

North Central Texas Economic Development District (NCTEDD)  
Virtual Zoom Webinar Meeting  
August 30, 2021, | 10:00 AM

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**MEETING MINUTES**

**1.) Welcome and Introductions**

Marty Wieder, NCTEDD Board Chair, opened the meeting at 10:02 and welcomed Board members and guests to the meeting. He explained that Board members would be able to unmute their devices to speak, ask questions, and conduct the meeting. Marty also welcomed guests to utilize the chat feature to ask their questions. He noted that NCTEDD staff would read the questions posted in the Chat.

Prit Patel, NCTCOG staff member, took Board member attendance.

**2.) Introduction of New Board Member**

Marty introduced and welcomed new NCTEDD Board Member, Lynn Spencer, Director of Economic Development for the Forney Economic Development Corporation. He explained that Ms. Spencer was appointed by the NCTCOG Executive Board to fill a NCTEDD Board seat representing cities in the less than 25,000 population category.

**3.) Approval of the August 2, 2021, NCTEDD Board Meeting Minutes**

Marty asked the Board for any questions or changes to the August 2, 2021, NCTEDD Board meeting minutes. Hearing no questions or changes, he called for a motion and second to approve the minutes. Upon a motion made by Mary Ann Moon, seconded by Fred Schmidt, the minutes were unanimously approved.

**4.) Comprehensive Economic Development Strategy (CEDS) Update**

Marty explained that at the August 2, 2021, meeting, the Cluster Chairs and/or Vice Chairs began their briefings to the Board on the results of their SWOT analysis meetings that were held as part of the requirement to update the CEDS. He told the Board that the six remaining Clusters would provide highlights from their SWOT analysis meetings. Prit Patel, shared that the Chair and/or Vice Chair for Clusters 3, 4, 5, 6, 7 and 8 were present to provide their SWOT analyses briefing.

**Cluster SWOT Analyses (Strengths, Weaknesses, Opportunities, and Threats) Briefings**

**i. Ellis, Johnson, Navarro Counties, John Boswell, Cluster Chair (Cluster 3)**

John Boswell, Economic Development Director for Navarro County and the City of Corsicana, and NCTEDD Board member, gave the Cluster 3 briefing. Mr. Boswell shared that the power grid is a strength, opportunity, and a threat for Cluster 3. He said that their committee identified education as both a strength and a weakness. He also reported that their committee reviewed the existing CEDS and made updates to their SWOT so that it is relevant today.

**ii. Hunt, Kaufman, Rockwall Counties, Suzy Lawrence, Cluster Vice Chair (Cluster 4)**

Suzy Lawrence, Economic and Community Development Specialist for the City of Fate, and NCTEDD Board member, gave the Cluster 4 briefing. Ms. Lawrence said that education is a strength for the cluster because of the many local educational institutes that include Texas A&M Commerce Campus, Parris Jr. College, Trinity Valley Community College, Southwestern Christian College, Burton College, and Trinity Valley Community College Health Science Center. She explained that workforce development is optimized by leveraging educational assets and building strong partnerships with local educational institutions. She explained that other strengths for the cluster include downtown revitalization projects throughout the cluster; the influx of population into the area; the housing boom in the eastern part of the NCTCOG region, which has benefited the cluster; and the great cooperation among the communities within the cluster.

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Suzy said that there are some weaknesses that they also consider as improvement opportunities for their area, including out-migration of workers; lack of multi-mobile transportation options; building complete streets; lack of tourism, and lack of strong infrastructure availability, especially broadband. Suzy said that an opportunity for the cluster included continuing to build relationships within the NCTCOG region. She explained that building those relationships will help to enhance the cluster's identity and help provide an opportunity to create cooperative marketing for their area. She said that threats identified include the I-30 expansion; lack of industries; and the observance of young people leaving the area.

**iii. Collin County, Mary Ann Moon, Cluster Chair (Cluster 5)**

Mary Ann Moon, Executive Director of the Prosper Economic Development Corporation, and NCTEDD Board member, gave the briefing from Cluster 5. Ms. Moon thanked the Cluster 5 committee members and NCTCOG staff for their contributions to their SWOT analysis. She said two topics that were a part of the cluster's discussions included various aspects of infrastructure - funding and keeping up with needs - and meeting all the needs for high quality development across the cluster region. She said that access to many thoroughfares, such as the Dallas North Tollway, U.S. Highway 75, U. S. Route 380, President George Bush Turnpike, Preston Road/Texas State Highway 289, Sam Rayburn Tollway, and others was a strength for their area. She explained that the cluster has strong partnerships with local Independent School Districts (ISDs), which have a high level of educational excellence, and that the cluster has a highly educated workforce. Mary Ann said that resiliency was a strength. She explained that despite the economic downturn from COVID, many communities in the cluster continue to do well with sales tax generating revenue, making them a great quality of place.

Mary Ann said that weaknesses included inconsistency with broadband access, capacity and reliability; availability of diverse housing options; and lack of water and wastewater infrastructure. She said that opportunities identified included broadband access to increase virtual medical care, workforce training, and entrepreneurship options. She explained that the threats identified, included funding for infrastructure needs, lack of housing for the existing workforce, the return of the workforce to jobs, and a huge abundance of commercial space.

**iv. Denton County, Michael Talley, Cluster Chair (Cluster 7)**

Michael Talley, Director of Economic Development for Denton County, and NCTEDD Board member, gave the Cluster 7 briefing. Mr. Talley thanked the Cluster committee members and NCTCOG staff for their contributions to the cluster's SWOT analysis. Michael said that Denton County has seen a lot of growth. He explained that the I-35 East and I-35 West intersection has been a strength for the cluster and said that the intersection has drawn many companies to Denton County because of the ease of access to other parts of the NCTCOG region. He further explained that other strengths identified, include Alliance Airport, railroad companies, Denton County Transportation Authority, and the county's education system - University of North Texas, Texas Women's University, North Central Texas College, and ISDs.

Michael said that they identified the lack of good infrastructure as a weaknesses. He explained that Denton County expects to reach 1 million in population by 2024 and that infrastructure needs to keep up with that growth. He also said that university brain drain is a weakness for Denton County and explained that opportunities included partnering more with county educational institutes, planning for future growth in rural areas, and encouraging good quality development along I-35 East and I-35 West. The threats identified by the cluster included the County's ability to keep up with growth, the availability of affordable and diverse housing options, and ensuring residential development keeps up with growth.

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**v. Tarrant County, Craig Hulse, Cluster Chair (Cluster 8)**

Craig Hulse, Director of Economic Development for the City of North Richland Hills, and NCTEDD Board member, gave the Cluster 8 briefing. Mr. Hulse said that 27 people participated in their cluster SWOT analysis. He explained that 38 strengths were identified for the Cluster and that many of them had already been mentioned by the other clusters. He said that their strengths include the county's central location and proximity to all parts of the region; a diverse and stable business base; strong transportation hubs - Dallas/Fort Worth International Airport and Alliance Global Logistics Hub; great quality of life amenities; a strong tourism industry; and the many different local educational options, including 19 ISDs, five universities, and five community colleges.

Craig said that the committee identified 16 weaknesses, including the lack of quality broadband at the fiber level; mature commercial/residential developments; lack of pedestrian connectivity; growth outpacing infrastructure; and a lack of public transportation. He further explained that the committee identified 27 opportunities, which included redeveloping aging and/or unutilized property; planning for smart growth; expanding access to public transportation; upgrading public infrastructure; embracing entrepreneurship activities; removing barriers to entering the workforce; and broadening the emphasis on bridging education. He also said that cluster identified 28 threats, which included the availability of good quality of water; aging infrastructure; perception of higher taxes due to property taxes; lack of funding as true mechanisms for quality redevelopment; the possible reductions in defense spending; qualified workforce; diverse residential housing; and potential oversupply of office space.

**• vi. Dallas County, Lexie Woodward, Cluster Co-Chair (Cluster 6)**

Lexie Woodward, Manager Of Economic Development at the City of Mesquite gave the briefing for Cluster 6. Ms. Woodward said that they identified an expansive transportation that she will break the Cluster 6 briefing into three major themes: strengths, critical items, and "what I learned". The strengths for Cluster 6 include an expansive transportation network across Dallas County, strong public and private partnerships, and a great quality of life for residents. The cluster identified several threats that included a lack of housing options, and a need for a diversely educated and trained workforce for future technology and industries. Items that were important and critical to the cluster included preparing the existing and future workforce for the needs of the future and investing in transportation infrastructure. Lexie noted that during the SWOT analysis, she learned that quality of life was generally accepted as a key economic indicator for many economic health.

Marty thanked all the clusters for their comments and handed the meeting over to NCTCOG staff, Lucille Johnson and Prit Patel. Lucille mentioned that all of the SWOT analyses will be emailed out to the region for feedback. She explained that each of the final cluster SWOT analyses will be included in the Comprehensive Economic Development Strategy (CEDS). She told the Board that Prit emailed a regional industry survey throughout the region and requested their completion of the survey and asked that they share the survey with others to complete so that the results are representative of the region. She said that the results of the survey will also be included in the CEDS.

Prit thanked everyone for their time and effort with the SWOT analyses. She shared the link to the industry survey in the Chat and encouraged everyone to share the survey link with their colleagues. She also explained that the SWOT analyses will be shared with the COG departmental staffs who will also be assisting with the alignment of the CEDS goals and objectives with their department's regional plans.

Lucille thanked Prit for all her effort and work on all the SWOT analyses. Marty encouraged people to complete the industry survey and to share the link with others in the region. Lucille noted that the next step

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after receiving the survey results is to begin working on the goals and objectives for the CEDS. She further explained the steps that will be taken to approve and finalize the CEDS. NCTEDD Board member,

Dr. Maria Martinez-Cosio asked if people across the region were working on American Rescue Plan Act (ARPA) projects together. Marty noted that some communities/organizations have started talking about partnering on potential projects. He said that there is a strong interest on projects related to broadband. NCTEDD Board member, Bruce Payne, explained that broadband is a complex issue regarding who owns the different broadband components.

**5.) New Business**

Prit explained that she attended a DFW Clean Cities webinar on electrical vehicle (EV) charging stations funding opportunities. She said that during the webinar, the impact of EV stations was compared to the economic growth impacts of the railroad system across the country. The EV webinar will be presented again on September 30<sup>th</sup> at 10:00 am via Zoom. Prit will be sending the webinar information out to the region.

Lucille talked about the \$3 billion in funding the Economic Development Administration (EDA) received under ARPA. Stacey Webb, NCTEDD's EDA Representative, gave a briefing on those programs at the last Board meeting held on August 2<sup>nd</sup>. The EDA has conducted webinars on some of the ARPA EDA programs and has posted links for the Notice of Funding Opportunities on their website. Lucille gave an overview of the six programs and mentioned that she and Prit are available to help with questions on these funding opportunities. She said that the ARPA EDA series of funding programs is called "Investing in America's Communities" and told the Board that two of the programs won't impact the region – (1) Coal Communities funding program; and (2) Indigenous Communities because we do not have indigenous communities in our region. Lucille said that the other programs are Build Back Better, Good Jobs Challenge, Economic Adjustment Assistance, and the Travel, Tourism, and Outdoor Recreation program.

Prit provided information on the Good Jobs Challenge and the Build Back Better programs. She explained that the Good Jobs Challenge has three components that can be funded: (1) System Development - help establish and develop a regional workforce training system comprised of multiple sector partnerships; (2) Program Design - develop the skills training curriculum and materials, and secure technical expertise needed to train workers; (3) Program Implementation - implement non-construction projects needed to provide workforce training and connect workers with quality jobs, including wrap-around services.

Prit explained that the Build Back Better (BBB) program is a bit more involved and complexed compared to the other five programs; however, it could be of great benefit to applicants. Of the six programs, Build Back Better is the largest funded program at \$1 billion, and she explained the timelines for the program. She said that there is a Phase I where a concept plan must be developed; the application is due on October 19<sup>th</sup>. The Phase II application is due March 15, 2022, for those Phase I applicants that are selected to move forward. BBB brings together 3-8 closely aligned large projects that support the growth of one or more industries. Phase I is funded at \$500,000 with no match, and Phase II will be funded between \$25-75 million with an 80/20 match.

Lucille said that EDA hopes to have the Phase I awards made on December 8<sup>th</sup>. She also explained that the Phase II March 15<sup>th</sup> deadline would be awarded by September 2022. The completion date for awarded BBB projects is September 2027. Prit mentioned that they are available to support applicants and communities interested in applying for these new EDA programs. The match for the programs is 80/20 which is not a

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common option. NCTCOG staff encouraged communities to apply for funding under the ARPA EDA programs to take advantage of the low required match.

There was discussion about potential regional project ideas by NCTEDD Board members. Lucille reminded everyone that more than one Build Back Better project can be submitted from the region. The Notice Of Funding Opportunities for all the ARPA EDA programs is requesting applicants to address both equity and program sustainability. Marty said that he will share information about these funding opportunities with the North Texas Commission and ask them to share the information to its membership.

6.) Adjournment – With no further discussions or new business, Board Chair, Marty Wieder adjourned the meeting. The meeting was adjourned at 11:26 a.m.

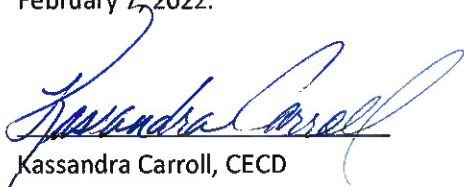
**ATTENDANCE**

<b>NCTEDD Board Attendees:</b>	<b>Fred Schmidt</b> , Director Community & Industry Education Program Development, Tarrant County College District	<b>Luis Tamayo</b> , Director of Economic Development, Dallas County
<b>Alexis Jackson</b> , Economic Development Director, City of Celina	<b>Dr. James Quick</b> , Associate Vice President, Research & Dean of Graduate Studies at Southern Methodist University	<b>Dr. Maria Martinez-Cosio</b> , Interim Dean, College of Architecture, Planning/Public Affairs, University of Texas at Arlington
<b>Bryan Haywood</b> , Economic Development Project Manager, City of Irving	<b>John Boswell</b> , Economic Development Director, Navarro County and City of Corsicana	<b>Marty Wieder</b> , Economic Development Director, City of Grand Prairie
<b>Bruce Payne</b> , Economic Development Director, City of Arlington	<b>John Smith</b> , Town Administrator, Town of Hickory Creek	<b>Mary Ann Moon</b> , Executive Director of Prosper Economic Development Corporation
<b>Chris Dyser</b> , Community Development Director, City of Balch Springs	<b>Kassandra Carroll</b> , Economic Development Coordinator, City of Waxahachie	<b>Michael Grace</b> , City of Duncanville Resident
<b>Chris Fuller</b> , Deputy City Manager, City of Cleburne	<b>Kevin Shatley</b> , Director of Economic Development, Dallas Regional Chamber	<b>Michael Talley</b> , Director of Economic Development, Denton County
<b>Craig Hulse</b> , Director of Economic Development, City of North Richland Hills	<b>Leah Clark</b> , Executive Director, Bridgeport Economic Development Corporation	<b>Pamela Mundo</b> , Founder and President of Mundo and Associates Consulting Firm
<b>David Bristol</b> , Chairman of the Board of Employee Solutions, LP	<b>Lisa McMillan</b> , Assistant County Administrator, Tarrant County	<b>Phil Wagner</b> , President, Rockwall Economic Development Corporation
<b>David Schleg</b> , Economic Development Manager, City of Dallas	<b>Lynn Spencer</b> , Director of Economic Development, Forney Economic Development Corporation	<b>Ray Dunlap</b> , President, Texas Economic Development Corporation
<b>Erica Sullivan</b> , Economic Development Analyst, City of Denton		
<b>Guest Speakers:</b>	<b>NCTCOG Staff:</b>	<b>Jerri Watson</b> , Economic Development/Executive Director's Office, NCTCOG

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<b>Suzy Lawrence</b> , Economic & Community Development Specialist, City of Fate	<b>Lucille Johnson</b> , Economic Development/Executive Director's Office, NCTCOG	<b>Prit Patel</b> , Economic Development/Executive Director's Office, NCTCOG
<b>Lexie Woodward</b> , Manager Of Economic Development, City of Mesquite	<b>Rick Norman</b> , RIS Department, NCTCOG	

I hereby certify that these minutes were approved by the North Central Texas Economic Development Board on February 7, 2022.



Kassandra Carroll, CECD  
Secretary-Treasurer, North Central Texas Economic Development District Board  
Economic Development Coordinator, City of Waxahachie