



AGENDA
KAUFMAN ECONOMIC DEVELOPMENT
CORPORATION MEETING
TUESDAY, NOVEMBER 15, 2022 - 6:00 PM
KAUFMAN CITY HALL
209 S WASHINGTON ST
KAUFMAN, TEXAS 75142

**This meeting will be held using
videoconferencing/teleconferencing
technology with public access via:
[WWW.ZOOM.US/JOIN](https://www.zoom.us/join) OR
(888)788-0099 (TOLL FREE)
MEETING/WEBINAR ID: 891 9748 6974
PASSWORD: 161204**

PLEDGE OF ALLEGIANCE

CALL MEETING TO ORDER Chairman calls the Meeting to order, states the date and time, states members present, and declares a quorum present.**

CITIZENS COMMENTS / REQUEST TO SPEAK ON AGENDA ITEMS (5 MINUTES) Comments about any of the agenda items may be taken into consideration at this time or during the agenda item. Comments are limited to five (5) minutes per individual unless additional time is otherwise required by law for translation. Speaking time is not transferable. Citizens may address the KEDC on any subject but must first complete a Request to Speak Form so that the Chairman may call your name to speak at the appropriate time on the Agenda. Comments must be directed to the KEDC as a whole. **When addressing the KEDC, please step forward to the speaker's podium, state your name and address, and direct your comments to the Chairman and KEDC.**

FINANCIAL REPORT

1. Receive the monthly Financial Report from the Treasurer of the Corporation.

EXECUTIVE DIRECTOR'S REPORT Receive an update and discussion regarding the following: a.) Meetings/Events of Interest; b.) Prospect Activity; c.) Staff Announcements

2. KEDC Executive Director's Report

STAFF PRESENTATION

3. Staff presentation of the Texas Downtown Association peer committee assessment of Downtown Kaufman.

DISCUSSION/ACTION ITEMS

4. Consider and take appropriate action on the minutes from the October 11, 2022 Kaufman Economic Development Corporation meeting.
5. Consider and take appropriate action on a Purchase and Sale Agreement on the City-owned property at 112 S. Jackson Street for Project Pegasus.

EXECUTIVE SESSION In accordance with Texas Government Code, Section 551.001, et seq., the KEDC will recess into Executive Session (closed meeting) to discuss the following:

6. A. Sec. 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS; CLOSED MEETING. (1) To discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1): Projects Pegasus, Bluebonnet, Razorback, Post Oak, Cowbell, Sunshine, Snooze, Home Run, Big Event, Blue, Orange, Phoenix; Downtown Square Properties; KEDC-Owned Properties; Parcel IDs #426, 188001, 3871, 16826, 190536, 16821, 79084, 16829, 16832, 3876, 5404, 202751, 202752, 202753, 219551
- B. Sec. 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING. To deliberate the purchase, exchange, lease, or value of real property regarding: KEDC-owned Properties; 112 S. Jackson St.; Project Pegasus; Parcel IDs #49240, 5313, 5388, 5487

RECONVENE INTO OPEN SESSION In accordance with Texas Government Code, Chapter 551, the City Council will reconvene into Regular Session.

7. Consider and take appropriate action, if any, on matters discussed in Executive Session.

BOARD INQUIRY If a member of the Corporation makes a spontaneous inquiry about a subject not on this agenda, then the KEDC or an appropriate staff member may make a statement of factual information or policy in response to such an inquiry. However, in accordance with Open Meetings Act Section 551.042, the KEDC cannot discuss issues raised or make any decisions on that subject at that time. Issues raised may be referred to Staff for research and possible future action.

ADJOURNMENT

I, STEWART McGREGOR, EXECUTIVE DIRECTOR, DO HEREBY CERTIFY THAT THIS NOTICE OF MEETING WAS POSTED ON THE WINDOW AT KAUFMAN MUNICIPAL COMPLEX, 209 S. WASHINGTON, KAUFMAN, TEXAS, A PLACE CONVENIENT AND READILY ACCESSIBLE TO THE GENERAL PUBLIC AT ALL TIMES AND SAID NOTICE WAS POSTED AT THE KAUFMAN MUNICIPAL COMPLEX, 209 S. WASHINGTON, KAUFMAN, TEXAS AT 12:30 P.M. ON SATURDAY, NOVEMBER 5, 2022 AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULE TIME OF SAID MEETING.

STEWART McGREGOR
EXECUTIVE DIRECTOR

THE KAUFMAN ECONOMIC DEVELOPMENT CORPORATION RESERVES THE RIGHT TO ADJOURN INTO EXECUTIVE SESSION AT ANY TIME DURING THE COURSE OF THIS MEETING TO DISCUSS ANY OF THE MATTERS LISTED ABOVE, AS AUTHORIZED BY THE TEXAS GOVERNMENT CODE. SECTION 551.071 (CONSULTATION WITH ATTORNEY).

****PURSUANT TO SECTION 551.127, TEXAS GOVERNMENT CODE, ONE OR MORE COUNCILMEMBERS OR EMPLOYEES MAY ATTEND THIS MEETING REMOTELY USING VIDEOCONFERENCING TECHNOLOGY. THE VIDEO AND AUDIO FEED OF THE VIDEOCONFERENCING EQUIPMENT CAN BE VIEWED AND HEARD BY THE PUBLIC BY ACCESSING [WWW.ZOOM.US/JOIN](https://www.zoom.us/join) OR (888)788-0099 (TOLL FREE) MEETING/WEBINAR ID: 891 9748 6974 PASSWORD: 161204**

THE BUILDING IN WHICH THE ABOVE MEETING WILL BE CONDUCTED IS WHEELCHAIR ACCESSIBLE AND PARKING SPACES FOR THE MOBILITY IMPAIRED ARE AVAILABLE. PERSONS WITH DISABILITIES WHO PLAN TO ATTEND THIS MEETING AND WHO MAY NEED AUXILIARY AIDS OR SERVICES SUCH AS INTERPRETERS FOR PERSONS WHO ARE DEAF OR HEARING IMPAIRED, READERS, OR LARGE PRINT ARE REQUESTED TO CONTACT THE CITY SECRETARY'S OFFICE AT 972-932-2216 AT LEAST TWO (2) WORKING DAYS PRIOR TO THE TIME OF THE MEETING SO THAT APPROPRIATE ARRANGEMENTS CAN BE MADE.

Fund: 32 ECONOMIC DEVELOPMENT CORP.

Department:

Non departmental

Program:

Account	Description	Current Year Budget	Current Month Actual	Encumbrances	Current YTD Actual & Encumbr	Budget Balance	Budget Balance Percent	Prior Year Actual	2 Years Prior Actual Total
32-4105-000-0	General Sales & Use	565,830.00-			46,813.84-	519,016.16-	91.727	551,377.00-	485,331.20-
	Subtotal:	565,830.00-			46,813.84-	519,016.16-	91.727	551,377.00-	485,331.20-
32-4400-000-0	Land Proceeds/Mil Pa								91,738.63-
	Subtotal:								91,738.63-
32-4604-000-0	Interest Income	250.00-				250.00-	100.000	93.18-	439.75-
32-4608-000-0	Loan Revenue	10,000.00-				10,000.00-	100.000	10,000.00-	10,000.00-
32-4612-000-0	Intergovernmental Re								169,704.00-
	Subtotal:	10,250.00-				10,250.00-	100.000	10,093.18-	180,143.75-
	Program number:	576,080.00-			46,813.84-	529,266.16-	91.874	561,470.18-	757,213.58-
	Department number: Non departmental	576,080.00-			46,813.84-	529,266.16-	91.874	561,470.18-	757,213.58-
	Revenue Subtotal -----	576,080.00-			46,813.84-	529,266.16-	91.874	561,470.18-	757,213.58-

Fund: 32 ECONOMIC DEVELOPMENT CORP.

Department: Non departmental

Program:

Period Ending: 11/2022

Account	Description	Current Year Budget	Current Month Actual	Encumbrances	Current YTD Actual & Encumbr	Budget Balance	Budget Balance Percent	Prior Year Actual	2 Years Prior Actual Total
32-5101-000-0	Salaries & Wages	137,574.00				137,574.00	100.000	120,388.10	
32-5177-000-0	Retention Pay	5,000.00				5,000.00	100.000		
Subtotal:		142,574.00				142,574.00	100.000	120,388.10	
32-5203-000-0	Operating Supplies	4,500.00				4,500.00	100.000	6,059.85	
32-5213-000-0	Meetings	9,000.00			1,495.00	7,505.00	83.389	7,445.50	390.43
32-5214-000-0	Promotional Material	5,400.00				5,400.00	100.000	3,456.21	3,465.00
32-5220-000-0	Minor Tools & Equipm	7,675.00				7,675.00	100.000	4,978.44	1,000.00
Subtotal:		26,575.00			1,495.00	25,080.00	94.374	21,940.00	4,855.43
32-5302-000-0	Postage & Delivery	500.00				500.00	100.000	34.87	18.13
32-5303-000-0	Advertising	15,425.00			1,500.00	13,925.00	90.276	10,208.08	5,164.33
32-5305-000-0	Licenses, Dues & Sub	3,380.00				3,380.00	100.000	2,290.05	1,175.00
32-5306-000-W	Utilities-Electric/W	550.00			38.78	511.22	92.949	405.19	461.90
32-5309-000-0	Insurance & Bonds	1,100.00				1,100.00	100.000	1,100.00	
32-5322-000-0	Tuition & Education	6,275.00			300.00	5,975.00	95.219	3,433.68	300.00
32-5330-000-0	Travel	9,600.00			377.92	9,222.08	96.063	3,658.87	
32-5352-000-0	Maintenance-Grounds	62,000.00				62,000.00	100.000	8,000.00	8,000.00
32-5362-000-0	Professional Svcs-Ad	95,101.00				95,101.00	100.000	96,965.24	57,495.00
32-5362-000-I	Professional Svcs-Ad								67,665.50
32-5363-000-0	Professional Svcs-Te	8,000.00				8,000.00	100.000	10,750.00	23,255.45
Subtotal:		201,931.00			2,216.70	199,714.30	98.902	136,845.98	163,535.31
32-5500-000-0	Matching Grants	105,000.00				105,000.00	100.000	17,365.39	38,272.99
32-5501-000-0	Incentives / Intergo								454,204.00
32-5506-000-0	Chapter 380 Funding								80,000.00
32-5507-000-0	HWY 34 Bypass Fundin	100,000.00				100,000.00	100.000	100,000.00	100,000.00
Subtotal:		205,000.00				205,000.00	100.000	117,365.39	672,476.99
Program number:		576,080.00			3,711.70	572,368.30	99.356	396,539.47	840,867.73
Department number: Non departmental		576,080.00			3,711.70	572,368.30	99.356	396,539.47	840,867.73
Expenditure Subtotal -----		576,080.00			3,711.70	572,368.30	99.356	396,539.47	840,867.73
Fund number: 32 ECONOMIC DEVELOPMENT CORP.					43,102.14-	43,102.14		164,930.71-	83,654.15
***** End of Report *****									

Executive Director's Report

November 15, 2022

Meetings

10/12: Video call with Project Bluebonnet; RelyOn Credit Union Grand Reopening

10/13: South Pointe Groundbreaking Ceremony; Monthly staff meeting with Kaufman Chamber

10/14: Conference Call with USAA Real Estate; Site Enhancement Grant Verification – Furniture-N-Cabinets

10/17: Call with Neon Cloud Productions; Video call with Cedar Crest development on South Pointe retail

10/19-21: Texas Economic Development Council Annual Conference (San Antonio, TX)

10/24: Meeting with Robert Castaneda, Kaufman County Appraisal District; Monthly City Council Meeting

10/25: Video call with new KEDC Attorney Josh Brockman-Weber

10/26: Meeting with TriCelta Development; Healthcare Workforce Development Meeting at TVCC Health Science Center; Conference Call with Texas Manufacturing Assistance Center

10/27: Video call with Dallas College Ascend Institute (workforce training division)

10/28: Site Visit – Project Bluebonnet; Video call with Skywalker Properties

10/31: Meeting with American National Bank; Meeting with First State Bank; Business retention visit at Kyser Capos

11/2: Monthly staff meeting with Kaufman Chamber

11/3: Video call with Rose City Partners Development; North Texas Commercial Association of Realtors (NTCAR) Expo

11/7: Meeting/Tour with Project Bluebonnet

11/8-10: Fabtech Metal Trades Convention with Oncor Electric Economic Development Division (Atlanta, GA)

11/11: Veteran's Day Holiday

11/14: Vacation Day

11/15: Bisnow DFW Industrial Real Estate Insights Meeting; Kaufman County Leadership Council Meeting

Prospect Lead Responses: Project Cold Forging, Small Food Distribution Project, Project Road Trip

Upcoming Events: TXDOT Kaufman County Outer Loop Open House – First Baptist Terrell (November 17th – 5:30-7:30 pm); Texas Economic Development Council Board Retreat (December 1st-2nd), Christian Serrano Construction Open House Reception (217 W. Mulberry St. - TBA)

Next Regular KEDC Board Meeting: Tuesday, December 13th

Economic Development Prospects: Board to receive update on active prospects in Executive Session



Downtown Kaufman Assessment Report

Completed November 2022

About Texas Downtown

Texas Downtown (TXDT) was founded in 1985 to connect and serve communities, businesses, and champions of downtowns across the state. Today, our mission is to provide members with resources, advocacy, education, and connections to develop vibrant districts. We represent over 300 members from cities and towns, economic development corporations, nonprofits including chambers of commerce and downtown associations, small business, and individuals.

Downtown Assessment Process

The Kaufman Downtown Merchants group invited TXDT to complete a downtown assessment in June 2022. Downtown assessments are offered to members as part of our Downtown Assistance Program and are designed to bring a group of downtown professionals to a city's downtown district to assess existing conditions and make realistic, attainable recommendations. The process begins with a downtown stakeholder survey, and extensive research by assessment team members prior to arrival in the member community.

During the day-long site visit, team members explore downtown, visit with business owners, and take notes. Team members are trained to identify opportunities and challenges, and to recommend best practices and strategies to enhance the downtown district and community. Team recommendations are compiled by Texas Downtown staff and include short (present-2 years), mid-range (2-5 years), and long-term recommendations (5+ years).

Each assessment team is handpicked based on the community's existing needs and challenges. Led by Texas Downtown staff, the Kaufman team included the following members:

Shelly Hargrove, *Marketing and Communications, Texas Downtown*
Heather Juarez, *Tourism Director, Cleburne Chamber of Commerce*
Letecia McNatt, *Downtown Manager, City of Garland*
William Myers, *Executive Director, Gainesville Economic Development Corp.*
Catherine Sak, *Executive Director, Texas Downtown*

Initial Observations

- Downtown stakeholders are committed to downtown improvements and work hard to attract people to the district.
- State highways funnel significant traffic through downtown.
- Downtown Kaufman buildings look like they are generally in good condition, with a handful of exceptions, and there are a variety of small businesses and uses.
- After 5 p.m., there is little to no activity in downtown.

Short-Term Recommendations

Improved Streetscapes – landscaping, furnishings, and fixtures

The streetscapes immediately around the square create a strong sense of cohesion and pedestrian connectivity in the district. The improvements are well done, featuring wide sidewalks, planters, benches, and trash cans. However, landscaping deficiencies chip away at the first impression of district patrons.

Contract out downtown landscaping and maintenance, ensuring that sidewalk flower beds look healthy, fresh, and inviting year-round. This is a great opportunity to make a positive impact on locals and visitors whether they're spending money in downtown businesses or going to government offices. Also consider adding artistic bicycle racks to encourage other modes of transportation to downtown. Minor improvements will make a big difference.

Native plants – Native plants are more likely to survive extreme weather events and require less water and maintenance. Learn more about native plants for your region here: [Agrilife Extension plants](#).

Existing trees - During Texas summers, take full advantage of the trees on the courthouse lawn and encourage additional seating in the shade for tourists and locals to enjoy. Activate the lawn with LED market lights, bistro tables, and yard games for a quick win.

Bench relocation – Some of the benches were installed in odd locations, i.e., the bench in front of the old bank building was installed close to the street rather than by the building. Seating closer to vehicles and away from any sort of weather protection (rain or shine) does not create a welcoming reprieve for pedestrians.

Watering trough – A watering trough was included as a nod to Kaufman's past, but there is no signage explaining why it was included in the improved streetscape. A small sign/marker would signify historical reference and narrative for visitors.

Crosswalks – Consider automatic countdown clocks and re-time the crosswalks so pedestrians won't have to push the button.

Take advantage of the Keep Texas Beautiful program and Governor's Community Achievement Award funds for downtown landscaping improvements. The landscape award [amounts](#) are substantial and for populations up to 9,000, the prize is \$130,000.

Code Enforcement

Code enforcement can be challenging, especially in smaller communities, but is an important tool of downtown development and revitalization. The City has a responsibility to ensure that properties are maintained to minimize risk to public safety, health, and welfare. Vacant properties – especially those that are left open to the elements and unsecured - negatively impact neighboring properties and economic development initiatives.

A few of the historic buildings around the square have delayed or neglected ongoing maintenance of critical elements such as roofs, plumbing and foundations. Property owners must stay in compliance with code and invest in their buildings before it is too late. Consider a Demolition by Neglect ordinance to address this and review the policy in downtown Denison. Additionally, ensure all property owners are in compliance before and after any incentives are given by the EDC or City.

Pedestrian Safety and Walkability

Downtown Kaufman is compact and parking opportunities in downtown are spread throughout the district. Enhance established pathways between downtown and adjacent residential neighborhoods in the short term by creating illustrative maps that clearly communicate where to park.

The team witnessed vehicles speed around the courthouse with no regard for pedestrians or other vehicles. Tractor trailers consistently drove over curbs while making turns. Both scenarios have a negative impact on walkability in downtown. Encourage Kaufman Police Department to step up consistent, but randomly scheduled enforcement for speeding and reckless driving. If trailers continue running over curbs, an engineer's assessment may be called for and could result in future (likely long term) improvements.

While TXDOT prohibits creative crosswalks, the City could make changes to crosswalks under its control on streets adjacent to downtown like the examples below from Bastrop and Palestine.



Photo credit: City of Bastrop



Photo credit: Texas Downtown

Wayfinding Signage and Parking Enforcement

Use wayfinding signage to clearly mark public parking lots and make it easy for visitors to navigate downtown parking. This signage should also guide visitors to major downtown destinations and government offices. A downloadable map of parking locations like the one from Georgetown below can help guide downtown visitors.

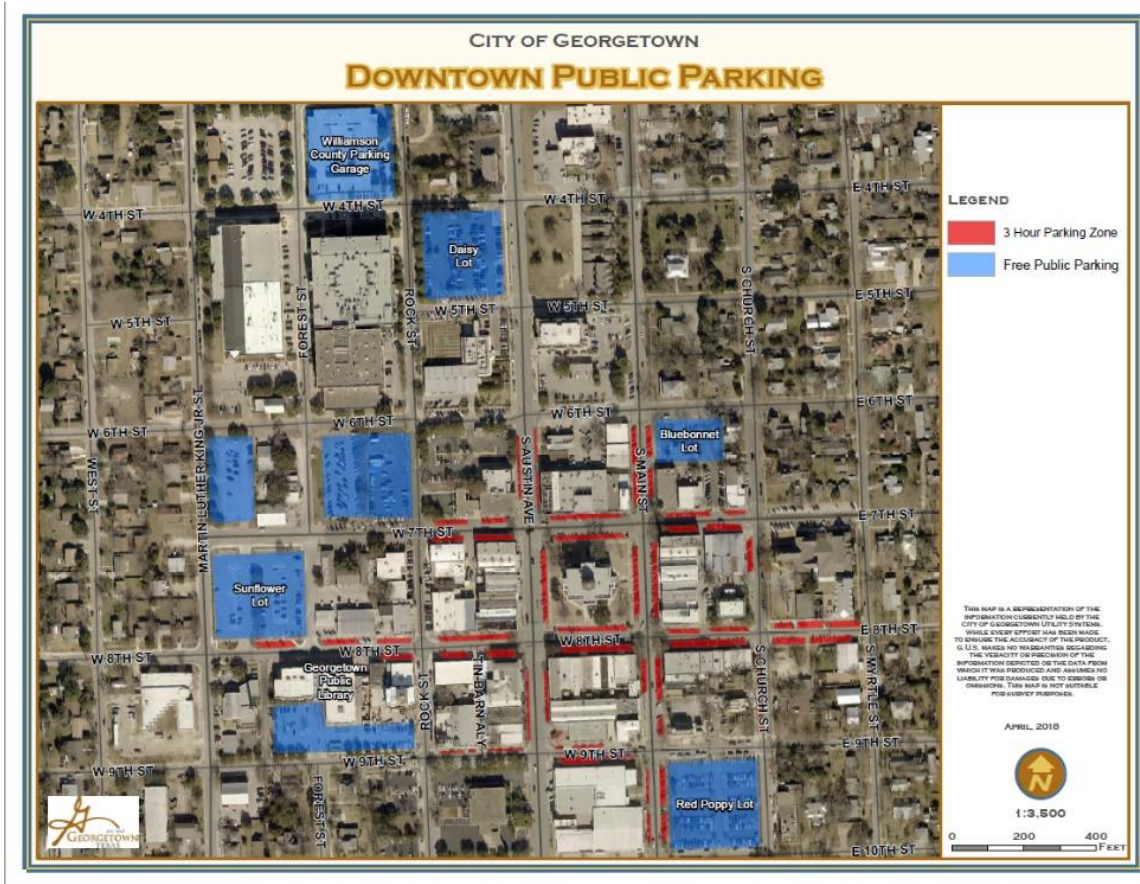


Photo credit: City of Georgetown

Concerns were brought up that downtown parking wasn't enforced. Consider consistent but randomly scheduled enforcement during the week to keep the "parking creep" by downtown business and property owners and employees at bay. On-street parking is highly valuable for small businesses and should be customer-only parking during weekday business hours.

Support for Downtown Efforts

The merchant association is incredibly engaged and committed to downtown. The City recognizes the value and impact of downtown given the creation of the Downtown Advisory Committee. The County is a partner in reconfiguring government offices to create development opportunities. In order to sustain established momentum, a paid employee dedicated to the revitalization of the district is needed. This role, whether funded solely by the City or in partnership with the EDC, merchant association (whatever formula), will harness the energy of stakeholders and organize efforts through the execution of strategic projects.

A dedicated employee will enable business owners to focus on nurturing their craft and product which enhance the personality of downtown Kaufman. Consider becoming a Certified Local Government through the Texas Historical Commission and tap into grant funds for downtown projects. For more information on the [program](#).

Be sure to tap into up to 10% of economic development sales tax funds to help market downtown Kaufman as a travel and tourism destination.

Business Retention, Expansion and Recruitment

Strong small businesses are vital for a vibrant downtown. Downtown Kaufman is home to some wonderful, locally owned businesses that offer unique products and services with friendly customer service. With the transition of many courthouse activities to the new justice center, it is likely that some of the law offices currently downtown will relocate.

Relocating County offices outside of downtown and into the 1956 courthouse creates an exciting opportunity. Partner with the County to release a RFP for the corner County Annex buildings. As a geographical anchor in downtown, consider a mixed-use project in the space. For example, a destination restaurant (other than Tex Mex) in the bottom level, with residential on the upper floor would be a great addition. Recruiting specific types of businesses to fill those vacancies will be key. The team was happy to hear that the EDC offers incentive opportunities to destination businesses that commit to operating hours geared towards entertainment.

Until a larger variety of restaurants are recruited to downtown, consider removing barriers to allow more food trucks that don't directly compete with any downtown restaurants to participate at downtown special events. People will travel for good food and drink, and it keeps locals and visitors in downtown longer which increases the likelihood they will spend more money downtown.

Offices with “dead space” in the front ½ or ¼ of the building might consider hosting a pop-up retailer or activity during special events, especially during the holiday shopping season, to activate the dead storefronts.

During First Friday events, City Center Waco staff worked with downtown partners to host pop up photo bars. The photo bars activated non-retail locations and allowed different types of businesses to get involved.



Photo credits: Wendy Gragg

Capitalize on being the “Fastest Growing County in the Nation” by making sure that fact is not a best kept secret. Get it out there since folks want to be part of the energy. Just be selective of who comes knocking on your door to improve downtown. There should be timelines shown on when a business plan or project will be started and completed so developers don't sit on properties to flip them.

Texas Treasure Award – Noble Meat Company seems to be a story worth telling. Consider applying for this prestigious award and spotlight the character and personality of a business that has been in the community for 100 years.

Business recruitment efforts should focus on creating experiences downtown. The community is looking for something to do, especially for families and kids - small-scale sports and/or entertainment facility – axe throwing, escape room,

bowling alley, or live music would bring energy downtown after 5 p.m. Prioritize this type of use whether it be the business owner or a developer. Also consider adding some amenities for kids, a splash pad or skate park are some options that have worked in other downtown districts.

Online sales and on social media are successfully being used by some downtown retailers, consider an economic incentive to get other downtown retailers selling more products online and becoming more social media savvy. Denison won a 2021 TXDT President's Award for their [E-commerce Accelerator Incentive](#).

Arts & Culture as Economic Development

Public art adds color and vibrancy to a downtown district and is an excellent way to engage residents. Identify high-impact walls for murals and call for local artists. Hyper local would be ideal but it didn't seem clear if there was a strong presence of creatives in the immediate community. Work closely with the local downtown artist, Greg Doster, and explore a partnership in collaborating with his network. Consider public art beyond murals.

A few years ago, the City of Garland hosted two community art projects and invited residents of all ages to contribute. The first project involved a paint by number mural designed by a local artist, while the second project utilized recyclable materials to create a sculpture garden. Participants did not need to have any training or skills – just the ability to follow instructions.



Photo credits: City of Garland

Recently, the City of Pittsburg kicked off a public art project. Local high schoolers were invited to submit their designs for banners honoring local heroes who have contributed to community success while the backside of the banners feature self-portraits of the student artists.

If interested in becoming a [Texas Cultural District](#), reach out to other communities that have pursued the designation - Georgetown has taken advantage of this opportunity and would be a great resource to discuss pros and cons.

Downtown Denison was recognized for their initiative focused on transforming the necessary evil of dumpsters into works of public art. They're an expert on creating opportunity out of a trashy situation – reach out to them on tricks of the trade.

Downtown Events

Team members heard from stakeholders that downtown events can be challenging because of the state highways and the lack of autonomy the City has over closures. Without dedicated staff, adding events just for the sake of having more events, is not a sustainable solution for long-term downtown development and revitalization.

Different types of events encourage different types of action. Quality of life events bring people together for celebrations like the 4th of July or a Christmas parade. Awareness events like vacant building tours or workshops on historic building maintenance raise interest and awareness about available downtown properties. Fundraising events are used to raise funds for downtown projects and programs. Retail shopping events are designed to encourage attendees to spend money. Ideally, Downtown Kaufman has a schedule of events that attracts a variety of attendees.

Consider consistently having one weekly night before the holiday season where the majority of all downtown retailers stay open later, preferably a Thursday or a day that would help expand the weekend so folks may stay over longer from out of town.

A holiday season kickoff event like Levelland's Ladies Night Out can attract visitors from the region – or even from across the state. This award winning event is highly anticipated and tickets sell out quickly. Attendees are treated to limo and carriage rides, receive gift bags with products and discounts, and formally dressed doormen welcome shoppers at each participating business. Business owners report record sales during the event.



Photo credits: City of Levelland

Heritage Park

Truly commit to activating and maintaining this space – photo op, master gardener program, outdoor gallery, outdoor movies, meditation/yoga sessions, outdoor dining alfresco with rotating chefs, campfire tales. The building on site can be as integrated into the event (or not) as needed but should be maintained as if occupied.

Downtown Longview is home to Pelaia Plaza/JT Smith Sculpture Garden. This park features green space, art, a stage, and native landscaping and is used daily by downtown workers and visitors, and during special events.

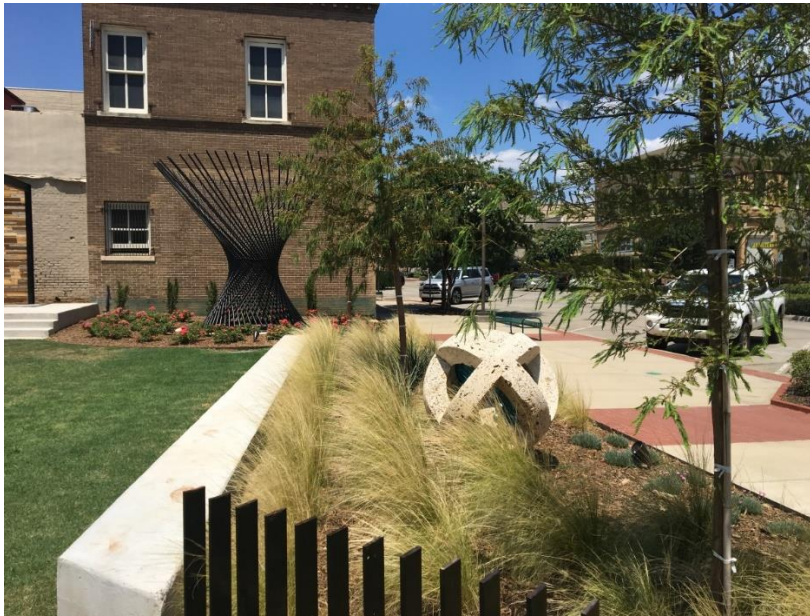


Photo credits: City of Longview

Schedule Annual Leadership Road Trips

Road trip! Visit other successful downtowns for observation and best practices with a particular focus on county seats such as San Marcos and Georgetown. Before visiting, schedule meetings with City, EDC, Downtown Merchants, and Chamber staff as well as downtown business owners to learn about successes and challenges. Both San Marcos and Georgetown have held the title of “Fastest Growing County in the Nation” in years past. Texas Downtown staff can assist in getting Kaufman representative connected, if needed.

Partnerships

Downtown Kaufman is home to private, public, and nonprofit entities. The Kaufman Downtown Merchants, business owners, and other supporters are dedicated and have crafted events and activities to entice people downtown. It is vital that the merchant group expand its partners and recruit more locals to contribute to downtown efforts while momentum continues to build. Young locals, especially teenagers, should be targeted. Volunteer burnout is real, and a small group of merchants cannot be expected to shoulder the burden of downtown development on their own. The [Historic Granbury Merchants Association](#) is one of the oldest merchant groups in the state and works closely with the City, Chamber, and other local organizations for downtown programming and events. The [Waxahachie Downtown Merchant Association](#) is another strong merchant group that allows business to coordinate activities and cross promotions.

Get KISD and their student work programs/internships involved in downtown. The earlier you can get buy-in from students, the more they will feel ownership of downtown and will want to stay in Kaufman after high school. This is your potential future workforce. Add local mascot flags to downtown as store open flags on the sidewalks or in storefronts to create more hometown support and energy for local teams.

The City of Mesquite partnered with the Mesquite ISD to create promotional videos about local business owners. Students were responsible for filming and editing the pieces that were shared on social media and later by Dallas news station WFAA during Small Business Saturday promotions.

The Gathering at Corner Theatre in downtown Mesquite is a church and much more. They are an active partner to downtown revitalization efforts. Church leadership chose the location – the former Rodeo City Music Hall – to connect with young residents and create a space not only for worship but also for community, including a downtown coffee shop with community art on the walls. Pastor Brad Brandt and the church actively supports the local arts community. He would be happy to visit with the leadership of ReChurch to share their story and discuss how the church can be engaged in efforts for downtown.



Photo credits: City of Mesquite

Partner with the Chamber to start up a young professional's group. Let them plan where they want to meet but encourage downtown locations. Amarillo recently won a TEDC award for their young professional's program so steal some ideas and make them your own.

Have a professional strategic board facilitator come in to set up goals for downtown and the Chamber to work together on for the future.

Mid-Range Recommendations

Planning

The defined geographical limits of the district should be assessed in consideration of development opportunities. Expand the Central Business District (CBD) to include a buffer zone for offices and denser, more urban-styled housing developments such as tiny homes or multi-family near the downtown district for new residents or locals who want to live a more pedestrian lifestyle.

Building Maintenance and Improvements

Many downtown buildings include modern, sheet metal awnings that are painted a variety of colors. The awnings are not original and distract from the building's original architecture.

Actively encourage the removal of oversized corrugated metal awnings that cover up transom windows and other architectural details. Move towards replacing the awnings with tie-rod flat canopies for pedestrian shade. Upper stories that are used for storage would benefit from uncovering the exterior of the windows from the outside and installing black or dark colored screening from inside the windows. This allows the second story to read as open space rather than storage or vacant.



Photo credit: Texas Downtown

A City or EDC grant incentive program that focuses on removal of the metal awnings and restoring the original facades could encourage property owners to make improvements. The Denison Development Alliance offers a Façade Reclamation Grant that offers funding to uncover and weatherproof buildings' original facades until owners are ready to restore.

Take advantage of the [Texas PACE](#) program, and educate local bankers, property owners and contractors regularly on the program so they can take full advantage of making their downtown properties more energy efficient and financially affordable at the same time.

Upper-Floor Housing and Lodging

Encourage, incentivize, and prioritize development of upper vacant floors for residential and lodging purposes to meet demand. Downtown Denison is home to 60+ upper-floor residences. Reference the specifics of their [incentive programs](#) for details.

Also, for a nationwide snapshot here is a recent Main Street America report on downtown and neighborhood commercial district residential, "[At Home on Main Street](#)"

Long-Term Recommendations

TXDOT

Transportation Alternative (TA) Program - TxDOT administers TA funds for locally sponsored bicycle and pedestrian infrastructure projects in communities across the state. For this year's Statewide Call for Projects, new project categories expand eligibility to include all population areas across Texas; additionally, non-infrastructure projects (active transportation plans, safe routes to school programs, etc.) are eligible for funding awards. [Learn more.](#)

TIRZ

Consider establishing a Tax Increment Reinvestment Zone to create funding for improvements within the downtown district boundaries. Connect with a developer and forecast funding needing to finish out the justice center or restore the county courthouse. Additionally, funding could support the initiatives and budget of the dedicated staff member to downtown.

Infrastructure

Infrastructure projects take time to plan and fund. While streetscape improvements were completed on the square itself, adjacent blocks will undoubtedly require updates and maintenance in upcoming years. Once the limits of the district are finalized, prioritize missing streetscape connections and enhancements to complete the physical perception of space and feel.

Street Trees

Texas is not getting cooler, so to increase the walkability of downtown Kaufman, especially during the summer months, consider planting appropriate, native street trees at the corners or between property lines to encourage more locals and tourists to park once and walk the district.



Meeting Date: 11-15-2022	Date: 11-5-2022	Item #: 4	Dept.: KEDC
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(Check one)

☐ Consent	☒ Action	☐ Discussion
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SUBJECT:
 Consider and take appropriate action on the minutes from the October 11, 2022 Kaufman Economic Development Corporation meetings.

BACKGROUND:
 Minutes from the October regular meeting of the Kaufman EDC Board.

Author: Stewart McGregor, KEDC Executive Director	Reviewed: Stewart McGregor, KEDC Executive Director
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Cost: N/A	Funds Available: N/A	Source: N/A
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Recommendation:
 N/A

Safe & Secure	Business Friendly/Economic Development	Partnership & Community Involvement	Healthy & Environmentally Cons. Comm.	Financial & OPS Stewardship
☐	☐	☐	☐	☒



Meeting Date: 11-15-2022	Date: 11-05-2022	Item #: 5	Dept.: KEDC
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(Check one)

☐ Consent	☒ Action	☐ Discussion
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SUBJECT:
 Consider and take appropriate action on a Purchase and Sale Agreement on the City-owned property at 112 S. Jackson Street for Project Pegasus.

BACKGROUND:
 The KEDC has been working with Project Pegasus, a business prospect looking to relocate to Downtown Kaufman for several months. Project Pegasus inquired about the opportunity to purchase “as is” the City-owned property at 112 S. Jackson St. (former Senior Citizen’s Center). After discussions with the City Council and business prospect, a tentative deal was reached. The City’s attorney is currently working on the purchase and sale agreement and further details regarding the sale will be shared with the KEDC Board of Directors during the KEDC meeting on 11/15/22. No funds will be expended by the KEDC regarding this sale since the property is owned by the City of Kaufman.

Author: Stewart McGregor, KEDC Executive Director	Reviewed: Stewart McGregor, KEDC Executive Director
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Cost: N/A	Funds Available: N/A	Source: N/A
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Recommendation:
Board Action

Safe & Secure ☐	Business Friendly/Economic Development ☒	Partnership & Community Involvement ☐	Healthy & Environmentally Cons. Comm. ☐	Financial & OPS Stewardship ☐
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