstract 494

Department: Development Services

Staff Member: Jordan Moyer, Director of Development Services

Justification:

Funding:

Cost: N/A

Source of Funds: N/A

Outside Resources: N/A

Background Information: N/A

Public Comment: None at this time.

Supporting Documentation:

Findings, Ordinance.



City Council

August 22nd, 2023

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| Agenda Item | Annexation of 24.71 Acres Out Of The Edward Parson Survey, Abstract No. 494 |
| Council Action | Discussion and Recommendation on the above application |
| Staff | Jordan Moyer, Director of Development Services |



| | |
|------------------------------|---|
| Property Information | |
| Project Name: | Foodies |
| Owner/Applicant: | Bleyl Engineering, |
| Location: | IH35 North just past Ronald Reagan |
| Compliance: | Annexation Application has been found to be in conformance. |
| Attachments: | Resolution |
| Staff Recommendation: | Approval |

| | |
|----------------------------|-------------------------------------|
| Additional Comments | |
| | Annexation Checklist |
| ✓ | Application received on 7/14/2023 |
| ✓ | Application reviewed on 7/14/2023 |
| ✓ | Application approved on 7/14/2023 |
| ✓ | Application sent on 7/17/2023 |
| ✓ | Application scheduled for 7/25/2023 |
| ✓ | Application scheduled for 8/04/2023 |
| ✓ | Application scheduled for 8/22/2023 |
| ✓ | Application scheduled for 8/22/2023 |
| ✓ | Application scheduled for 8/23/2023 |

ORDINANCE NO. 2023-0822-02

**AN ORDINANCE OF THE CITY OF JARRELL, TEXAS, ANNEXING CERTAIN
HEREINAFTER DESCRIBED ADJACENT AND CONTIGUOUS TERRITORY; KNOWN TO BE
A SPARSELY POPULATED AREA; INTO THE INCORPORATED MUNICIPAL BOUNDARIES
OF THE CITY OF JARRELL, TEXAS ON PETITION OF THE LANDOWNERS OF THE
PROPOSED ANNEXED AREA; EXTENDING THE BOUNDARY LIMITS OF THE CITY OF
JARRELL SO AS TO INCLUDE SAID PROPERTY WITHIN THE JARRELL CITY LIMITS;
FINDING THAT ALL NECESSARY AND REQUIRED LEGAL CONDITIONS HAVE BEEN
SATISFIED; PROVIDING THAT SUCH AREA SHALL BECOME A PART OF THE CITY AND
THAT THE OWNERS AND/OR ANY INHABITANTS THEREOF SHALL BE ENTITLED TO
THE RIGHTS AND PRIVILEGES OF OTHER CITIZENS AND BE BOUND BY THE ACTS,
ORDINANCES, RESOLUTIONS AND REGULATIONS OF THE CITY NOW IN EFFECT AND
THOSE WHICH ARE HEREINAFTER ADOPTED; PROVIDING FOR A FINDS OF FACTS
CLAUSE; ANNEXATION OF TERRITORY CLAUSE; PROPER NOTICE AND MEETING
REQUIREMENTS CLAUSE; PUBLICATION CLAUSE; SEVERABILITY CLAUSE;
REPEALING CLAUSE; OPEN MEETINGS CLAUSE; EFFECTIVE DATE CLAUSE; FOR
ANNEXING A 24.71 ACRE TRACT OF LAND OUT OF THE EDWARD PARSON SURVEY,
ABSTRACT NO. 494**

WHEREAS, Chapter 43 of the Texas Local Government Code authorizes municipalities to annex sparsely populated areas into the municipal boundaries (i.e., corporate limits or city limits) upon petition of the area landowners if that territory is adjacent and contiguous; and

WHEREAS, such tract of land containing 20 (more or less) is (a) one-half mile or less in width; (b) contiguous to the City; and (c) vacant and without residents or on which fewer than three (3) qualified voters reside; and

WHEREAS, in accordance with Texas Local Government Code section 43.028, the City Council has heard the petition and the arguments for and against the annexation and grants the petition;

WHEREAS, there were no objections, brought before the City Council, regarding this annexation.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF JARRELL, TEXAS:

SECTION I: FINDINGS OF FACT

All of the above properties are hereby found to be true and correct legislative and factual findings of the City Council of Jarrell and are hereby approved and incorporated into the body of this Ordinance as if copied herein in their entirety.

SECTION II: ANNEXATION OF TERRITORY

The areas described in Exhibit "A", which are attached hereto and incorporated herein for all purposes, is hereby annexed and brought within the municipal boundaries (i.e., corporate limits) of the City of Jarrell, and is made an integral part, hereof

The owners and inhabitants of the areas herein annexed are entitled to all of the rights and privileges of other citizens of the City and are hereby bound by all acts, ordinances and other legal actions now in full force and effect and those that may be hereafter adopted or enacted.



SECTION III: PROPER NOTICE AND MEETING REQUIREMENTS

It is hereby officially found and determined that the meeting at which this Ordinance was passed was open to the public as required and that public notice of the time, place and purpose of said meeting was given as required by the Open Meetings Act, Chapter 551 of the Texas Government Code. Notice was also provided as required by Chapter 52 of the Texas Local Government Code.

SECTION IV: PUBLICATION CLAUSE

The City Secretary is hereby instructed to include this Ordinance in the records of the City and to have the official city map, depicting the new municipal boundaries, prepared as necessary. The City Secretary is hereby instructed to file a certified copy of this Ordinance with the Williamson County Clerk as well as all other official and entitled entities. The City Secretary is hereby instructed to publish the caption of this ordinance in the manner and for the length of time prescribed by law.

SECTION V: SEVERABILITY CLAUSE

It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this Ordinance be severable, and if any phrase, clause, sentence, paragraph or section of this Ordinance shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs or sections of this Ordinance, and the remainder of this Ordinance shall be enforced as written.

SECTION VI: REPEALING CLAUSE

All ordinances and resolutions and parts thereof in conflict herewith are hereby expressly repealed insofar as they conflict.

SECTION VII. OPEN MEETINGS CLAUSE

The City Council hereby finds and declares that written notice of the date, hour, place, and subject of the meeting at which this ordinance was adopted was posted and that such meeting was open to the public as required by law at all times during which this ordinance and the subject hereof were discussed, considered, and formerly acted upon, all as required by the Open Meetings Act, Chapter 551, Texas Government Code, as amended.

SECTION VIII: EFFECTIVE DATE

This Ordinance is effective, and the annexation achieved herein shall be final and complete upon adoption of this Ordinance on the date set forth below.

PASSED AND APPROVED by the City Council of the City of Jarrell, Texas, on this the **22nd** day of **AUGUST 2023.**

THE CITY OF JARRELL

BY:

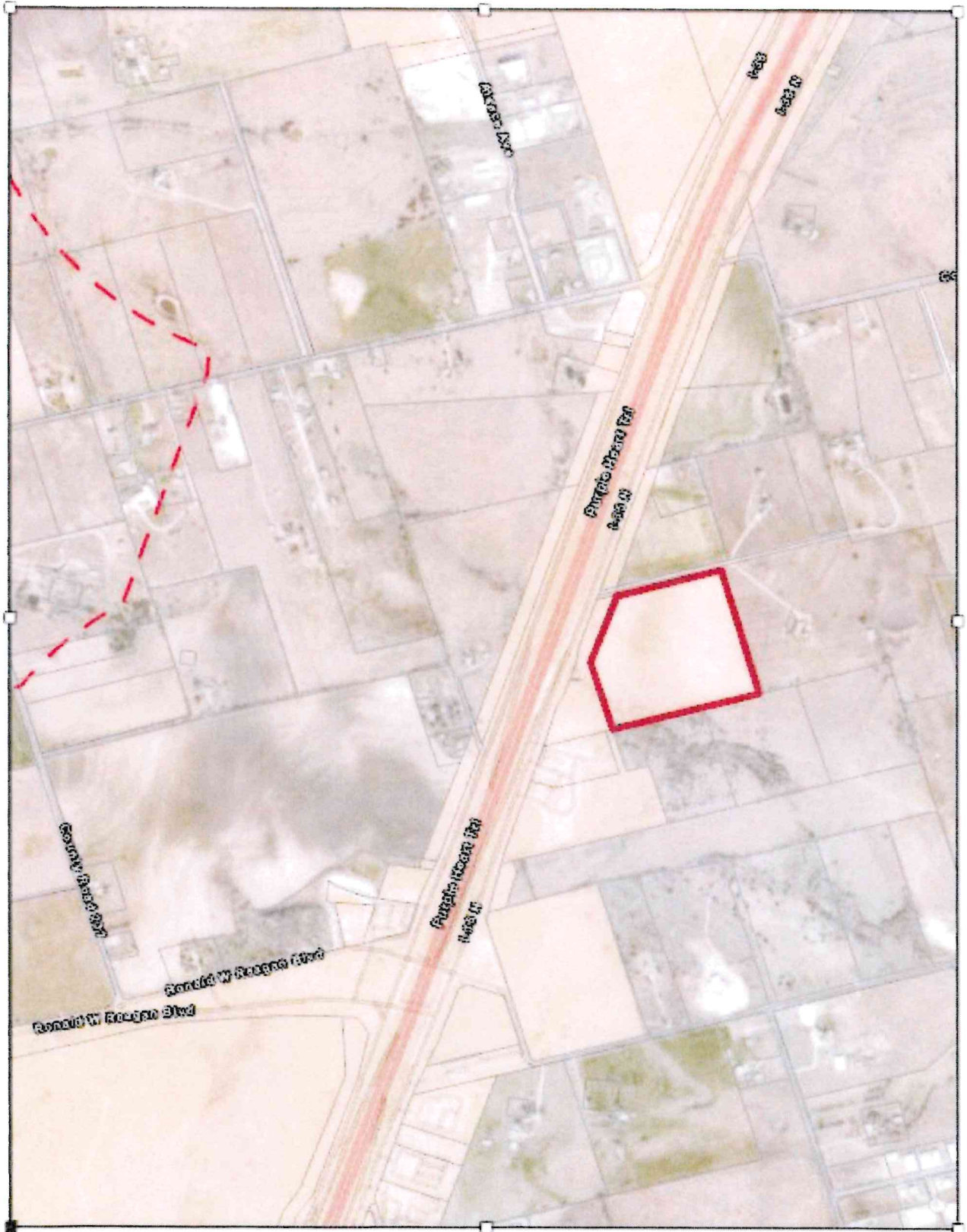
ATTEST:

Patrick Sherek, Mayor

Dianne Peace, City Secretary



EXHIBIT A





THE CITY OF

JARRELL

City of Jarrell

Public Hearings and Regular Called City Council Meeting

Jarrell City Council Chambers

161 Town Center Blvd. Jarrell, Texas 76537

Tuesday, July 25, 2023, at 7:00 p.m.

MINUTES

Mayor Patrick Sherek - **Present**
Alderman Place 1, Daniel Klepac - **Present**
Alderman Place 2, Jeff Seidel - **Present**

Alderman Place 3, Tanya Clawson - **Present**
Mayor Pro-Tem Place 4, Rusty Bryson - **Present**
Alderman Place 5, Daniel Islas - **Present**

1. CALLED MEETING TO ORDER AT 7:00 P.M.

- Roll Call
- Invocation by **Alderman Jeff Seidel**
- Pledge of Allegiance

2. PUBLIC COMMENTS

Those wishing to speak to the City Council must complete the appropriate color card listed below and present the card to the Municipal Clerk prior to the beginning of the meeting. Please wait to be invited to approach the podium and observe a **three-minute** time limit when speaking.

Orange Sign in Card – Items not listed on the agenda

An individual may speak; however, the topics presented are considered informational only and may result in placement on a future agenda. No formal discussion or action will be conducted at this time.

a. **Joe Stephens**

Alderman Jeff Seidel made a motion to extend Mr. Stephens' time to 6 minutes. Second by Alderman Daniel Islas. Alderman Jeff Seidel, Alderman Daniel Islas, Alderman Daniel Klepac and Alderwoman Tanya Clawson voted for the motion. Alderwoman Rusty Bryson voted against the motion. The motion was approved by a majority vote.

b. **Joe Stephens** – Expressed concerns regarding his treatment at the previous meeting and hopes for a resolution.

c. **Shay Stearns** – Expressed concerns regarding the treatment of Mr. Joe Stephens at the previous meeting.





THE CITY OF

JARRELL

d. **David Bryson** – Expressed his wishes to the City Council to work together as a team.

Yellow Sign in Card – Item listed on the agenda

An individual may speak once the regular agenda item is announced for consideration and/or when the speaker is invited to approach the podium.

a. **Angel G. Natal** – Commented regarding Agenda Item #3.1, expressing his concerns regarding the zoning change on CR 332.

3. **PUBLIC HEARINGS**

3.1 Opened Public Hearing #1 at 7:15 p.m. to consider the request of Infra Jarrell Elite, Mallik Avula to change the zoning of a 51 Acre Tract of Land in the Isaac Bunker Survey No. 54 Near CR 332 and Park Meadow Drive in Jarrell, Texas 76537 From AG to MF2 and SF3.

Closed Public Hearing at 7:21 p.m.

3.2 Discussion, consideration, and possible action regarding the recommendation of the Planning & Zoning Commission to approve the request of Infra Jarrell Elite, Mallik Avula to change the zoning of a 51 Acre Tract of Land in the Isaac Bunker Survey No. 54 Near CR 332 and Park Meadow Drive in Jarrell, Texas 76537 From AG to MF2 and SF3; therefore, approving Ordinance No. 2023-0725-01, An Ordinance Amending The Zoning Ordinance Of The City Of Jarrell By Allowing The Rezoning From Ag To SF3 At The 51 Acres Out Of The Isaac Bunker Survey No. 54 Also Known As The Brook Meadows Subdivision Providing For A Finds Of Facts Clause; Proper Notice And Meeting Requirements Clause; Publication Clause; Severability Clause; Repealing Clause; Open Meetings Clause; Effective Date Clause.

The ordinance caption was read by Mayor Patrick Sherek. Alderman Jeff Seidel made a motion to approve Ordinance No. 2023-0725-01, approving the zoning to SF3. Second by Alderwoman Rusty Bryson. The motion was approved by a unanimous vote.

3.3 Opened Public Hearing #2 at 7:24 p.m. to consider the request of Tate Endeavors to change the zoning of a 10.085 Acre Tract of Land in the Isaac Bunker Survey No. 54 located on Hugh Smith Lane and F.B. Schwertner in Jarrell, Texas 76537 From C3 to L1.

Closed Public Hearing at 7:26 p.m.





THE CITY OF

JARRELL

- 3.4 Discussion, consideration, and possible action regarding the recommendation of the Planning & Zoning Commission to approve the request of Tate Endeavors to change the zoning of a 10.085 Acre Tract of Land in the Isaac Bunker Survey No. 54 located on Hugh Smith Lane and F.B. Schwertner in Jarrell, Texas 76537 From C3 to L1; therefore, approving Ordinance No. 2023-0725-02, An Ordinance Amending The Zoning Ordinance Of The City Of Jarrell By Allowing The Rezoning From C3 To I1 At The 10.085 Acres Out Of The Isaac Bunker Survey No. 54 Also Known As Lot 10 Of The Corn Hill Professional Park; Providing For A Finds Of Facts Clause; Proper Notice And Meeting Requirements Clause; Publication Clause; Severability Clause; Repealing Clause; Open Meetings Clause; Effective Date Clause.

The ordinance caption was read by Mayor Patrick Sherek. Alderman Jeff Seidel made a motion to approve Ordinance No. 2023-0725-02. Second by Alderwoman Rusty Bryson. The motion was approved by a unanimous vote.

4. CONSENT AGENDA ITEMS

The Consent Agenda items listed below are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Councilmember, in which event, the item will be removed from the Consent Agenda and considered as a Regular Agenda item.

- 4.1 Consideration and possible action regarding the approval of the minutes of the Regular Called City Council Meeting on June 27, 2023.

Alderwoman Rusty Bryson made a motion to approve the minutes as presented. Second by Alderwoman Tanya Clawson. The motion was approved by a unanimous vote.

5. REGULAR AGENDA ITEMS

- 5.1 Discussion, consideration, and possible action regarding the recommendation of the Planning & Zoning Commission to approve the Final Plat for Hunters Glen Phase 1.

Alderwoman Rusty Bryson made a motion to approve. Second by Alderwoman Tanya Clawson. The motion was approved by a unanimous vote.

- 5.2 Discussion, consideration, and possible action regarding the Eastern Wells monument sign.





THE CITY OF

JARRELL

Alderman Tanya Clawson made a motion to approve the Eastern Wells monument sign as presented. Second by Alderman Rusty Bryson. The motion was approved by a unanimous vote.

- 5.3 Discussion, consideration and possible action regarding Resolution No. 2023-0725-03, A Resolution Setting a Date, Time, And Place For One Public Hearing On The Proposed Annexation Of Certain Property By The City Of Jarrell, Texas, And Authorizing And Directing The Mayor To Publish Notice Of Such Public Hearing On The Proposed Annexations For A 24.71 Acres Out Of The Edward Parson Survey, Abstract No. 494, In Williamson County, Texas.

Alderman Rusty Bryson made a motion to approve Resolution No. 2023-0725-03. Second by Alderman Tanya Clawson. The motion was approved by a unanimous vote.

- 5.4 Discussion, consideration and possible action regarding Ordinance No. 2023-0725-04, An Ordinance Of The City Of Jarrell, Texas, Ordering A General Election On Tuesday, November 7, 2023, For The Election Of The Alderman Place 3, Alderman Place 4 And Alderman Place 5 For Said City; Providing For The Participation By City In Agreement With Williamson County Elections Administrator And Other Participating Entities Allowing Williamson County To Handle Such Elections; Providing For The Conduct Of The Election, Resolving Other Matters Incident And Related To Such Election; And Providing For An Effective Date.

The ordinance caption was read by Mayor Patrick Sherek. Alderman Rusty Bryson made a motion to approve. Second by Alderman Tanya Clawson. The motion was approved by a unanimous vote.

- 5.5 Presentation by City Manager regarding the Fiscal Year 2023-2024 Budget.

Budget Presentation by City Manager, Danielle Singh. No formal action taken.

- 5.6 Discussion, consideration and possible action regarding the schedule for the Fiscal Year 2023-2024 Budget.

No formal action taken.

6. **ADJOURNED INTO CLOSED SESSION/EXECUTIVE SESSION at 8:17 P.M.:**





THE CITY OF

JARRELL

6.1 Closed Executive Session pursuant to 551.074 of the Texas Government Code [*deliberations on certain personnel matters*] to deliberate the appointment, employment evaluation, reassignment, duties, discipline or dismissal of a public officer or employee, to wit: Police Chief.

7. **RECONVENED INTO OPEN SESSION AT 9:01 P.M.:**

7.1 Discussion and possible action regarding the appointment, employment evaluation, reassignment, duties, discipline or dismissal of a public officer or employee, to wit: Police Chief.

No formal action taken.

8. **ADJOURNMENT AT 9:01 P.M.**

PASSED AND APPROVED on 22ND DAY of AUGUST 2023.

CITY OF JARRELL, TEXAS

Attest:

Patrick Sherek, Mayor

Dianne Peace, Municipal Clerk





THE CITY OF

JARRELL

City of Jarrell
Public Hearing and Special Called City Council
Budget Workshop and Meeting
Jarrell City Council Chambers
161 Town Center Blvd. Jarrell, Texas 76537
Tuesday, August 15, 2023, at 6:00 p.m.

MINUTES

Mayor Patrick Sherek - **Present**
Alderman Place 1, Daniel Klepac - **Present**
Alderman Place 2, Jeff Seidel - **Present**

Alderman Place 3, Tanya Clawson - **Present**
Mayor Pro-Tem Place 4, Rusty Bryson - **Present**
Alderman Place 5, Daniel Islas - **Present**

CALLED MEETING TO ORDER AT 6:00 P.M.

1. ADJOURNED INTO CLOSED SESSION/EXECUTIVE SESSION AT 6:00 P.M.:

1.1 Closed Executive Session pursuant to 551.074 of the Texas Government Code to deliberate the appointment, employment evaluation, reassignment, duties, discipline or dismissal of a public officer or employee, to wit: Conduct interviews for a new member of the Jarrell Economic Development Corporation.

2. RECONVENED INTO OPEN SESSION AT 7:00 P.M.:

2.1 Discussion and possible action regarding the appointment, employment evaluation, reassignment, duties, discipline or dismissal of a public officer or employee, to wit: a new member of the Jarrell Economic Development Corporation.

No formal action taken.





THE CITY OF

JARRELL

AT 7:00 P.M. CALL MEETING TO ORDER

**City of Jarrell
Public Hearing and Special Called City Council
Budget Workshop and Meeting
Jarrell City Council Chambers
161 Town Center Blvd. Jarrell, Texas 76537
Tuesday, August 15, 2023, at 7:00 p.m.**

3. CALLED MEETING TO ORDER AT 7:01 P.M.

- Roll Call
- **Invocation by Alderman Jeff Seidel**
- Pledge of Allegiance

4. PUBLIC COMMENTS - NONE

Those wishing to speak to the City Council must complete the appropriate color card listed below and present the card to the Municipal Clerk prior to the beginning of the meeting. Please wait to be invited to approach the podium and observe a **three-minute** time limit when speaking.

Orange Sign in Card – Items not listed on the agenda

An individual may speak; however, the topics presented are considered informational only and may result in placement on a future agenda. No formal discussion or action will be conducted at this time.

Yellow Sign in Card – Item listed on the agenda

An individual may speak once the regular agenda item is announced for consideration and/or when the speaker is invited to approach the podium.

5. OPENED PUBLIC HEARING AT 7:04 P.M.

Open Public Hearing for the upcoming 2024 Fiscal Year Budget.

No citizen comments. Closed Public Hearing at 7:04 p.m.

6. OPENED PUBLIC WORKSHOP

The purpose of this Public Workshop is to discuss the upcoming 2024 Fiscal Year Budget





THE CITY OF

JARRELL

7. **OPENED REGULAR MEETING**

7.1 Discussion, consideration and possible action regarding the upcoming 2024 Fiscal Year Budget.

No formal action taken.

8. **ADJOURNMENT AT 7:22 P.M.**

PASSED AND APPROVED on 22ND DAY of AUGUST 2023.

CITY OF JARRELL, TEXAS

Attest:

Patrick Sherek, Mayor

Dianne Peace, Municipal Clerk





Date: August 22, 2023

Subject: Regular Agenda Item

Item: Discussion and possible action regarding FY 23-24 Jarrell Economic Development Corporation Budget and projects.

Department: JEDC

Staff Member: Traci Anderson

Justification:

The JEDC has updated their budget to be more transparent and thorough to understand where the funds go and what the EDC is doing.

You will see two columns in the tables presented. The first column is the FY 23 Budget. This was put together based on what I could determine from the budget that was done prior to me coming on board last year. The second is the FY 24 Proposed Budget.

Summary of the details in the budget.

- 1) Personnel – the Board did approve for an additional staff person which was included in the current budget. This person will be FT as opposed to a PT position when hired in this next budget year.
- 2) Revenue – The sales tax projections have been pretty low from what I could find. I have put together a spreadsheet with sales tax data from Oct 2021 to present. This gave a more accurate statement of the sales tax projections. The Board adopted the budget with a 10% increase.
- 3) Capital Expenditures –
 - a. We are adding a line item for CIP within our budget to assist with any projects that may arise we can legally assist with.
 - b. The EDC adopted a budget that includes the potential to have a location outside City Hall. This includes for tenant finish-out and office equipment under this line item along with increased rent, utilities/NNN and cleaning services under Operations that are added into this budget.
- 4) Administration – This shows a 54% increase in administration costs compared to last fiscal year, however, although these items were all



- being paid, they were not broken out into the individual items listed so I could not pull exact numbers for them other than the salary line item.
- 5) Insurance – These are items that JEDC will pay an “at cost” reimbursement to the City for our portion.
 - 6) Operations – There was not much in the budget for operations so this category looks extremely large in comparison to last year. Once we have a full year of what we really need, this can be better adjusted next fiscal year.
 - 7) City of Jarrell Admin and Professional Services – these are the items located in the EDC/City Agreement for services from the city. These agreements will hopefully be brought before council next month.
 - 8) Conference/Recruitment/Travel – This is significantly higher than the current year due to an increase in recruitment travel that may arise moving Jarrell forward.
 - 9) Business Retention and Expansion (BRE) – The JEDC will put a focus on BRE this year and make sure our businesses know we care about them.
 - 10) Recruitment – This is when we have a company come for a site visit.
 - 11) Sponsorships/Community Outreach – This is for Chamber events and sponsorships such as a Jarrell ISD scholarship.
 - 12) Marketing – With a 10% legal cap for EDC's to spend on marketing, based on General Sales Tax Revenue of approximately \$491,700, the Jarrell EDC could spend approximately \$49,170 in marketing expenses. With current Sponsorship/Community Outreach and Marketing, it is estimated to spend only \$35,500, which is approximately 7%.
 - 13) Professional Development – This allows for the Board and staff to participate in any necessary training.
 - 14) Projects/Incentives – This is for any projects, programs, or grants administered by the JEDC. We will look at developing different ways to help small businesses like a façade grant program.
 - 15) Depreciation – typical depreciation of equipment and furniture.

The EDC currently has over \$900,000 in the bank and we want to move forward making sure we are putting that money to use that will benefit our citizens. This can be done through BRE, Recruitment, Workforce Development, Small Business Assistance, Façade Grants, Beautification and more.

Funding:

Cost: N/A

Source of Funds: N/A





Outside Resources: N/A

Suggested Motion: *Adopt the Jarrell EDC FY 24 Budget as presented.*

Background Information: N/A

Public Comment: N/A

Supporting Documentation:

- FY 24 Budget





JEDC FY 23-24 BUDGET

DRAFT BUDGET PRESENTED BY: TRACI ANDERSON

Adopted by JEDC Board 0.00.0000
City Council approved 0.00.0000



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The Jarrell Economic Development Corporation (JEDC) is funded by a ¼ cent local sales tax. The JEDC works to attract desirable new business and support existing businesses through business retention efforts. This is accomplished by working closely with the City of Jarrell, Jarrell Chamber of Commerce, community organizations and stakeholders, and private sector entities.

PERSONNEL

| Economic Development | 2023 | New Positions | 2024 |
|----------------------------------|------|---------------|------|
| Executive Director | 1 | - | 1 |
| Economic Development Coordinator | 0 | | 1 |
| Total | 0 | - | 2 |

*A part-time Economic Development Coordinator position was created and approved in early 2023, but has not been filled. With all the projects that are foreseeable, this position will need to be filled. Two FTEs are accounted for beginning in 2024.





REVENUE

The Jarrell EDC revenues come from General Sales Tax and interest from investments. The proposed revenues for FY 2023 was budgeted at \$364,900. The total sales tax receipts revenues for FY 2023 are estimated around \$447,000. For FY 2024, there is a conservative increase of 10% in projected sales tax growth from the estimated actual receipts. There is an estimated 20% increase from FY 2022 to FY 2023.

| Revenue Summary | Projected | Budget | |
|--------------------|----------------|----------------|---------------|
| | 2023 Budget | 2024 Budget | % Change |
| Sales Tax: General | 447,000 | 491,700 | 10.00% |
| Other Income | 900 | 990 | 10.00% |
| TOTAL | 447,900 | 492,690 | 10.00% |

Sales Tax - 40000

The JEDC's primary revenue source is the collection of a one-quarter (1/4) cent sales and use tax within the corporate limits of the City of Jarrell.

Other Income – 73000-1

Idle JEDC funds and reserves are invested in CD's and earn a nominal annual interest rate. The accounts are currently at R Bank: CD 032, CD 033, CD 079.

CAPITAL EXPENDITURES – 50000

| Capital Expenditures | Projected | Budget | |
|-----------------------|--------------|----------------|------------------|
| | 2023 Budget | 2024 Budget | % Change |
| CIP | 0 | 100,000 | |
| Computers & Equipment | 1,350 | 35,000 | 2492.59% |
| Tenant Finish-Out | 0 | 30,000 | |
| TOTAL | 1,350 | 165,000 | 12122.22% |

50000-1: The JEDC has budgeted for \$100,000 in potential Capital Improvement Projects (CIP) that fall in line with JEDC Economic Development Initiatives.

50000-2: There is \$35,000 budgeted for Computers and Equipment to allow for new office furniture, replacement laptop and other office and technology replacement and upgrades as needed.



50000-3: There is \$30,000 budgeted for Tenant Finish-Out to allow for any renovations needed in a new office building.

ADMINISTRATION - 60000

Administration is the employment cost of the Jarrell EDC staff.

| Salary and Wages | Projected | Budget | |
|----------------------------|----------------|----------------|---------------|
| | 2023 Budget | 2024 Budget | % Change |
| Salaried Employees (2 FTE) | 140,000 | 170,000 | 21.43% |
| Retirement | 0 | 14,000 | |
| Auto Expense | 0 | 12,000 | |
| Cell Phone Expense | 0 | 1,000 | |
| Health Insurance | 0 | 14,000 | |
| FICA/Medicare | 0 | 14,000 | |
| TOTAL | 140,000 | 225,000 | 54.01% |

JEDC Salaried Employees – 60000-1

Salaries for up to 2 FTE JEDC employees.

Retirement – 60000-2

JEDC employees contribute 6% to the Texas Municipal Retirement System (TMRS) and the JEDC provides a 1 to 1 match.

Auto Allowance – 60000-3

The Executive Director is provided with an auto allowance to compensate for providing transportation in conducting the duties of employment.

Cell Phone Expense – 60000-4

The Executive Director is provided with a cell phone allowance to compensate for conducting the duties of employment.

Health Insurance – 60000-5

Health insurance and other benefits.

FICA/Medicare – 60000-6

JEDC share of social security burden.



INSURANCE - 61000

This category houses the insurance paid to the City of Jarrell for payment to TML for General Liability/ Officers and Emission Coverage, and Workers Compensation. This also covers Renters Insurance in the event the JEDC obtains an office space outside of City Hall.

| Insurance | Projected | Budget | |
|---------------------------------------|-------------|--------------|----------|
| | 2023 Budget | 2024 Budget | % Change |
| Content/Renters Insurance | 0 | 500 | |
| COB - General Liability/E&O Insurance | 0 | 700 | |
| COB - TML Workers Comp | 0 | 1,000 | |
| TOTAL | 0 | 2,200 | |

Content/Renters Insurance – 61000-1

Content/Renters insurance for content within the JEDC offices.

TML General Liability/E&O Insurance – 61000-2

The JEDC is insured on the City of Jarrell’s policy for general liability and the bonds for JEDC officers and staff. This is an “at cost” reimbursement to the City of Jarrell for coverage through TML.

Workers’ Compensation – 61000-3

Workers’ compensation insurance for employees of the JEDC. This is an “at cost” reimbursement to the City of Jarrell for coverage through TML.

OPERATIONS - 62000

Operations are the costs associated with the day-to-day operations of the JEDC office and assets.

| Operations | Projected | Budget | |
|---|-------------|-------------|----------|
| | 2023 Budget | 2024 Budget | % Change |
| City of Jarrell - Office Rental & M/O | 0 | 48,000 | |
| City of Jarrell - Admin & Professional Services | 0 | 6,100 | |
| Communications | 0 | 500 | |
| Mileage / Parking | 0 | 500 | |
| Cleaning Service | 0 | 3,600 | |
| Subscriptions/Publications | 7,500 | 5,000 | -33.33% |

Adopted by JEDC Board 0.00.0000
 City Council approved 0.00.0000



| | | | |
|------------------------------------|---------------|----------------|-----------------|
| App Subscriptions/Online Resources | 0 | 15,000 | |
| Memberships/Dues | 11,000 | 22,000 | |
| Postage/Mailing Supplies | 0 | 100 | |
| Office Supplies | 0 | 1,000 | |
| Copier/Printing Supplies | 0 | 2,000 | |
| Legal | 3,000 | 5,000 | 66.67% |
| BEDC Board Costs | 1,500 | 5,000 | 233.33% |
| Utilities/NNN | 0 | 6,000 | |
| Other Professional Services | 1,000 | 100,000 | 9900.00% |
| TOTAL | 24,000 | 219,800 | 1590.77% |

City of Jarrell Office Rent & M/O – 62000-1

This item includes a potential rent if the JEDC were to seek rent space outside of City Hall at a rate of \$1.25/psf.

The JEDC is currently leasing office space in the City of Jarrell City Hall. The annual base compensation (\$4,380) shall be subject to an annual adjustment beginning October 1, 2026, and shall be determined with reference to the Consumer Price Index presently designated as the US Department of Labor, Bureau of Labor Statistics Consumer Price Index for all Urban Consumers, US City Average, "All Items" (1982-1984 equals 100).

Maintenance and Operations is also included in this line item and is an annual cost paid to the City of Jarrell. This includes building maintenance, building repair, utilities, grounds keeping, solid waste collection and similar costs. The cost is \$500.

City of Jarrell Admin & Professional Services – 62000-2

The City of Jarrell provides administrative and shared services to the JEDC through a MOU for Administrative and Professional Services. Administrative and Professional Services include Administrative, Human Resources, Payroll Services, and shared services for Information Technology (IT)/Phone.

| City of Jarrell Administrative and Professional Services | Projected |
|--|--------------|
| | 2024 Budget |
| Administrative/HR/Payroll Services | 3,000 |
| Audit | 3,000 |
| IT Services | 100 |
| TOTAL | 6,100 |

*This chart is a breakdown of the Operations Chart on page 6-7 for the City of Jarrell Administrative and Professional Services line item.



Communications – 62000-3

Office phones and internet service are provided through the MOU Administrative and Professional Services between the JEDC and the City of Jarrell.

This accounts for any JEDC staff service plans on mobile phones/tablets, except for the Executive Director cell phone stipend, which is located under salary.

Mileage / Parking Reimbursements – 62000-4

Staff receive mileage and parking reimbursements for trips made associated with JEDC business. The Executive Director is excluded from this unless the trip is over a certain distance.

Cleaning Service – 62000-5

The costs associated with monthly office cleaning should the JEDC rent a location outside of City Hall.

Subscriptions/Publications – 62000-6

The JEDC maintains subscriptions and publications. This includes, but not limited to, Magazine / Professional Publication Subscriptions, Cententus Media Group (website), Domains, Adobe, Zoom, Constant Contact, Social Media Archive, Austin Bus Journal, Biznow, Williamson County Sun.

App Subscriptions/Online Resources – 62000-7

The JEDC maintains app subscriptions and online resources. These are our major online database subscriptions. This includes, but not limited to CoStar, Impact DataSource (Incentive Tool), Zoom Prospector (Property Database), Retail Lease Trac, SizeUp (Tool for Small Businesses), Hubspot (BRE and Recruitment CRM Tool).

Memberships/Dues – 62000-8

The JEDC maintains memberships and dues that align with the JEDC mission. This includes, but not limited to Opportunity Austin (Regional Partnership/Recruitment), SEDC/TEDC/IEDC/ICSC (Professional Associations), Wilco Economic Development Partnership (Regional Partnership/Recruitment), Day One Experts (Recruitment), CAPCOG and the Jarrell Area Chamber of Commerce.

Postage/Mailing Supplies – 62000-9

General mailing and postage.

Office Supplies – 62001-1

General office, copier, and miscellaneous supplies for the day-to-day operations of the JEDC.

Copier/Printing Supplies – 62001-2

This will be utilized should the JEDC have to purchase a copier.



Legal – 62001-3

Recurring legal expenses and legal notices in the Williamson County Sun.

Utilities/NNN – 62001-4

This is added should the JEDC find a office space out of City Hall.

JEDC Board Costs – 62001-5

JEDC Board Meeting Costs, lunch meetings, holiday dinner.

Other Professional Services – 62001-6

The JEDC contracts for various services with professionals and firms for specific projects and tasks, such as the strategic plan, engineering, research, study for prospects, utility studies, sports facility analysis, downtown initiatives, or other studies that may arise that are needed for economic development.

CONFERENCES/RECRUITMENT/TRAVEL - 63000

| Conferences/Recruitment/Travel | Projected | Budget | |
|---|--------------|---------------|----------------|
| | 2023 Budget | 2024 Budget | % Change |
| Tradeshows/Conferences/Recruitment Activities | 1,000 | 20,000 | 1900.00% |
| Travel | 4,000 | 10,000 | 150.00% |
| TOTAL | 5,000 | 30,000 | 500.00% |

Tradeshows/Conferences/Recruitment Activities – 63000-1

Conference and tradeshow registration and attendance with organizations such as, but not limited to, the following: the Texas Economic Development Council (TEDC); International Economic Development Council (IEDC); Southern Economic Development Council (SEDC); also include local and regional conferences that arise.

Recruitment efforts with organizations such as the International Council of Shopping Centers (ICSC), Austin Retail Live, Live Exchange, Austin Chamber, the State of Texas, Wilco Economic Development Partnership, and others. This would also include recruitment efforts made by the Jarrell JEDC on their own outside of an organization.

Travel Expenses – 63000-2

Travel and related expenses, such as airfare, hotel, mileage (for mileage associated with a conference/recruitment) or other travel related costs. This would be for travel related to, but not limited to, conferences, tradeshows, recruitment efforts, mission trips, inner-city benchmarking trips, and marketing trips.



Business Retention and Expansion (BRE) – 64000

The JEDC has established a Business Retention and Expansion program as a key component of the economic development efforts. JEDC provides ongoing communication with Jarrell businesses to better understand their needs. Business retention is an important element of JEDC’s Strategic Plan. Retaining jobs and capital investment in Jarrell is a top priority. JEDC is focused on creating a competitive business environment where local industries can grow and thrive.

The JEDC’s goal is to learn about the needs and concerns of existing businesses as they relate to conducting business in our community, and work to address those needs and concerns to encourage continued growth. The JEDC wants to develop a working relationship and assist in connecting existing businesses with the right information, resources and programs in ways that will improve the business.

| Business Retention and Expansion | Projected | Budget | |
|----------------------------------|-------------|---------------|----------|
| | 2023 Budget | 2024 Budget | % Change |
| BRE Activities | 0 | 15,000 | |
| TOTAL | 0 | 15,000 | |

BRE activities include activities such as SCORE, Roundtable Events, CREW Day, other regional partnerships or local BRE training/meetings/events (i.e., with the Austin Chamber, Wilco Economic Development Partnership), gift card purchases or event give-a-ways and others as they arise or are established.

Also includes conducting Business Mixers, Breakfast Events/Meetings, Lunch Events/Meetings, Coffee Chats, relationship building, after hours events, Pop-in for Popcorn, special deliveries (i.e., donuts to businesses for special occasions), networking events, Executive Team Luncheon, etc.

The hope would be to host an annual event to Award Existing Businesses and Spotlight Economic Development in Jarrell; Economic Development Week; Economic Development Summit

Working with all our Workforce Development Partners to include SBDC, TWC, State, HUB, Colleges and JISD. Assisting businesses with job fairs; aligning efforts with our current and developing workforce needs.



RECRUITMENT (SHOW & TELL) – 65000

This item is to show how our recruiting efforts have paid off or evolved. We hope that with the response to leads and the continued recruitment, we will begin to show more sites or work with developers, site consultants, real estate brokers to show them what Jarrell has to offer. This line item will be used when we have clients come to town for site visits. This way we can track our efforts within the budget to determine future needs. This would also include assistance with new company grand openings, groundbreaking ceremonies, familiarization tours (i.e., Wilco Economic Development Partnership Fam Tour), and site consultant gifts and follow-up.

| Recruitment Show & Tell | Projected | Budget | |
|----------------------------------|-------------|-------------|----------|
| | 2023 Budget | 2024 Budget | % Change |
| Site Visits - External Prospects | 0 | 4,000 | |
| TOTAL | 0 | 4,000 | |

SPONSORSHIPS/COMMUNITY OUTREACH - 66000

The JEDC would like to be involved in activities within the community and show support for our local partners.

| Sponsorship/Community Outreach | Projected | Budget | |
|--------------------------------|-------------|-------------|----------|
| | 2023 Budget | 2024 Budget | % Change |
| Chamber Gala/Activities | 2,000 | 8,000 | 300.00% |
| Community Sponsorships | 2,000 | 2,500 | 25.00% |
| TOTAL | 4,000 | 10,500 | 162.50% |

Chamber Gala/Activities – 66000-1

This is an opportunity to participate in the Jarrell Chamber of Commerce events, such as the Chamber Gala and attendance at the monthly Chamber luncheon.

Community Sponsorships – 66000-2

The JEDC hosts and participates in events to promote economic development within Jarrell. This is for community sponsorship opportunities such as a local Food Bank and Jarrell ISD scholarships.



MARKETING - 67000

Local Government Code Section 505.103 (Limitation on Use of Revenues for Promotional Purposes) limits the amount a Type B corporation may spend for promotional purposes to no more than 10 percent (10%) of corporate revenues. Part of the 10% includes the Sponsorships/Community Outreach above.

Based on General Sales Tax Revenue of approximately \$491,700, the Jarrell EDC could spend approximately \$49,170 in marketing expenses. With current Sponsorship/Community Outreach and Marketing, it is estimated to spend only \$35,500, which is approximately 7%.

The Jarrell JEDC employs a heavy emphasis on marketing initiatives toward end users, commercial brokers, and site consultants, with a limited approach on traditional and print marketing and a greater emphasis on digital and social media marketing.

| Marketing | Projected | Budget | |
|---|---------------|---------------|---------------|
| | 2023 Budget | 2024 Budget | % Change |
| <i>Supplies/Materials</i> | | | |
| <i>Promotional Items & Printing</i> | | | |
| <i>Advertising</i> | | | |
| <i>Social Media Advertising</i> | | | |
| <i>Shop Local</i> | | | |
| <i>Promotional Attire</i> | | | |
| <i>Professional Services</i> | | | |
| TOTAL | 18,100 | 25,000 | 38.12% |

Supplies/Materials – 67000-1

General JEDC marketing material, graphic design services (ex: letterhead, PowerPoint template, infographics, and business cards etc.)

Promotional Items and Printing – 67000-2

General JEDC promotional items, actual printed material costs, etc.

Advertising – 67000-3

Marketing within the Jarrell market and on a national and regional scale are funded through this cost code. Traditional and digital marketing for building the brand of the JEDC and the City of Jarrell. Some items include, but are not limited to the following:

- Austin Business Journal (i.e., East Austin Growth Summit, Economic Development Guide)
- SXSW Interactive
- Print advertisements in trade and mainstream press



- Targeted Video Marketing (non-social media based)
- Photography

There are also singular opportunities that arise for the JEDC to promote Jarrell, such as the JEDC hosting an Opportunity Austin Regional Partners Meeting or sponsoring a Wilco Economic Development Partnership event.

Social Media Advertising – 67000-4

This cost code is used for developing materials and promoting the JEDC through digital advertising formats, such as videos and Facebook ads.

- Videos (shorter social media based)
- Social media ads

Shop Local – 67000-5

The Jarrell EDC would like to support a Shop or Buy Local campaign.

Promotional Attire – 67000-6

The Jarrell EDC would like to have team members recognized at events with logo attire.

Professional Services – 67000-7

The JEDC will potentially look in to hiring a marketing firm to assist with a marketing plan.

PROFESSIONAL DEVELOPMENT - 68000

JEDC board and staff participate in training to gain knowledge and expertise in economic development. JEDC staff participates in annual training related to economic development (e.g., the Texas Economic Development Council (TEDC) Courses; Sales Tax Workshop; International Economic Development Council (IEDC) courses, conferences, and webinars; and other trainings as available.)

| Professional Development | Projected | Budget | |
|--------------------------|--------------|---------------|----------------|
| | 2023 Budget | 2024 Budget | % Change |
| Professional Development | 2,000 | 6,000 | 200.00% |
| EDC Board Training | 2,000 | 4,000 | 100.00% |
| TOTAL | 4,000 | 10,000 | 150.00% |



PROJECTS/INCENTIVES - 69000

Projects, programs, and grants administered by the JEDC.

| Projects/Incentives | Projected | Budget | |
|---|-------------|-------------|----------|
| | 2023 Budget | 2024 Budget | % Change |
| <i>Small Business Programs/Grants</i> | | | |
| <i>Large Business Incentives</i> | | | |
| <i>Emergency Funds</i> | | | |
| <i>Quality of Life/Community Enhancements</i> | | | |
| TOTAL | 124,550 | 100,000 | -19.71% |

Small Business Programs/Grants – 69000-1

Small Business Economic Development Incentives.

Large Business Incentives – 69000-2

Large Business Economic Development Incentives.

Emergency Funds – 69000-3

This line item allows for assistance during unforeseen circumstances (i.e., COVID, Storm Uri).

Quality of Life/Community Enhancements – 69000-4

The JEDC Board could assist with potential park projects. A formal request and approval from the JEDC Board of Directors would be needed for these funds.

DEPRECIATION EXPENSES – 69999

Depreciation of JEDC office equipment and furniture. This is estimated at \$1,500 for FY 2024.



Date: August 22, 2023

Subject: Regular Agenda Item

Item: Discussion and possible action regarding the Jarrell EDC FY 23 Mid-Year Budget Amendment.

Department: JEDC

Staff Member: Traci Anderson

Justification:

The Jarrell EDC has an opportunity to go with other communities and Williamson County under the Wilco Economic Development Partnership on a mission trip to Seoul, Korea.

In this trip, we are hosting a seminar on how to do business in Williamson County, a press conference, a tour of Samsung at their Pyeongtaek campus where they have 8 fabs and 85,000 employees, and 3 days of back-to-back meetings with Samsung and Tesla suppliers looking to relocate to our area.

There currently is not a travel budget to attend this trip. It is estimated the trip will cost around \$10,000 for flight, hotel and food.

Funding:

Cost: approximately \$10,000

Source of Funds: EDC

The Travel/Training line item is currently budgeted at \$8,300 and has \$4,961.42 left.

The Projects line item is currently budgeted at \$124,550 and has \$120,250 left.

The Board's recommendation is to take \$20,000 from Projects and move it to Travel/Training for this trip or any other opportunities that may arise.

Outside Resources: N/A



Suggested Motion: Approve the reallocation of funds in an amount of \$20,000 from the JEDC FY 22-23 budget line item "Projects" to line item "Travel/Training" for the Executive Director to attend a mission recruitment trip with Wilco EDP.

Background Information: N/A

Public Comment: N/A

Supporting Documentation: None



| Phase Closeout | 7/24/2023 | 8/22/2023 |
|---|--|------------|
| Reconcile project budget and status of contract deliverables - Incode Financial Management | Tyler PM | 8/22/2023 |
| Hold post phase review meeting - Incode Financial Management | Tyler PM | 8/22/2023 |
| Release phase-dependent Tyler project resources - Incode Financial Management | Tyler PM | 8/22/2023 |
| Project Closeout | | |
| Conduct post project review - Incode Financial Management | Tyler PM | 8/22/2023 |
| Deliver post project report to Client & Tyler leadership - Incode Financial Management | Tyler PM | 8/22/2023 |
| Release Tyler project resources - Incode Financial Management | Tyler PM | 8/22/2023 |
| Control Point 6: Close Stage Acceptance - Incode Financial Management | Tyler Client | 8/24/2023 |
| Proof final converted data - Utility Billing | Tyler Client | 8/25/2023 |
| Proof final converted data - Final Bill and Meter Compare - Utility Billing | Kashif Riaz, Tyler Client | 8/25/2023 |
| Complete go-live activities per go-live action plan - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler Client | 9/8/2023 |
| Provide Go-Live Assistance | | 9/29/2023 |
| Provide go-live assistance - Week 1 - Utility Billing | Shelbi O'Brien | 9/1/2023 |
| Provide go-live assistance - Cashiering | Shelbi O'Brien | 9/1/2023 |
| Provide go-live assistance - Resolve Conversion Issues & Test Routes for First Live Meter Reading | Kashif Riaz | 9/1/2023 |
| Provide go-live assistance - Week 2 - Utility Billing | Shelbi O'Brien | 9/9/2023 |
| Provide go-live assistance - Tyler Content Manager | Shelbi O'Brien | 9/9/2023 |
| Provide go-live assistance - Utility Billing Online (UBO) Online Payments | Kashif Riaz, Tyler Client | 9/25/2023 |
| Provide go-live assistance - Easy Pay - Online Products | Laci Hill, Tyler Client | 8/21/2023 |
| Provide go-live assistance - Interactive Voice Response (IVR) - Utility Billing - w/ Text to Pay | Laci Hill, Tyler Client | 8/21/2023 |
| Provide go-live assistance - Notifications Utility Billing | Laci Hill, Tyler Client | 8/21/2023 |
| Transition to Client Services | | 9/8/2023 |
| Transfer client to Client Services and review issue reporting and resolution processes - Incode Utility Billing | Shelbi O'Brien, Tyler Client, Tyler PM | 9/8/2023 |
| Transfer client to Client Services and review issue reporting and resolution processes - Incode Utility Billing Online Products | Laci Hill, Tyler Client, Tyler PM | 9/8/2023 |
| Review long term maintenance and continuous improvement - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/8/2023 |
| Post Go-Live Activities | | 9/8/2023 |
| Schedule contracted activities planned for delivery after go-live - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/8/2023 |
| Determine resolution plan in preparation for phase or project close - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/25/2023 |
| Control Point 5: Production Stage Acceptance - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler Client | 9/14/2023 |
| Close | | 9/25/2023 |
| Phase Closeout | | 9/25/2023 |
| Reconcile project budget and status of contract deliverables - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/25/2023 |
| Hold post phase review meeting - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler Client, Tyler PM | 9/25/2023 |
| Release phase-dependent Tyler project resources - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/25/2023 |
| Project Closeout | | 9/25/2023 |
| Conduct post project review - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/25/2023 |
| Deliver post project report to Client & Tyler leadership - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/25/2023 |
| Release Tyler project resources - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler PM | 9/25/2023 |
| Control Point 6: Close Stage Acceptance - Incode Utility Billing, Community Development, and Customer Relationship Management | Tyler Client | 10/26/2023 |

