

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
June 9, 2015**

STATE OF TEXAS §
COUNTY OF TARRANT §
CITY OF AZLE §

The Azle Municipal Development District of the City of Azle, Texas convened in Regular Session at 6:30 p.m. in the Council Chambers of City Hall, 613 Southeast Parkway, Azle, Texas, on the 9th day of June 2015 with the following members present:

Ray Ivey	President – Place 4
Kevin Ingle	Vice President – Place 6
Joe McCormick	Secretary - Place 3
Jack Stevens	Director - Place 5
Justin Berg	Director – Place 7
Craig Lemin	Executive Director/City Manager

Constituting a quorum. Councilman Paul Crabtree and Councilman David McClure were excused from tonight's meeting. Staff present was:

Caitlin Glenn	Economic Development Director
Susie Hiles	Assistant to City Manager- Scribe

The following items were considered in accordance with the official agenda posted on the 5th day of June 2015.

REGULAR SESSION: **6:30 p.m.**
CALL TO ORDER

President Ray Ivey called the session to order at 6:33 p.m.

Statement of Appointed Officer and Oath of Office were administered to returning board members Joe McCormick, Jack Stevens, and Justin Berg.

PRESENTATION

- 1. Presentation and discussion regarding Economic Development Marketing Strategy**
Terry Loftis, president of Eisenberg and Associates, presented an overview of the message development process which consists of:
- Discovery phase – reviewing current marketing & branding efforts
 - Establish a discovery focus group to conduct business related interviews and review SWOT analysis
 - Review input from the Discovery Group to help create/finalize draft message

EDD Glenn reported 5 RFP's were sent out with 3 responses. All three were interviewed. Eisenberg and Assoc have good price (\$9500), good process, good references and good customer service. Staff recommends this company to help develop the marketing strategy. Board was unanimous in their approval to include this in next year's budget.

- 2. Monthly Report from Economic Development Director Caitlin Glenn**
EDD Glenn reported:
- Developer approached the City about a multi-family housing project. They would like a class A multi-family feasibility study conducted. Cost would be approximately \$6,000 and would be paid from current budget. Board gave their ok to move forward.
 - City will be holding an open house in July to present information on the TIRZ and get feedback.
 - Traffic study is complete and the numbers are lower than anticipated – 44,070 (westbound SH199 at Wells Burnett) compared to 47,996 from same location in 2011. Question this outcome – possible reason could be due to drivers are finding other alternatives to using SH199 due to the current flow of the highway (on/off service roads).
 - Attended a presentation on labor study. Would like to have a labor study done that will survey our industries and what is lacking or leaving. Cost is \$3,000 and would be paid from current budget. Board gave ok to move forward.