



STATE OF TEXAS

COUNTY OF FORT BEND

CITY OF RICHMOND

The Development Corporation of Richmond convened in a workshop meeting open to the public and pursuant to notice thereof duly given in accordance with Section 501.072, Texas Local Government Code, in Richmond City Hall Annex, 600 Morton Street, Commission Chamber, within said City on February 1, 2017 at 6:00 p.m. Directors in attendance included the following:

President, Evalyn W. Moore  
Treasurer, Barry Beard  
Robert Haas

William B. Morefield  
Manuel Zamora

City Manager – Terri Vela  
City Attorney – Gary W. Smith

Vice President, Joe Bonham, was absent.

Upon determination of a quorum, President Evalyn Moore called the meeting to order at 6:00 p.m.

President Evalyn Moore introduced Gary Mitchell and Luis Nunez, Kendig Keast Collaborative, to lead the Board in the Strategic Planning Workshop.

Mr. Mitchell reviewed the outcomes of the first Strategic Planning Workshop and the Community Vision as determined from the current Strategic Plan and the first workshop.

Mr. Mitchell lead the Board in a discussion of the Development Corporation Mission by asking what the Board was trying to accomplish. The focus on jobs was noted. The following was suggested as the mission statement: "The mission of the Development Corporation of Richmond is to serve the community by promoting private and public investments that will generate multiple public revenue streams to fund quality of life enhancements and activities that preserve and capitalize on our heritage."

Guiding Principles, basic values or operating policies that will apply regardless of the course of action ultimately chosen, were discussed. The following Guiding Principles were suggested:

- Unlock the potential in Richmond and create a quality community with a flourishing economy and varied business opportunities.
- Foster a positive business climate in Richmond that attracts target industries to create, expand and relocate business operations here.
- Provide lawful strategic business and economic development investment for the purpose of enhancing revenues to the City of Richmond.

- Utilize the unique capabilities and tools available to a development corporation for advancing both economic and quality of life goals of the community.
- Be good stewards of the 4B sales tax revenues under the Board's charge.
- Leverage 4B funds with other funding sources—government, private, developers and foundations.
- Provide opportunity to offset the impact of local property taxes.
- Improve the citizens' quality of life.
- Preserve and capitalize on Richmond's rich heritage.
- Follow the established Principles of Leadership.
- Use the funds available in the best interest of the citizens and to produce tangible results for citizens and taxpayers to see and appreciate.

Action Steps were discussed, based on the information from the first workshop. The four top actions are:

1. Broader scope—other areas that need support beyond Downtown (Broader scope beyond Downtown).
2. Communication/messaging focus (e.g., regarding public investments); address misperceptions
3. Help shape private developments through DCR/City activities (agreements, incentives, regulations).
4. Designated business park (for target sectors/industries).

The actions were discussed in ascending order under the following matrix:

- Capital Investment
- Programs/Initiatives
- Regulations
- Partnerships/coordination
- Targeted Planning/Studies.

The discussion of the business park included the need for a site selection study, special district potential, marketing/branding, development agreements, and target industries. The need for a study to determine the target industries was discussed.

Mr. Nunez discussed the steps taken in other communities to develop and market business parks. The existing industrial location was discussed.

Discussion of messaging included who is the messenger and what is the message. The executive director is the messenger and the point of contact. The importance of knowing Richmond's competitors; opportunities at the State; and maintaining contact with current businesses was discussed.

Use of the DCR website, creation of a newsletter and annual report were named as potential tools to aid in the communication efforts.

The action step of "broader than downtown" was described to encourage the development of other business opportunities to provide the funding necessary to support the downtown area. The importance of retaining Richmond's heritage was acknowledged.

The top three projects identified by the Board were:


- Identify the Executive Director and clarify the message.
- Rejuvenate the 90A corridor between the Brazos River and FM 359.
- Complete a Targeted Industry study.

The Board was reminded of the steps of Clarifying the Strategy; Communicating the Strategy; and Cascading the Strategy.

President Moore announced that the next meeting will be on Tuesday, February 21, 2017 at 6:00 p.m.

There being no further business to come before the Development Corporation of Richmond, Board member Morefield moved adjournment. Board member Haas seconded the motion. The vote was unanimous and the meeting adjourned at 7:42 p.m.

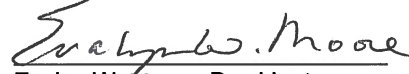
ATTEST:



---

Laura Scarlato, City Secretary

APPROVED:



---

Evalyn W. Moore, President