

ABILENE REINVESTMENT ZONE NUMBER ONE
BOARD MEETING MINUTES
July 31, 2007

MEMBERS PRESENT:	Judy Godfrey Greg Blair Mike Young Tiffany Wagstaff	Mike Warren Joe Canon Chuck Statler George Nichols
MEMBERS ABSENT:	Charlie Wolfe Tom Craig Ruppert Rangel	Mary Helen Munoz Bill Senter
STAFF PRESENT:	Richard Burdine Theresa James	Kim Tarrant
GUESTS PRESENT:	None.	

1. **Call to Order.** President Mike Young called the meeting to order in the Texas Tech University Small Business Development Center Conference Room located at 500 Chestnut, 6th floor, Abilene, Texas.
2. **Approval of minutes from May 23, 2007 meeting.** Judy Godfrey moved to approve the minutes and Mike Warren seconded the motion. The motion carried unanimously.
3. **Financial Report on status of TIF fund balance for June 30, 2007.** Richard Burdine reported the TIF has as of June 30, 2007 an undesignated fund balance of \$680,232; however there are some encumbrances that need to be cleared and will be addressed later in the meeting. New encumbrances include the public parking lot project at Cedar St. and North 2nd St. and destination wayfinding signage, which were both approved during the May 2007 meeting. Members asked that Mr. Burdine determine if TIF is responsible for a final payment to the City for the Frontier Texas! Note and report back to the board. Members also asked that Mr. Burdine acquire information about the amount of tax collections anticipated through the end of the TIF's existence to determine the amount of funding available for projects.
4. **Discussion and possible approval of a resolution authorizing funding for the Abilene branding project.** Mr. Burdine handed out color examples of branding campaigns used by comparable communities assisted by North Star Destination Strategies. Mr. Burdine also showed a Power Point presentation on the various successful branding campaigns.

The Abilene Branding Partnership is made up of the Chamber of Commerce, Convention & Visitors Bureau, Cultural Affairs Council, City of Abilene and Develop Abilene. The latest branding effort for Abilene produced the "Friendly Frontier",

which has not been as successful as hoped. The brand was determined by popular public vote, but was not backed up with research or a strategy for implementation. North Star Destination Strategies from Nashville develops research-based brands and strategies for implementing the brand. The total contract amount for North Star is \$107,000, including reimbursables, which will get us through the planning phase but doesn't include implementation. It also includes limited monitoring for three years. George Nichols provided more insight into the Branding Partnership's goals and desire to hire North Star.

After much discussion, Greg Blair made a motion to approve Resolution No. TIF-2007.04 authorizing \$30,000 to help with contracting expenses for North Star Destination Strategies to develop a brand for Abilene. Mike Warren seconded, and the motion passed by unanimous consent.

- 5. Discussion and possible approval to unencumber funds previously approved for various projects.** Mr. Burdine explained that in order to "free up" TIF funds for new projects, staff identified three old projects with funds still encumbered that are not likely to be under contract by 1-1-08, when the TIF sunsets. The projects and related amounts are:

- Amtrak in the amount of \$100,000 to support the establishment of a manned stop in Abilene.
- Wooten in the amount of \$1,588 for asbestos abatement and other minor operating costs.
- Wooten in the amount of \$44,627 for the parking garage.

Judy Godfrey moved to approve by oral resolution that total funding of \$146,215 be unencumbered and made available for other TIF projects. Joe Canon seconded and the motion passed by unanimous consent.

- 6. Discussion of funding for streetscaping improvements in downtown.** Mr. Burdine explained the TIF has identified three projects for the remainder of the TIF funds; 1) destination/wayfinding signage, 2) parking, and 3) sidewalk/streetscaping improvements. During the 5/07 meeting, the board authorized funding for the first two projects. According to the City's Public Works department, further streetscaping improvements for downtown will cost around \$200,000 for one city block on one side of the street. The remaining TIF funds will not go very far in providing for more improvements.

During discussions, the board lost its quorum; therefore, no action was taken and the meeting was adjourned.

Mike Young, Chairman