

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
SPECIAL CALLED MEETING
MAY 7, 2012**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON
VICE-PRESIDENT JOE CREWS
LINDA MORGAN
JOANN BUTLER
GREG HENDRICKSON
LEIGH ANN TURNER
STEVE HOLLAND

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
OFFICE MANAGER PAULA LUCK
PW DIRECTOR JAMES HATLEY

MEMBERS ABSENT:

None

1. CALL TO ORDER

With a quorum present, President Gordon called the Special Called Meeting of the Economic Development Corporation to order at 7:00 p.m. on Monday, May 7, 2012 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

2. INVOCATION

PWD Hatley gave the Invocation.

3. PLEDGE OF ALLEGIANCE TO THE UNITED STATES FLAG & THE TEXAS FLAG.

James Myrick led the Pledge of Allegiance to the United States Flag & the Texas Flag.

4. MEMBER ROLL CALL

President Gordon stated that all members are in attendance.

5. CONSIDER APPROVAL OF MINUTES FROM THE APRIL 30, 2012 SPECIAL CALLED MEETING.

VP Crews moved, seconded by Member Hendrickson to approve the minutes of the Special Called Meeting on April 30, 2012 as presented. All voted "Aye".

6. WORKSHOP: PLANNING SESSION WITH MUNDO AND ASSOCIATES IN ORDER TO ASSIST THE RIVER OAKS ECONOMIC DEVELOPMENT CORPORATION WITH ESTABLISHING GOALS AND STRATEGIES TO BUILD A SUCCESSFUL ECONOMIC DEVELOPMENT PROGRAM.

At 7:02 pm, President Gordon opened the Workshop.

President Gordon introduced Pam Mundo with Mundo & Associates. At this time, Pam Mundo, President of Mundo & Associates, introduced herself and the company which is a family owned company. Mundo & Associates mainly serves small communities in Texas, but they also work with large companies. Mundo mentioned a few small cities they have helped. Their goal is to work with communities to build strength. They are currently working with communities around Lockheed Martin and NAJRB under the Planning for Livable Military Communities (PLMC). Mundo drove around River Oaks and took pictures of our city. She passed those pictures out and explained what she sees in River Oaks. President Gordon mentioned the Caravan Inn is about to be demolished and QT is about to start building. Mundo said our Mission Statement is good, and the population is stable. River Oaks Blvd is the center of all of the businesses & activities. Mundo mentioned that River Oaks Blvd & Jacksboro Hwy is an interesting intersection because there is a wide right of way on Jacksboro Hwy.

Mundo mentioned the backs of residents are visible with fencing and there is no frontage road. Many of our commercial buildings were developed in the 40's, 50's, 60's and 70's. Trees are an important part of River Oaks. River Oaks is almost 100% developed, but there are pockets of spaces available. There is evidence of businesses remodeling and re-facing the front of their buildings. The intersection at River Oaks Blvd, Roberts Cut Off and Meandering is a peak value intersection. This is ground zero where everything happens around this intersection. Mundo noticed there are some brand new homes or homes that have been rehabbed on Meandering. There is evidence of new investment. She found that the barber shop on Meandering Rd. to be quite interesting.

Economic Development is all about attracting new dollars to bring new jobs to the community. There needs to be efficiency to attract new businesses. Things that are looked at are how many feet is the business away from the highway or curb. Think of opportunities to get better utilization of land. Also the quality of life improvements; more people are wanting to walk. There needs to be 10'-12' sidewalks and bicycle lanes, but the bicycle lanes need not to be shared with vehicles. Working on a trail is very important, which is in the River Oaks Comprehensive Plan. 1/4 of a mile is what most people will be willing to walk. More people would probably enjoy walking their kids to school rather than driving.

Another thing to look at is innovation; things are always changing especially in retail. The International Council of Shopping Centers is a good organization to belong to. Shopping malls are a thing of the past and many of them are becoming less popular. E-shopping (internet shopping) is the trend and consumes 25% of the shopping. Mundo feels River Oaks has too much retail. Retail stores and even grocery stores have become smaller. The big stores are leasing out spaces in their store to other stores. River Oaks should be thriving on technology because of Lockheed Martin and NAJRB.

The challenges of Economic Development are planning for jobs. Things always change. Some points to concentrate on that were mentioned was to (1) Refresh, renew or remodel facades, make business aware to touch their paint up, etc. on the front of their building; and (2) Make it fun and exciting and (3) Install banners. SQUAT analysis of

community's strengths, weakness, opportunity and threats. Most people do not realize that Lockheed Martin and NAJRB are the number two and three in economic impact. That message is not broadcasted very well. River Oaks needs to be marketing on strengths as follows:

- sense of community
- convenient to NAJRB and Lockheed Martin
- affordable housing
- road access
- police protection, fire protection & sanitation pickup
- near cultural district
- new schools
- security at school
- refurbished football stadium
- less turnover of teachers

Weaknesses:

- commercial corridor needs freshening up (showing age)
- alternatives in single family housing areas (townhomes, duplexes, etc.)
- lack of new investment

Churches and wedding reception places (low use places) do not belong in retail areas. Member Morgan asked Mundo what franchise owners look for in a community. Mundo's response was mainly the customer's income and the average age of the community. All franchise owners have different criteria.

The opportunities were action needs to be taken:

- Lockheed Martin=know what is there
- NAJRB=know facts
- secondary entrance of the base
- market single family housing with community closeness
- look at pockets of new development

VP Crews mentioned the largest impact is NAJRB. Member Holland feels a lot of people who work at Lockheed Martin live here in River Oaks. President Gordon mentioned the location of River Oaks is great. There is a feeling of a community here. Everyone here is welcoming and friendly.

The threats are:

- any future base closing and realignment
- too much traffic (need a way to handle)
- older population with fewer younger people
- fewer suburbs
- retail in Lake Worth & Westworth Village

Mundo suggests River Oaks needs to become very involved with the redesign of 183.

These actions need to be considered:

- website (electronic and less paper)
- inventory of possible development and redevelopment and place on website
- inventory of all businesses and contact information and place on website
- attend all meetings (with NCTCOG, etc.)
- work closely with local Chamber of Commerce's
- begin a marketing program of River oaks
- consider developing marketing incentives
- get to know county commissioner and what Tarrant County has to offer in Economic Development
- work with the state (Texas Economic Council, governor, etc.)
- vision a heart of the community
- consider eliminating front yard setbacks on 183
- consider eliminating height restrictions
- redevelop a retail site (preferably across from City Hall)
- attend public meetings

Member Holland asked Mundo how her firm can help us. Mundo responded with continuous service contract, monthly meetings, start with SWAT analysis, help with negotiating deals and work with the city attorney. Mundo mentioned River Oaks needs to work on entertainment for young and older people. Also suggested was to get businesses to sign up on a low cost program called skeds.com.

At this time, all members thanked Mundo for being here and investing time to get to know River Oaks. The board benefited from this presentation but first would like to review a proposal from her firm.

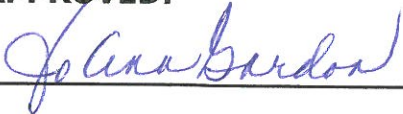
7. ACTION FROM WORKSHOP, IF ANY.

None.

9. ADJOURN

At 8:55 pm, VP Crews moved, seconded by Member Holland to adjourn the meeting. All voted "Aye".

APPROVED:



JoAnn Gordon, President

ATTEST:



Marvin Gregory, City Secretary