

**A MEETING OF THE CITY OF WACO PUBLIC
IMPROVEMENT DISTRICT NUMBER ONE ADVISORY BOARD**

WILL BE HELD ON

Wednesday, November 13th, 2019 at 1:30 PM

Texas Life Annex

1000 Washington Avenue, Waco, Texas

AGENDA

- | | | |
|-------|---|-------------------------------------|
| I. | Welcome and Call to Order | Lisa Sheldon |
| II. | Approval of Summary Minutes from August 14 th , 2019 Meeting | Lisa Sheldon |
| III. | Hearing of Visitors | Lisa Sheldon |
| IV. | <u>Voting Item:</u> Election of Officers | Lisa Sheldon |
| V. | <u>Voting Item:</u> Discussion and Possible Action Regarding Financial Report | Jeffrey Vitarius |
| VI. | Committee Reports and Recommendations | |
| | a. Marketing and Promotion/Merchant Support Committee | Brian Ginsburg |
| | b. Design & Service Delivery Committee | Jeffrey Vitarius |
| | c. Organization Leadership and Planning Committee | Lisa Sheldon |
| VII. | City Center Waco Staff Report; Emphasis on Planning | Megan Henderson |
| VIII. | Discussion between Board and City Management Staff or Council Liaison Regarding Board Appointments and Activities, such as: | |
| | a. Interaction Between PID and City Department Initiatives | Council Liaison(s), Melett Harrison |
| | b. City feedback on PID Services and Priorities; and/or | |
| | c. Requests for Information regarding Downtown Issues | |
| IX. | Request to Refer Topic to Committee for Discussion or Action | |
| X. | Adjourn | |

I hereby certify that this notice was posted at Waco City Hall on the _____ of _____, 2019 at _____ am/pm.

Esmeralda Hudson, City Secretary

NOTE: PERSONS WITH DISABILITIES WHO PLAN TO ATTEND THIS MEETING AND WHO NEED AUXILIARY AIDS OR SERVICES SHOULD CONTACT JEFFREY VITARIUS, DIRECTOR OF FINANCE AND OPERATIONS, AT (254) 754-8898 AT LEAST TWENTY FOUR (24) HOURS BEFORE THIS MEETING SO THAT APPROPRIATE ARRANGEMENTS CAN BE MADE.

MINUTES

A MEETING OF THE CITY OF WACO PUBLIC
IMPROVEMENT DISTRICT NUMBER ONE ADVISORY BOARD

HELD ON

Wednesday, August 14th, 2019 at 1:30 PM

Texas Life Annex

1000 Washington Avenue, Waco, Texas

Summary Minutes

Board Present: Sam Brown, George Chase, Jim Clifton, Jed Cole, Jason Cook, Doug Dixon, Peter Ellis, Brian Ginsburg, David Lacy, Jennifer Lindsey, Leigh McMurtrey, Melvin Lipsitz, , Hazel Rowe, Lisa Sheldon, Steve Sorrells, and Peter Thyen.

Board Absent: Josette Ayres, Frank Cromwell, Darryl Dillon, Joe Dunlap, Justin Edwards, Kayla Goins, Tom Greene, Harold Heer, Leslie Henry, Cy Long, Rashmi Patel, and Shane Turner.

Ex Officio Present: Steve Cates.

Ex Officio Absent: Laveda Brown, Will Jones, Clint Peters, Alfred Solano and Wiley Stem.

City Council Liaisons: None

Guests Present: None

City of Waco Present: Kristi DeCluitt and Melett Harrison.

City Center Waco Staff Present: Megan Henderson, Julie Shelton, and Jeffery Vitarius.

- I. Welcome and Call to Order**
Lisa Sheldon called the meeting to order 1:36 PM.
- II. Approval of Summary Minutes from June 12th, 2019 Meeting**
Steve Sorrells motioned, with Melvin Lipsitz seconding, to approve the minutes as written. The motion passed without opposition.
- III. Hearing of Visitors**
- IV. Voting Item:** Discussion and Possible Action Regarding Financial Report
Steve Sorrells motioned, with Doug Dixon seconding, to approve the financial report. The motion passed without opposition.
- V. Voting Item:** Discussion and Possible Action Regarding Service and Assessment Plan and Budget

Megan Henderson introduced the draft documents along with the process by which they were drafted. The board discussed the prepared \$0.09 and \$0.10 budgets extensively. These discussions included a request to further clarify the division of responsibilities among the various funding organizations in downtown Waco (PID, TIF, City) at a meeting specified for that purpose. Jim Clifton recommended February 2020 as a time for that meeting. Melvin Lipsitz motioned, with Peter Ellis seconding, to endorse the \$0.09 budget. The motion failed by a 4-11 vote. Steve Sorrells motioned, with Melvin Lipsitz seconding, to endorse a budget that used the \$0.09 revenue budget and the \$0.10 expense budget with the difference pulled from reserve. The motion failed by a 5-9 vote. Jed Cole motioned, with George Chase seconding, to endorse the \$0.10 budget. This motion passed by a vote of 11-4.

VI. Committee Reports

a. Marketing and Promotion/Merchant Support Committee

Brian Ginsburg updated the Board on the activities of the Marketing and Merchant Support Committee.

b. Design & Service Delivery Committee

Jim Clifton presented the Design / Service Delivery Committee highlights to the board. Mr. Clifton updated the board regarding new clean and safe contracts, the Mary Avenue Streetscape project, and the downtown overlay.

c. Organization Leadership and Planning Committee

Lisa Sheldon updated the Board on the activities of the Organization Leadership and Planning Committee.

VII. Adjourn

The meeting was adjourned at 2:30 pm.

PID 1 BUDGET FOR FY 2019-20

as of October 31st, 2019

REGULAR REVENUES

PID Assessments for 2018-19

Merchandise Sales

Interest earned

TOTAL

Budget	YTD Actual	Remaining Budget	Actual as % of Budget
607,006	-	607,006	0%
-	-	-	100%
10,000	-	10,000	0%
617,006	-	617,006	0%

REGULAR EXPENSES**Organization Leadership & Planning (Executive Committee)**

Contract - City Center Waco

City Center Waco Non Staff Expenses

Other Administrative Expenses

TOTAL

26,000	2,167	23,833	8%
22,000	1,833	-	-
-	-	-	100%
48,000	4,000	23,833	8%

Design & Service Delivery Committee

Lawn Contract

Bird Remediation

Security Contract

Reporting Contract

Additional Clean|Safe Services and Supplies

City Center Waco - Clean|Safe

Approved Sidewalk Areas Repair/Maintenance

Emergent Planning Items

Parking Studies

Additional Parking|Wayfinding Services and Supplies

Downtown Trolley Support

Beautification Projects

TOTAL

134,000	-	134,000	0%
32,000	2,960	29,040	9%
35,000	2,900	32,100	8%
34,000	2,000	-	-
57,000	1,750	55,250	3%
45,000	3,750	41,250	8%
18,000	-	18,000	0%
12,000	-	12,000	0%
15,000	-	15,000	0%
15,000	-	15,000	0%
25,000	-	25,000	0%
14,006	-	14,006	0%
436,006	13,360	390,646	3%

Marketing & Promotion/Merchants Support Committee

City Center Waco - Messaging

Additional Messaging Costs

Advertising

City Center Waco - Merchant Support

Additional Merchant Support

Trolley Ambassador

Programming

TOTAL

50,000	4,167	45,833	8%
3,000	-	3,000	0%
20,000	-	20,000	0%
30,000	2,500	27,500	8%
4,000	-	4,000	0%
8,000	-	-	-
18,000	-	18,000	0%
133,000	6,667	100,333	5%

TOTAL Regular Expenses

617,006	24,027	514,813	4%
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REGULAR REVENUE LESS REGULAR EXPENSE

-	(24,027)	102,193	100%
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EXTRAORDINARY REVENUES/EXPENSES

Waco Wonderland (sponsorships & revenues)

Special Event - "Waco Wonderland" - Sponsorship

Waco Wonderland, Net

35,000	15,500	19,500	44%
(35,000)	(15,500)	(19,500)	44%
-	-	-	100%

Carryover Funds from prior years

Operating Reserve

Approved Sidewalk Areas Repair/Maintenance

Approved for Waco Wonderland if Needed

Planned Spending of Carryover Funds in Future Years

Carryover, Net

860,833	860,833	-	100%
(617,006)	(617,006)	-	100%
(36,000)	-	(36,000)	0%
(30,000)	-	(30,000)	0%
(177,827)	(177,827)	-	100%
-	66,000	(66,000)	100%

EXTRAORDINARY REVENUE LESS EXTRAORDINARY EXPENSE

-	66,000	(66,000)	100%
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ALL REVENUE LESS ALL EXPENSE

-	41,973	36,193	100%
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PID RECEIVABLE

11,414