



Minutes of the
White Settlement City Council,
Planning and Zoning Commission, and
Economic Development Corp.

City Hall, 214 Meadow Park Drive
White Settlement, Texas

February 12, 2020
6:00 p.m.

CALL TO ORDER

Mayor White called the meeting to order at 6:00 p.m. announcing a quorum of members present as follows: Council Member Paul Moore, Mayor Pro Tem Evelyn Spurlock, Council Member Amber Munoz, Council Member Christina Grudzinski, and Council Member Gregg Geesa. Board Members present included Marolee Lunsford, Roger Chambers, Victor Correlajo, Edward Delgado, Ann Smith, Pat Wirsing, and Steve Groomer.

Executive Staff present included City Manager, City Secretary and City Attorney. Other staff present included Community Services Director, Communications Manager and City Marshals.

Others present included Mr. Trent Petty and Mr. Kirk McDaniel of Petty and Associates.

WORKSHOP

Members of the City Council, Planning and Zoning Commission, and the Economic Development Corporation Board of Directors will meet with the City of White Settlement Economic Development Consultant, Mr. Trent Petty, to discuss the 2040 Comprehensive Plan.

Mr. Trent Petty was introduced and led the workshop. Mr. Petty arranged the room with workstations for council members and board members to participate in group exercises during the meeting. Mr. Petty asked audience members who are not on a board or the council to excuse themselves from the table area to audience member seating. After the meeting format was explained, Mr. Petty explained his intended goal for the meeting which included a presentation of:

- Goal – get input
- What Economic Development is NOT – Net Net Loss
- What Economic Development IS – Attracting, Retaining Development
- Direct cost benefit formula
- No “going back” thinking - prior goals – sales tax
- EDC Strategic Plan
- “If you cannot measure it, you cannot change it”

Members participated in the first group exercise relating to mission and vision statements. The groups presented responses to Mr. Petty’s posed question “How is White Settlement better than today if we accomplish the mission and visions statement”.

The second group exercise related to five specific priorities necessary to realize the mission and vision.

Each table presented their answers to both exercises. After taking information from the exercises, Mr. Petty presented the following as the top priorities:

- Revitalize
- Develop
- Rebrand
- Rethink

Mr. Petty continued to discuss ranking of growth imperatives and looking at potential mixed use areas Mr. Petty brought his presentation to a close discussing The Mechanics of Improvement: How which included:

- Tax Increment Reinvestment Zone
- Economic Incentives
- Special Taxing Districts
- Public/Private Partnerships
- Strategic Land Assembly
- Opportunity Zones
- Strategic Plan Expectations

ADJOURNMENT

With there being no further discussion Mayor White adjourned the meeting at 8:35 PM.

Approved this 3rd day of March, 2020



Ronald A. White

Ronald A. White, Mayor

ATTEST:

Amy Arnold

Amy Arnold, TRMC, CMC

City Secretary