THE CITY OF Anna CDC GROUNDBREAKING POSSIBILITIES

THE CITY OF Anna EDC GROUNDBREAKING POSSIBILITIES

MEETING AGENDA
ANNA COMMUNITY DEVELOPMENT CORPORATION
AND
ANNA ECONOMIC DEVELOPMENT CORPORATION

Thursday, March 3, 2022 @ 6:00 PM

The EDC/CDC of the City of Anna will meet at 6:00 PM, on March 3, 2022, at the Anna Fire Station Conference Room, located at 305 S. Powell Parkway (Hwy 5), to consider the following items below.

1. **Call to Order, Roll Call, and Establishment of Quorum.**
2. **Invocation and Pledge of Allegiance.**
3. **Recognition of Board President Anthony Richardson for his exemplary service to the City of Anna and EDC/CDC Board.**
4. **Neighbor Comments.**
   Persons may address the Board of Directors on items not on the agenda; please observe the time limit of three (3) minutes. Members of the Board cannot comment on or deliberate statements of the public except as authorized by Section 551.042 of the Texas Government Code.
5. **Consent Items.**
   a. Approve minutes from the February 10, 2022, Joint Community Development Corporation and Economic Development Corporation Special-Called Meeting. (CDC)
   b. Approve minutes from the February 10, 2022, Joint Community Development Corporation and Economic Development Corporation Special-Called Meeting. (EDC)
6. **Items for Individual Consideration.**
   a. Consider/Discuss/Act on accepting the resignation of Anthony Richardson from the CDC and EDC Board. (EDC and CDC)
7. **Director's Report.**
   a. ICSC ReCON and ICSC Red River

IMPORTANT LEGAL NOTICE: The Corporation may vote and/or act upon each of the items listed in this agenda. The Corporation reserves the right to retire into executive session concerning any of the items listed on this agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. Disabled persons who want to attend this meeting and who may need assistance should contact the City Secretary at 972-924-3325 two working days prior to the meeting so that appropriate arrangements can be made.

b. Strategic Plan Updates

c. Greater Anna Chamber Banquet

d. Downtown Updates

e. Retail Market Study Update

8. **Closed Session.**

a. Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase; Anna Business Park.

b. Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional services contract.

c. Discuss or deliberate Economic Development Negotiations: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or, (2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087) Anna Business Park Property; potential retail and medical projects.

9. **Reconvene into open session and take any action on closed session items.**

10. **Receive reports from staff or Board Members about items of community interest.**

Items of community interest include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen (but not including a change in status of a person's public office or public employment); a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after posting of the agenda.

11. **Adjourn.**

This is to certify that I, Joey Grisham, Director, posted this agenda at a place readily accessible to the public at the Anna City Hall and on the City Hall bulletin board at or before 5:00 p.m. on February 28, 2022.

Joey Grisham, Director of Economic Development

IMPORTANT LEGAL NOTICE: The Corporation may vote and/or act upon each of the items listed in this agenda. The Corporation reserves the right to retire into executive session concerning any of the items listed on this agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. Disabled persons who want to attend this meeting and who may need assistance should contact the City Secretary at 972-924-3325 two working days prior to the meeting so that appropriate arrangements can be made.

Item No. 1.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Call to Order, Roll Call, and Establishment of Quorum.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 3.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:

Recognition of Board President Anthony Richardson for his exemplary service to the City of Anna and EDC/CDC Board.

SUMMARY:

Board President Anthony Richardson submitted his resignation from the Board as he and his family are moving to Plano. Anthony was first appointed to the EDC/CDC Board in 2017 and was elected as Board President in 2018. He also served the city in a number of other capacities, including the Greater Texoma Utility Authority (GTUA) Board, the 2017 City Charter Review Commission and others. Tonight, we are honoring and recognizing his many contributions to Anna and wish him well in his future endeavors.

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 5.a.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Approve minutes from the February 10, 2022, Joint Community Development Corporation and Economic Development Corporation Special-Called Meeting. (CDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:
1. Updated CDC EDC Joint Meeting Minutes_Feb 10

Officers:
Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:
Joey Grisham, Director of Economic Development
Taylor Lough, Assistant Director of Economic Development
Kimberly Garduno, Economic Development Coordinator

Anna Community Development Corporation and Anna Economic Development Corporation Special-Called Meeting Minutes

Thursday, February 10, 2022, at 6:00 pm
City of Anna, City Hall, Council Chambers
111 N. Powell Parkway, Anna, Texas 75409

The Anna Community Development Corporation and the Anna Economic Development Corporation conducted a special-called meeting at 6:00 p.m. on Thursday, February 10, 2022, at the Anna City Hall Council Chambers, Anna, Texas 75409.

A video recording of the open session portions of the meeting may be viewed online at the City of Anna's website: https://www.annatexas.gov/962/AgendasMinutes

CDC and EDC Board Members Present: Anthony Richardson, Shane Williams, Kylee Kelley Bruce Norwood, Michelle Hawkins, and Rocio Gonzalez. **CDC and EDC Board Members Absent:** Matthew Seago (Resigned). **Others Present:** Joey Grisham (Director of Economic Development), Kimberly Garduno (Economic Development Coordinator), and Clark McCoy (Attorney).

1. **Call to Order. Roll Call and Establishment of Quorum.**
   The meeting was called to order by Anthony Richardson, Board President, at 6:11 p.m.

2. **Invocation and Pledge.**
   Invocation and Pledge of Allegiance were led by Anthony Richardson.

3. **Neighbor Comments.**
   None.

4. **Consent Agenda.**
   - **a.** Consider/Discuss/Act on approving minutes from the January 6, 2022, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)
   - **b.** Consider/Discuss/Act on approving minutes from the January 6, 2022, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

Shane Williams made a motion on behalf of the CDC and EDC to approve the consent agenda. Michelle Hawkins seconded the motion. All were in favor. Motion passed. to

5. **Individual Consideration**
   a. **Conduct a Public Hearing regarding financial incentives and Consider/Discuss/Action on a resolution approving an Incentive Agreement with Zablink Hospitality, LLC for a hotel project. (CDC)**
   Anthony Richardson opened the public hearing at 6:14 pm. Joey Grisham discussed the original Chapter 380 agreement with Zablink Hospitality. Joey explained the initial agreement included a deferral of roadway impact fees. After securing a loan in early 2020, the lender immediately rescinded the loan offer because of COVID 19. Now that the hotel industry is rebounding, Zablink was able to secure a new loan, but costs rose by over $2 million because of increased labor and materials costs. Zablink approached the EDC about assistance and staff recommends a grant of impact fees not to exceed $208.990.06 should Zablink meet the performance criteria. Staff feels that it is important to get the city's first hotel up and running to start collecting hotel occupancy taxes.

   Clark McCoy discussed two important sections of the performance agreement that outline the four conditions required to meet the incentive agreement. Anthony Richardson closed the public hearing at 6:35 pm.

   Rocio Gonzalez made a motion on behalf of the CDC approving a resolution approving an Incentive Agreement with Zablink Hospitality, LLC subject to approval as to legal form. Bruce Norwood seconded the motion. All were in favor. Motion passed.

   b. **Hold a work session to discuss Downtown and a prospective incentive policy.**
   Joey Grisham provided a presentation on proposed downtown incentive policy options and provided updates on items outlined in the Downtown Master Plan. City Council approved the downtown TIRZ in December and staff will seek Collin County's participation on TIRZ number 6. Several projects are in motion and staff will continue to update the Board on progress. Mr. Grisham discussed catalyst areas, façade improvement grants, challenges with parking, right-of-way acquisition, plans to upgrade infrastructure, public-private partnerships, and various financing tools. Mr. Grisham mentioned staff is working with Freese & Nichols on a plan to update downtown ordinances/zoning and answered Board questions about the difference between Type A/Type B sales tax structures.

   Anthony Richardson recommended staff create an incentive policy that will help downtown Anna become a unique destination, with policies distinct from other *cities. Kylee Kelly suggested staff evaluate each business applying for incentive agreements to ensure they do not close in a few months.*

c. **Consider/Discuss/Action on a resolution approving a Professional Services Agreement with Teague, Nall, and Perkins, Inc. (TNP) for a Downtown Drainage Study. (CDC)**
One of the major parts on the Downtown Master Plan includes upgrading the water and sewer infrastructure and addressing drainage issues. The Public Works Department has taken the lead on refurbishing the water tower and will also work with Teague, Nall and Perkins on the downtown drainage study. Upgrading infrastructure is key to bringing in new development downtown.

Shane Wood made a motion on behalf of the CDC to approve a resolution approving a Professional Services Agreement with Teague, Nall, & Perkins (TNP) for a Downtown Drainage Study not to exceed $55,000 and authorizing the Board President to execute the Agreement subject to approval as to legal form. Kylee Kelly seconded the motion. All were in favor. Motion passed.

d. **Consider/Discuss/Action on a resolution approving an Agreement with Red Productions, LLC for the creation of a promotional video. (CDC)**
This item was discussed at the January 2022 CDC/EDC Board Meeting. The current fiscal year budget includes funding for a new promotional video. Staff worked with Cooksey Communications to solicit and review proposals from 5-6 vendors. After reviewing each proposal, staff recommends Red Productions based on their quality work and extensive experience producing chamber and economic development videos. Filming of the video will start in March and will be completed sometime in May.

Michelle Hawkins made a motion on behalf of the CDC to approve a resolution approving an Agreement with Red Productions, LLC for the creation of a promotional video not to exceed $22,000 subject to approval as to legal form and authorizing the Board President to execute the Agreement. Rocio Gonzalez seconded the motion. All were in favor. Motion passed.

e. **Consider/Discuss/Action on a resolution amending the 2021-2022 Fiscal Year Budget by carrying forward unexpended promotional funds in the amount of $28,355.45. (EDC)**
Joey Grisham explained the department marketing plan changes last year resulted in unexpended promotional funds. Funds carried forward will be reflected in the Fiscal Year 2022 EDC budget.

Rocio Gonzalez made a motion on behalf of the EDC to approve a resolution approving an amendment to the FY 22 EDC Budget by carrying forward unexpended promotional funds in the *amount of $28,355.45. Anthony Richardson seconded the motion. All were in favor. Motion passe*

f. Consider/Discuss/Action on a resolution authorizing all actions necessary for closing on sale of real property (business park) to PC5 Properties, LLC or assigns. (CDC)

Joey Grisham stated this item is related to sale of the business park and execution of documents.

Bruce Norwood made a motion on behalf of the CDC approving a resolution authorizing the Board President to execute all actions related to the sale of the Business Park. Kylee Kelly seconded the motion. All were in favor. Motion passed.

g. Consider/Discuss/Action on a resolution authorizing all actions necessary for closing on sale of real property (business park) to PC5 Properties, LLC or assigns. (EDC)

Kylee Kelly made a motion on behalf of the EDC approving a resolution authorizing the Board President to execute all actions related to the sale of the Business Park. Anthony Richardson seconded the motion. All were in favor. Motion passed.

h. Consider/Discuss/Action on accepting the resignation of Matthew Seago for the Board of Directors. (CDC & EDC)

Joey Grisham received Mr. Seago's resignation since he no longer lives in the city limits and no longer meets the residency requirement.

Anthony Richardson made a motion on behalf of the EDC and CDC to accept the resignation of Matthew Seago from the Board of Directors. Rocio Gonzalez seconded the motion. All were in favor. Motion passed.

6. **Director's Report**

a. Chamber of Commerce Annual Banquet – April 2

The Chamber Banquet is scheduled for Saturday, April 2, 2022. The EDC will have four tables for board members and staff. Board members are encouraged to notify staff if you plan to attend the banquet.

b. ICSC ReCON and Red River Show

The ICSC Red River show will take place March 30 – April 1st and will be in Dallas this year at the Kay Bailey Hutchison Convention Center. The Las Vegas Convention Center is the location for ICSC ReCON beginning May 22-24th. Board members are encouraged to notify staff if you plan to attend either event.

c. Strategic Plan Update

A February update was included in the packet. Taylor Lough completed the 2022 Women's Leadership Institute and TCMA awarded Taylor the 2022 Assistant of the Year Award. Project updates included the closing of the senior living project. The AnaCapri project was submitted to D CEO and is a project finalist in the best real estate deals category.

d. **Financial Report/Sales Tax Update**
Joey Grisham explained sales tax continues strong upward trend. December 2021 sales tax revenue is up 32 percent.

7. **CLOSED SESSION (exceptions):**
    a. **Deliberate regarding the purchase, exchange, lease, or value of real property**. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase; Anna Business Park.
    b. **Consult with legal counsel** on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071) ; Grant program; Lease agreement and professional services contract.
    c. **Discuss or deliberate Economic Development Negotiations**: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or, (2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087) Anna Business Park Property; potential commercial, retail, and medical projects.

    Bruce Norwood made a motion to enter closed session. Rocio Gonzalez seconded the motion. All were in favor. Motion passed. CDC Board entered closed session at 7:31 p.m.

8. **Reconvene into open session and take any action on closed session items.**
Rocio Gonzalez made a motion to reconvene into open session. Kylee Kelly seconded the motion. All were in favor. Motion passed. The CDC reconvened into open session at 7:48 p.m.

9. **Receive reports from staff or Board Members about items of community interest.**
None.

10. **Adjourn.**
Shane Williams made a motion to adjourn the meeting at 7:50 p.m. Anthony Richardson seconded the motion. All were in favor. Motion passed.

APPROVED: **ATTESTED:**

Officers:
Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:
Joey Grisham, Director of Economic Development
Taylor Lough, Assistant Director of Economic Development
Kimberly Garduno, Economic Development Coordinator

____

Anthony Richardson
President of CDC/EDC

____

Rocio Gonzalez
Secretary of CDC/EDC

Item No. 5.b.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Approve minutes from the February 10, 2022, Joint Community Development Corporation and Economic Development Corporation Special-Called Meeting. (EDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:
1. Updated CDC EDC Joint Meeting Minutes_Feb 10

Officers:
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2. **Invocation and Pledge.**
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3. **Neighbor Comments.**
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g. **Consider/Discuss/Action on a resolution authorizing all actions necessary for closing on sale of real property (business park) to PC5 Properties, LLC or assigns. (EDC)**

Kylee Kelly made a motion on behalf of the EDC approving a resolution authorizing the Board President to execute all actions related to the sale of the Business Park. Anthony Richardson seconded the motion. All were in favor. Motion passed.

h. **Consider/Discuss/Action on accepting the resignation of Matthew Seago for the Board of Directors. (CDC & EDC)**
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Anthony Richardson made a motion on behalf of the EDC and CDC to accept the resignation of Matthew Seago from the Board of Directors. Rocio Gonzalez seconded the motion. All were in favor. Motion passed.

6. **Director's Report**

a. **Chamber of Commerce Annual Banquet – April 2**
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b. **ICSC ReCON and Red River Show**
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c. **Strategic Plan Update**

A February update was included in the packet. Taylor Lough completed the 2022 Women's Leadership Institute and TCMA awarded Taylor the 2022 Assistant of the Year Award. Project updates included the closing of the senior living project. The AnaCapri project was submitted to D CEO and is a project finalist in the best real estate deals category.

d. **Financial Report/Sales Tax Update**
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7. **CLOSED SESSION (exceptions):**
   a. **Deliberate regarding the purchase, exchange, lease, or value of real property**. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase; Anna Business Park.
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   Bruce Norwood made a motion to enter closed session. Rocio Gonzalez seconded the motion. All were in favor. Motion passed. CDC Board entered closed session at 7:31 p.m.

8. **Reconvene into open session and take any action on closed session items.**
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9. **Receive reports from staff or Board Members about items of community interest.**
None.

10. **Adjourn.**
Shane Williams made a motion to adjourn the meeting at 7:50 p.m. Anthony Richardson seconded the motion. All were in favor. Motion passed.

APPROVED: **ATTESTED:**

Officers:	Staff:
Anthony Richardson, President	Joey Grisham, Director of Economic Development
Bruce Norwood, Vice-President	Taylor Lough, Assistant Director of Economic Development
Rocio Gonzalez, Secretary	Kimberly Garduno, Economic Development Coordinator

Anthony Richardson President of CDC/EDC	Rocio Gonzalez Secretary of CDC/EDC

Item No. 6.a.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Consider/Discuss/Act on accepting the resignation of Anthony Richardson from the CDC and EDC Board. (EDC and CDC)

SUMMARY:
Board President Anthony Richardson submitted his resignation from the Board as he and his family are moving.

STAFF RECOMMENDATION:

ATTACHMENTS:
1. EDC-CDC Board Resignation Letter UPDATED

FROM THE DESK OF

Anthony D. Richardson

February 18, 2022

Carrie Land
City of Anna
111 N. Powell Pkwy.
Anna, TX 75409

Dear Carrie:

It is with great thought that I've made the decision to submit my resignation officially resigning from both the CDC and EDC boards here in the City of Anna effective March 4, 2022. My wife and I have considered many options and will be moving outside of the Anna city limits which would no longer satisfy the requirement of residing within the Anna city limits to participate in our boards and commissions.

I would like to thank the City Council for the successive appointments to the various boards I've served for the past few years. The confidence entrusted to me is much appreciated. I would like to also thank the professional city staff embodied in that of Mrs. Carrie Land, Mrs. Taylor Lough, and Mr. Joey Grisham. These staff members along with the balance of the city staff have been great to work with.

Finally, I would like to thank my colleagues on both the CDC and EDC boards. The insight, experience, and decision making they've bought to the board has helped shape may opportunities for quality of life for the residents of the city of Anna. Last but not least, many thanks to Mr. Clark McCoy for the many years of service and legal expertise that he's provided to aid us in making the "...best decision today for the future of Anna tomorrow."

I appreciate the opportunity, but must move on to new phases of life and opportunities.

All the Best,

Anthony D. Richardson, MPA, MBA

PO BOX 1258 ANNA, TX 75409 T: 496.352.4696
E: ANTHONY@ANTHONY-RICHARDSON.COM

Item No. 7.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Director's Report.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 7.a.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
ICSC ReCON and ICSC Red River

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 7.b.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Strategic Plan Updates

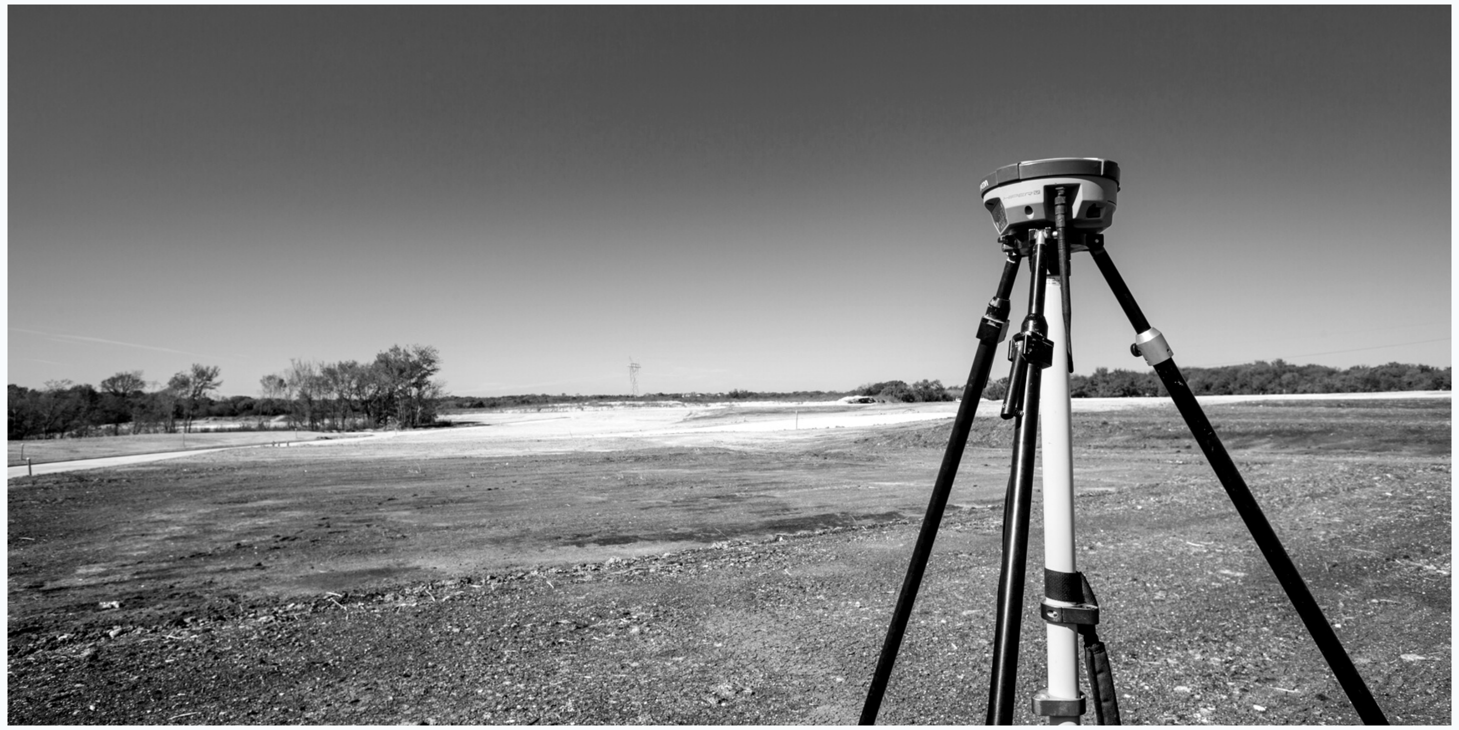
SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:
1. February 2022 Strategic Plan Update

Economic Development Strategic Plan Highlights
February 2022

- Economic Development Director interviewed for Bisnow article about Anna being one of The Fastest-Growing Cities In Texas
- Economic Development Director featured in Bisnow article called The Chick-Fil-A Effect
- Parmore Senior Living Project closed in early February--will commence construction in March
- Staff met with John Rattan and Kimley Horn to discuss the Rattan Ranch project
- Staff working on Municipal Use Agreement for downtown parking
- Staff working to finalize ad concepts for DCEO Real Estate and Dallas Business Journal BRED awards



Measureables

February 2022

- Real Estate Broker / Developer Meetings: 16
- Business Retention / Expansion Visits: 3
- Business Park Meetings: 3
- Construction / Architectural Meetings: 3
- New Newsletter Subscribers: 383 (858 total)
- Website Users: 1,749 (53% increase in new users in 30 days)
- Website Pageviews: 2,316 (33.4% increase in 30 days)
- New LinkedIn Followers: 37 (674 total)

Item No. 7.c.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Greater Anna Chamber Banquet

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 7.d.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Downtown Updates

SUMMARY:
1. There was a kickoff meeting held for the Downtown Drainage Study being done by TNP
2. Drafting documents to ask Collin County to participate in Downtown TIRZ
3. Working on drafting Incentive Policy
4. Water/Wastewater enhancements
5. DART Use Agreement
6. Working on a scope of work for prospective consultants
7. Downtown Rezoning process

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 7.e.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Retail Market Study Update

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:
1. NaviRetail_Update_Presentation_2022

NaviRetail

Anna, TX Status Update:

- We are finishing Phase 4 which includes combining reports and market findings to present to the EDC.
- We are working to schedule the Recruitment Workshop (Phase 5), depending on schedules for the EDC.
- We are gathering comparables (or comps) for recently sold commercial properties in Anna.

NaviRetail

Phases Completed:

Year 1

Phase 1: **Critical Path Method (CPM) & Project Kickoff**
We will meet with the economic development staff to organize efforts and determine the CPM for future development in Anna. This step ensures our process remains both efficient and pragmatic.

Phase 2: **Data Gathering & Collection**
We will start by gathering all the necessary data and facts about the area. This data focuses primarily on those who frequently shop and eat in the area, not just those who live within the Anna city limits.

Phase 3: **Market Analysis & Mobility Assessment**
We will use market insights to study the patterns and trends concerning Anna's consumers. With this information, we can better affect recruitment. This helps us to "zero-in" on prospective business targets.

Upcoming Phases:

Phase 4: **Combine Reports & Market Findings**
We will create comprehensive reports to better convey what this information means. What good is all of this useful information if presented in a way that is hard to digest or understand? Simple is better and that's exactly our approach.

Phase 5: **Community Forum & Recruitment Workshop**
We will host two separate seminars in Anna where local stakeholders, developers, and businesses all have a chance to network as well as receive relevant market data. Community buy-in is imperative.

Item No. 8.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Closed Session.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 9.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Reconvene into open session and take any action on closed session items.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

Item No. 10.

EDC/CDC Agenda
Staff Report

Meeting Date: 3/3/2022
Staff Contact:

AGENDA ITEM:
Receive reports from staff or Board Members about items of community interest.

Items of community interest include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen (but not including a change in status of a person's public office or public employment); a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after posting of the agenda.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS: