



AGENDA

Special Meeting

BEE CAVE DEVELOPMENT BOARD

Tuesday, December 12, 2023

4:30 PM, City Hall

4000 Galleria Parkway

Bee Cave, Texas 78738-3104

THE CITY OF BEE CAVE DEVELOPMENT BOARD MEETINGS ARE AVAILABLE TO ALL PERSONS REGARDLESS OF DISABILITY. IF YOU REQUIRE SPECIAL ASSISTANCE, PLEASE CONTACT KAYLYNN HOLLOWAY AT (512) 767-6641 AT LEAST 48 HOURS IN ADVANCE OF THE MEETING. THANK YOU.

A quorum of the Planning and Zoning Commission and/or City Council may be in attendance at this meeting. No action will be taken by the Commission or Board.

1. Call meeting to order
2. Roll Call
3. Consider approval of the minutes of the Regular Session conducted on September 26, 2023.
4. Discuss and consider action regarding allocating Economic Development Funds to the Books and Bees Festival
5. Discuss and consider action regarding an application from the Magnolia Musical Theatre for funding by the Development Corporation.
6. Discuss and consider action on a Professional Services Agreement for the Economic Development Administrative Services between the Bee Cave Development Corporation and the City of Bee Cave.
7. Discuss and consider action on creating a staff position for the Development Board.
8. Activity update.
9. Discussion regarding future administrative items, meeting times and dates.

10. Adjournment

The Board may go into closed session at any time when permitted by Chapters 418 or 551, Texas Government Code, or Section 321.3022 of the Texas Tax Code. Before going into closed session a quorum of the Board must be present, the meeting must be convened as an open meeting pursuant to proper notice, and the presiding officer must announce that a closed session will be held and must identify the sections of Chapter 551 or 418, Texas Government Code, or Section 321.3022 of the Texas Tax Code authorizing the closed session.

I certify that the above notice of meeting was posted at Bee Cave City Hall, 4000 Galleria Parkway, Bee Cave, Texas, on the 8th day of December 2023 at 3:00 P.M. (Seal)



***Economic Development Board Meeting
12/12/2023
Agenda Item Transmittal***

Agenda Item: 3.

Agenda Title: Consider approval of the minutes of the Regular Session conducted on September 26, 2023.

Board Action: Approve

Department: City Secretary

Staff Contact: Kaylynn Holloway, City Secretary

1. INTRODUCTION/PURPOSE

2. DESCRIPTION/JUSTIFICATION

a) Background

b) Issues and Analysis

3. FINANCIAL/BUDGET

Amount Requested	Fund/Account No.
Cert. Obligation	GO Funds
Other source	Grant title
Addtl tracking info	

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

Description	Type
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MINUTES OF THE REGULAR MEETING OF THE
BEE CAVE DEVELOPMENT BOARD
CITY OF BEE CAVE
September 26, 2023

STATE OF TEXAS §
COUNTY OF TRAVIS §

Present:

Quinn Gormley, President
Tony Lockridge, Secretary
Christy Black, Director (arrived at 4:47 pm)
John Dashtara, Director
Kevin Hight, Director
Victoria Winburne, Director

Absent:

Christian Alvarado, Vice President

City Staff:

Clint Garza, City Manager
Rebecca Regueira, Deputy City Secretary
Thomas Gwosdz, Attorney
Lindsey Oskoui, Assistant City Manager
Megan Will, Planning & Development Director
Jenny Hoff, Communications Director
Dori Kelley, Communications Specialist
Brian Jones, Police Chief

Call to Order and Announce a Quorum is Present

With a quorum present, the regular meeting of the Bee Cave Development Board was called to order by President Gormley at 4:37 p.m. on Tuesday, September 26, 2023.

Discuss and consider action on the selection of a President, Vice President and Secretary to the Bee Cave Development Board.

MOTION: A motion was made by Director Hight, seconded by Director Willott, to nominate Quinn Gormley to serve as President of the Development Board.

The vote was taken on the motion with the following result:

Voting Aye: President Gormley, Directors Dashtara, Hight, Lockridge and Winburne
Voting Nay: None

Absent: Directors Alvarado and Black

The motion carried 5-0.

MOTION: A motion was made by Director Hight, seconded by President Gormley, to nominate Christian Alvarado to serve as Vice President of the Development Board.

The vote was taken on the motion with the following result:

Voting Aye: President Gormley, Directors Dashtara, Hight, Lockridge and Winburne
Voting Nay: None
Absent: Directors Alvarado and Black

The motion carried 5-0.

MOTION: A motion was made by Director Winburne, seconded by Director Hight, to nominate Tony Lockridge to serve as Secretary of the Development Board.

The vote was taken on the motion with the following result:

Voting Aye: President Gormley, Directors Dashtara, Hight, Lockridge and Winburne
Voting Nay: None
Absent: Directors Alvarado and Black

The motion carried 5-0.

Consider approval of the minutes of the Special Session conducted on August 29, 2023.

MOTION: A motion was made by Director Hight, seconded by Director Dashtara, to approve the minutes of August 29, 2023.

The vote was taken on the motion with the following result:

Voting Aye: President Gormley, Directors Dashtara, Hight, Lockridge and Winburne
Voting Nay: None
Absent: Directors Alvarado and Black

The motion carried 5-0.

Activity update.

Communication Specialist Dori Kelley provided an update to the Board.

Discuss and consider action on a Professional Services Agreement with outside legal counsel for the Development Board.

MOTION: A motion was made by Director Hight, seconded by Director Winburne, to approve a Professional Services Agreement with outside legal counsel for the Development Board.

The vote was taken on the motion with the following result:

Voting Aye: President Gormley, Directors Black, Dashtara, Hight, Lockridge and Winburne
Voting Nay: None
Absent: Director Alvarado

The motion carried 6-0.

Discuss and consider appointment of Board members to the following subcommittees: Professional Acquisition Disposition Committee, Regulatory Review Committee and the Planning and Business Development Committee.

MOTION: A motion was made by Director Winburne, seconded by Director Lockridge, to appoint Christian Alvarado to the Professional Acquisition Disposition Committee, to appoint John Dashtara to the Planning and Business Development Committee and to appoint Christy Black to the Regulatory Review Committee.

The vote was taken on the motion with the following result:

Voting Aye: President Gormley, Directors Black, Dashtara, Hight, Lockridge and Winburne
Voting Nay: None
Absent: Director Alvarado

The motion carried 6-0.

Discussion regarding future meeting times and dates.

The Board discussed changing the meeting dates to correspond with City holidays.

Adjournment

MOTION: A motion was made by Director Hight, seconded by Director Black, to adjourn.

The vote was taken on the motion with the following result:

Voting Aye: President Gormley, Directors Black, Dashtara, Hight, Lockridge and Winburne
Voting Nay: None
Absent: Director Alvarado

The motion carried 6-0.

The Economic Development Board adjourned the meeting at 5:10 p.m.

PASSED AND APPROVED THIS _____ DAY OF _____, 2023.

President

ATTEST:

Secretary/Treasurer



***Economic Development Board Meeting
12/12/2023
Agenda Item Transmittal***

Agenda Item: 4.

Agenda Title: Discuss and consider action regarding allocating Economic Development Funds to the Books and Bees Festival

Board Action: Discussion and possible action

Department: Administration

Staff Contact: Jenny Hoff

1. INTRODUCTION/PURPOSE

On April 6th Bee Cave will be hosting their 3rd annual Books and Bees festival which has brought out over thousands of people, both residents and visitors, to the Bee Cave Public Library for a day of literary and nature based experiences.

This is also an excellent branding opportunity for the city and a way to gain additional exposure in the surrounding areas.

2. DESCRIPTION/JUSTIFICATION

a) Background

In 2023 the Economic Development Board approved the allocation of \$10,000 to support the Books and Bees Festival. Keystone Bank played a pivotal role as the Title Sponsor, contributing \$7,500. We are pleased to announce that Keystone Bank has committed to a 5-year sponsorship contract starting in 2024, with an incremental increase in support.

For the marketing and branding scope of the festival, staff is requesting \$10,000 from the Economic Development Board.

b) Issues and Analysis

3. FINANCIAL/BUDGET

Amount Requested
Cert. Obligation
Other source
Addtl tracking info

Fund/Account No.
GO Funds
Grant title

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

Staff recommends the Economic Development Board approves allocating \$10,000 to the 2024 Books and Bees Festival.



***Economic Development Board Meeting
12/12/2023
Agenda Item Transmittal***

Agenda Item: 5.

Agenda Title: Discuss and consider action regarding an application from the Magnolia Musical Theatre for funding by the Development Corporation.

Board Action: Discussion and possible action

Department: Administration

Staff Contact: Clint Garza

1. INTRODUCTION/PURPOSE

In 2023, the Economic Development Board allocated \$100,000 to Magnolia Musical Theater's free performance of Beauty and the Beast. This production brought thousands of families from around the region, boasting an average of over 600 attendees per show and 20 performances.

2. DESCRIPTION/JUSTIFICATION

a) Background

Magnolia Musical Theater is back for a summer production in 2024, featuring Footloose. With inflation on the rise, they are returning for another ask of \$100,000 to host their free summer production in our community.

b) Issues and Analysis

Magnolia Musical Theater's Founder, Andrew Cannata, will deliver a presentation which includes their diverse fundraising initiatives, specific needs, and future plans.

3. FINANCIAL/BUDGET

Amount Requested	\$100,000	Fund/Account No.
Cert. Obligation		GO Funds
Other source		Grant title
Addtl tracking info		

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

Staff recommends the Economic Development Board allocates \$100,000 to Magnolia Theater's summer production of Footloose.



***Economic Development Board Meeting
12/12/2023
Agenda Item Transmittal***

Agenda Item: 6.

Agenda Title: Discuss and consider action on a Professional Services Agreement for the Economic Development Administrative Services between the Bee Cave Development Corporation and the City of Bee Cave.

Board Action: Discussion and possible action

Department: City Manager

Staff Contact: Clint Garza

1. INTRODUCTION/PURPOSE

The purpose of this item is to discuss a professional services agreement between the BCDC and City of Bee Cave for services related to Corporation activities.

2. DESCRIPTION/JUSTIFICATION

a) Background

During budget planning for the current fiscal year, legal counsel and staff recommended the board discuss a professional services agreement between the BCDC and City to formalize the relationship between the two entities.

b) Issues and Analysis

The BCDC does not employ staff directly and under the agreement will continue to reimburse the City for use of staff resources related to administration, planning, coordination, and other services.

3. FINANCIAL/BUDGET

Amount Requested	Fund/Account No.
Cert. Obligation	GO Funds
Other source	Grant title
Addtl tracking info	

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

Description

Type



***Economic Development Board Meeting
12/12/2023
Agenda Item Transmittal***

Agenda Item: 7.

Agenda Title: Discuss and consider action on creating a staff position for the Development Board.

Board Action: Discussion and possible action

Department: City Manager

Staff Contact: Clint Garza

1. INTRODUCTION/PURPOSE

The purpose of this item is to open discussions with the Board of Directors regarding the potential creation of a full-time staff position dedicated to providing support for and implementing the goals, objectives, and initiatives of the Bee Cave Development Corporation Board of Directors.

2. DESCRIPTION/JUSTIFICATION

a) Background

During various meetings of the Bee Cave Development Corporation, multiple board members have expressed interest in the creation of a dedicated staff position to take lead on various priorities of the board as identified in previous discussion items and workshops.

Currently the City of Bee Cave and Development Corporation work in tandem sharing City staff and resources in implementation of the various City plans and goals. While this system has worked over the course of the existence of the Corporation, staff feels the workload and desired activities exceed the resources the City can provide without negatively affecting operations.

b) Issues and Analysis

The Corporation currently reimburses the City of Bee Cave for staff resources related to Corporation activities. Staff proposes the creation of a dedicated FTE in addition to support provided by various members of City Staff.

Initial work and focus of the proposed FTE will be to continue as a liaison between the Corporation/City and the business community, support economic development activities(workforce housing, ride share, code review, marketing, etc), fund raising, and other duties as assigned by City Manager and Board of Directors.

If approved, there is an item on the City Council agenda following the Corporations meeting to authorize the board's action and instruct staff to fill all necessary positions.

3. FINANCIAL/BUDGET

Amount Requested	Fund/Account No.
Cert. Obligation	GO Funds
Other source	Grant title
Addtl tracking info	

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

Description	Type
 Job Description	Backup Material



Job Description

Title: **Business Relations & Development Manager**
Department: **Administration**
FLSA Status: **Exempt**

GENERAL PURPOSE

The Bee Cave Development Corporation (BCDC) promotes the economic development and growth of Bee Cave, Texas. The city leaders and staff are innovative and committed to the vitality of the local community and attracting a strong pipeline of satisfied, repeat visitors. The Business Relations & Development Manager plans, develops, and implements BCDC directed initiatives, serves as a liaison between the City of Bee Cave and current or perspective business owners throughout the city, and is responsible for economic development goals of the City.

SUPERVISION RECEIVED

Receives direct supervision from the City Manager and indirect supervision by the Bee Cave Development Corporation Board of Directors.

SUPERVISION EXERCISED

None.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Implement and execute annual fundraising plan to meet fundraising goals within four areas:
 - Corporate sponsorships
 - Corporate contributions
 - Grants with the support of a grant writer
 - Individual contributions
- Serves as a liaison between the City of Bee Cave, Bee Cave Development Corporation, and the business community.
- Serves as BCDC spokesperson and coordinator of media coverage.
- Develops and maintains relationships with local business and property owners and updates a comprehensive contact list.
- Provides comprehensive research and project support for the BCDC and City of Bee Cave when directed by City Manager for City Council, boards, commissions, and committees.
- Attends and assists with various City meetings as needed in order to facilitate exchange of information between BCDC and community.
- Prepares such reports for the City, community and staff as the City Manager may request.
- Manages and maintains all live audio and remote access of BCDC meetings.
- Create content for businesses in Bee Cave, including but not limited to a monthly newsletter with business-related news, a quarterly business roundtable with city leaders and videos highlighting local businesses.
- Assist with the development and implementation of an economic development strategic plan for the BCDC that includes vision, goals, and objectives.

- Coordinate with Communications Team to create targeted collateral, messaging, and execute campaigns.
- Develop and maintain positive working relationships with the BCDC staff and city officials, executives, and department directors.
- Provide support and thought leadership to the board president and board members.
- Network and maintain regular correspondence with referral sources such as the local executives who can access the budgets for corporate sponsorships and corporate contributions.
- Prepare and present regular reports to the city manager and Board of Directors on progress towards board initiatives.
- Plan and execute special events as related to board strategic priorities.
- Attend and represent the BCDC at certain events, functions, meetings, and conferences.
- Attend City and industry events on evenings and weekends as necessary.
- Participate in community affairs as necessary to enhance the organization's professional image.
- Manage engagement with key organizations in the community including the Chambers of Commerce and other business-related organizations.
- Stay current on issues and trends that affect economic development partners, companies, and investment activity; maintains a pulse of general economic development priorities and trends.
- Develop and maintain professional business relationships with clients, brokers, consultants, site selectors and allies regionally, nationally, and internationally through personal contact and participation in professional industry related organizations.
- Assists with the development of videos and multi-media presentations.
- Communicates effectively and convey messages to different audiences using diverse media.
- Provides excellent public relations and customer service by establishing and maintaining effective working relationships with all levels of management, City officials, other employees, vendors, and the general public.
- Develops and implements strategies for soliciting public input and comments.
- Exercises considerable initiative, independent judgment, and confidentiality.
- Conveys a positive, professional image by action, communication and appearance.
- Travel to attend meetings, conferences, and training as needed.
- May be required to work extended hours, evenings, and weekends.
- Works independently or as part of a team.
- Exhibits highly effective organization and consensus building skills.
- Exhibits regular, reliable and punctual attendance, which is an essential function of the job.
- Performs other related duties as required/assigned.

DESIRED MINIMUM QUALIFICATIONS

- Bachelor's Degree in Communications, Public Administration, Business Administration, or a related field.
- Minimum of five (5) years of experience working with a government entity such as a county, city, public school, or similar environment; and demonstrated expertise in working with the media in routine and emergency situations.

CERTIFICATIONS, LICENSES AND SPECIAL REQUIREMENTS

- Must be a TAMIO Certified Public Communicator or the ability to obtain within eighteen (18) months of employment.
- Proof of citizenship and/or eligibility to legally work in the United States.
- Must possess and maintain a valid Texas Class C Driver's License, with a good driving record, as defined by City policy.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of principles and practices of public relations including methods of business development, marketing, and implementation.
- Knowledge of financial tools available on a local, state, and national level that benefit a company or BCDC.
- Proficiency in the use of computers and related equipment, hardware, and software applicable to area of assignment.
- Proficiency in oral and written communications.
- Skill in strategic planning with the ability to understand the big picture and align priorities with broader goals and measurable outcomes.
- Skill in critical thinking skills with the ability to analyze projects, situations or statements and determine their validity.
- Skill in appropriate handling of politically sensitive and confidential information.
- Skill in organizing, prioritizing, tracking, and managing multiple assignments, projects, and tasks.
- Skill in contract negotiation and administration.
- Ability to work under deadlines and stressful situations.
- Ability to conduct training, communicate at panel discussions and make professional presentations.
- Ability to provide professional customer service practices and procedures.
- Ability to work independently in a fast-paced environment.
- Ability to resolve problems quickly and effectively.
- Ability to handle sensitive and confidential business and client information.
- Ability to be able to establish and maintain effective working relationships with a diverse range of job-related contacts.
- Ability in the willingness to be a team member with ability to be a team leader as needed on special assignments and projects.
- Strong relationship building and nurturing skills among constituents at various professional levels.
- Wide network of business leaders, owners and other related stakeholders.
- Applied understanding of basic fundraising principles and development best practices
- Knowledge of website editing, video editing and basic graphic design.
- Knowledge of relevant information technology, social media including Facebook, and website content management.
- Knowledge of news media, photography, proofreading, editing, communications theories and techniques.
- Skill with writing, editing, and public speaking
- Skill with planning, organization, communication and interpersonal relationships.
- Skill with photography.
- Ability to interpret policy, procedures, and data

- Ability to use personal computer to design and produce various city publications (MS Word, Excel, Outlook, Adobe Reader, PowerPoint, Publisher, PhotoShop, Survey Monkey, desktop publishing software, graphic design, AV equipment, etc.)

WORKING CONDITIONS & PHYSICAL REQUIREMENTS

- Work environment is primarily an office setting, where noise and temperature levels are moderate.
- Work may require travel to attend training or to conduct City business, including overnight stays.
- Work may occasionally require driving a vehicle, to purchase supplies or equipment; and to prepare for or attend meetings or events.
- The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Must possess the physical ability to work primarily with fingers, perceive the nature of sounds, make rational decisions through sound logic and deductive processes, express or exchange ideas by the spoken word, substantial movements (motions) with the hands, wrists, and/or fingers, and discern letters or numbers at a given distance.
- Additionally, the following physical abilities are required: feeling, grasping, handling, lifting, mental acuity, reaching, repetitive motion, speaking, standing, talking, visual acuity and walking.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

This description reflects management's assignment of essential functions; it does not proscribe or restrict the tasks that may be assigned.

This job description may be changed at any time.

ACKNOWLEDGEMENT

By signing below you understand the requirements, essential duties and responsibilities, of the position. You also understand this job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change. All employees of the City of Bee Cave are employed at-will, unless they have a contract approved by the City Council.

Employee Signature

Date

Supervisor Signature

Date



***Economic Development Board Meeting
12/12/2023
Agenda Item Transmittal***



***Economic Development Board Meeting
12/12/2023
Agenda Item Transmittal***

Agenda Item: 9.

Agenda Title: Discussion regarding future administrative items, meeting times and dates.

Board Action:

Department: City Manager

Staff Contact: Kaylynn Holloway, City Secretary

1. INTRODUCTION/PURPOSE

2. DESCRIPTION/JUSTIFICATION

a) Background

b) Issues and Analysis

3. FINANCIAL/BUDGET

Amount Requested
Cert. Obligation
Other source
Addtl tracking info

Fund/Account No.
GO Funds
Grant title

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION