

**MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
CITY OF LEANDER, TEXAS**

Development Services - San Gabriel Conference Room
201 North Brushy Street - Leander, Texas
February 22, 2023



**Jenni Austin- Vice Chair
Brian Cisna
Diego Bullara
Andy Eis
Jennifer Walsh**

**Carlos St. James
Andrew Naudin- Chair
Robert Shaver
Staff Liaison – Randall Malik
Council Liaison- Esme Mattke Longoria**

1. Opened meeting at 6:00 p.m. and confirm a quorum was present. All Committee Members were present except Committee Member Walsh and Committee Member Eis arrived at 6:02 p.m.

CONSENT AGENDA: ACTION

Motion by Committee Member Carlos St. James, Seconded by Vice-Chair Jenni Austin to approve the minutes for meeting held on January 25, 2023.

Vote: 7 - 0

2. Approval of the minutes for meeting held on January 25, 2023

REGULAR AGENDA

3. Introduction of Randall Malik- Director of Economic Development
4. Staff Liaison update included Interim Economic Development Director Ashley Lunde's last day is Friday, February 24, 2023; City terminated the incentive agreement with Cangshan Cutlery, Upper Forty, LLC and Lower Forty, LLC; City approved an interlocal agreement with the Williamson County Economic Development Partnership; Homebuilders Association of Greater Austin present their home forecast for 2023; staff is continuing its coordination of two video projects with Leander Chamber and others; and Old Town Master Plan final report is tentatively prepared for Planning & Zoning Commission review in March, then City Council in April.
5. Council Liaison update introduction of Councilmember Mattke Longoria.

6. Subcommittee Updates
 - Small Business included 10 reels complete with 7 currently in edits; completed reels shared by the City and Chamber of Commerce; emphasized shop local; small businesses; cannot control when released; consider adding hashtags; analytics of hashtags; and request everyone share the videos on their social media platforms.
 - Marketing included review of current two marketing brochures; inconsistencies between the two brochures; and email broken links on the economic development website to staff liaison.
7. Received presentation of Advisory Board and Commission Reference Book.
8. Presentation and discussion with Mayor Christine regarding Economic Development strategy including Cap Metro election; why each Committee Member desired appointment; SWOT analysis; CAPCOG Economic Development Strategic Plan; consider name change to Economic Develop Resiliency Group; Ambassadors to Leander businesses; how to drive people here using the train; and sign needs for small businesses.
9. Discuss and consider action for Future Work Plan for Committee. Discussion and action held concurrently with Item 11.
10. Discuss and consider action on the committee meeting schedule

Motion by Chair Andrew Naudin, Seconded by Committee Member Diego Bullara to continue to meet on the fourth Wednesday of each month from 6:00 p.m. - 8:00 p.m.

Vote: 7 - 0
11. Discuss and consider recommendations on Economic Development beautification

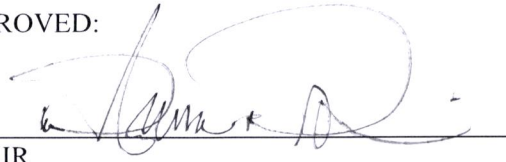
Motion by Vice-Chair Jenni Austin, Seconded by Committee Member Brian Cisna to add a discussion and action item to the next meeting regarding creating a Gateway Project subcommittee along with suggestions how to approach, following a discussion.

Vote: 7 - 0
12. Discuss and consider action on recommendations of the marketing subcommittee on the Economic Development current marketing materials

Motion by Committee Member Robert Shaver, Seconded by Committee Member Diego Bullara to accept the subcommittee recommendation for the Economic Development Department cease using the current marketing material until updated with current information and personnel.

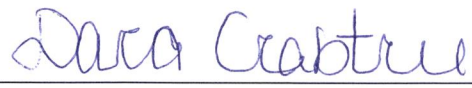
Vote: 7 - 0
13. Adjourned at 7:59 p.m.

APPROVED:

A handwritten signature in blue ink, appearing to be "Dana Crabtree", written over a horizontal line.

CHAIR

ATTEST:

A handwritten signature in blue ink, "Dana Crabtree", written over a horizontal line.

CITY SECRETARY