

AGENDA
SUNNYVALE 4B DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, MAY 10, 2016
TOWN HALL – 127 N. COLLINS RD.
6:00 P.M.

CALL MEETING TO ORDER

President calls meeting to order, state the date and time. State Members present and declare a quorum present.

PUBLIC FORUM

Citizens may speak on any matter other than personnel matter or matters under litigation. No actions or discussion will be taken until such matter is placed on the agenda and posted in accordance with law. Please observe the time limit of three (3) minutes.

DISCUSSION / ACTION ITEMS

- 1. DISCUSS AND CONSIDER REGULAR MEETING MINUTES FROM APRIL 2016**
- 2. DISCUSS AND CONSIDER THE APRIL 2016 FINANCIAL REPORT AND RELATED FINANCIAL ITEMS**

EXECUTIVE SESSION AGENDA:

A. SECTION 551.072. DELIBERATIONS ABOUT REAL PROPERTY

A GOVERNMENTAL BODY MAY CONDUCT A CLOSED MEETING TO DELIBERATE THE PURCHASE, EXCHANGE, LEASE, OR VALUE OF REAL PROPERTY IF DELIBERATION IN AN OPEN MEETING WOULD HAVE A DETRIMENTAL EFFECT ON THE POSITION OF THE GOVERNMENTAL BODY IN NEGOTIATIONS WITH A THIRD PERSON.

PROPERTY LOCATED AT OR ABOUT U.S. HWY 80 & COLLINS ROAD

B. SECTION 551.087 – ECONOMIC DEVELOPMENT

TO DELIBERATE THE OFFER OF A FINANCIAL OR OTHER INCENTIVE TO A BUSINESS PROSPECT.

PROSPECTS AT OR ABOUT U.S. HWY 80 & COLLINS ROAD

END OF EXECUTIVE SESSION

- 3. DISCUSS AND CONSIDER A MARKETING PROPOSAL FROM EISENBERG AND ASSOCIATES**

4. DISCUSS FUTURE AGENDA ITEMS AND EVENTS

ADJOURN

ALL LOCATIONS IDENTIFIED ARE IN THE TOWN OF SUNNYVALE UNLESS OTHERWISE INDICATED. FOR A DETAILED PROPERTY DESCRIPTION, PLEASE CONTACT THE BUILDING OFFICIAL AT TOWN HALL. PLEASE SILENCE ALL CELLULAR PHONES OR OTHER ELECTRONIC DEVICES WHILE IN ATTENDANCE AT THIS MEETING.

THE SUNNYVALE 4B 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 TEXAS GOVERNMENT CODE SECTION 551.071 (CONSULTATION WITH ATTORNEY), 551.072 (DELIBERATION ABOUT REAL PROPERTY), 551.073 (DELIBERATIONS ABOUT GIFTS AND DONATIONS), 551.074 (PERSONNEL MATTERS), 551.076 (DELIBERATIONS ABOUT SECURITY DEVICES), AND 551.086 (ECONOMIC DEVELOPMENT).

THE TOWN OF SUNNYVALE IS COMMITTED TO COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (ADA). REASONABLE ACCOMMODATIONS AND EQUAL ACCESS TO COMMUNICATIONS WILL BE PROVIDED TO THOSE WHO PROVIDE NOTICE TO THE DIRECTOR OF COMMUNITY SERVICES AT 972-226-7177 AT LEAST 48 HOURS PRIOR TO THE MEETING.

THE FOREGOING NOTICE WAS POSTED IN THE FOLLOWING LOCATIONS:

SUNNYVALE ISD 417 E. TRIPP ROAD
SUNNYVALE LIBRARY AT 402 TOWER PLACE

I HEREBY CERTIFY THAT THE FOREGOING NOTICE WAS POSTED ON FRIDAY, MAY 6, 2016, IN THE FOLLOWING LOCATION AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING:

TOWN HALL AT 127 N. COLLINS ROAD

LESLIE BLACK, TOWN SECRETARY



MINUTES
SUNNYVALE 4B DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, APRIL 12, 2016
TOWN HALL – 127 N. COLLINS RD.
6:30 P.M.

	PRESIDENT	MICHAEL GIORDANO
	VICE-PRESIDENT	JAVIER TORRES
	SECRETARY	DEBI LOCKHART
ABSENT	TREASURER	SARAH BRADFORD
	MEMBER	MARK VAN VESSEM
	MEMBER	POLLYE HUNTER
	MEMBER	NIKI ANTHONY

CALL MEETING TO ORDER

President Giordano called the meeting to order at 6:30 p.m. Member Bradford was absent.

PUBLIC FORUM

Citizens may speak on any matter other than personnel matter or matters under litigation. No actions or discussion will be taken until such matter is placed on the agenda and posted in accordance with law. Please observe the time limit of three (3) minutes.

None.

DISCUSSION / ACTION ITEMS

1. DISCUSS AND CONSIDER THE FEBRUARY 2016 FINANCIAL REPORT, THE MARCH 2016 FINANCIAL REPORT, AND RELATED FINANCIAL ITEMS

The financial reporting for February & March 2016 was presented for review & discussion by Phyllis Moore, Finance Assistant. The Board reviewed the financial overview for 4B Development Corporation.

Secretary Lockhart made a motion, seconded, by Member Van Vessem to accept the financial reports as presented. President Giordano called for a vote, and with all members voting affirmative, the motion passed unanimously. Member Bradford was absent.

2. DISCUSS AND CONSIDER THE FISCAL YEAR 2016 MID-YEAR BUDGET AMENDMENT

The budget mid-year amendment was presented, reviewed and discussed.

Secretary Lockhart made a motion, seconded Member Torres, to approve the updated and amended mid-year budget. President Giordano called for a vote, and with all members voting affirmative, the motion passed unanimously. Member Bradford was absent.

3. DISCUSS AND CONSIDER AN UPDATE REGARDING THE ECONOMIC DEVELOPMENT MARKETING AND BRANDING INITIATIVE BEING FACILITATED BY EISENBERG & ASSOCIATES

Economic Development Director, Randall Heye gave an update on the initiative. The Eisenberg initiative recommended tag lines as a marketing approach. Council, 4A and 4B unanimously chose the tag line: *Sunnyvale Where You Shine!*

4. DISCUSS AND CONSIDER A PROPOSAL FOR PROFESSIONAL PHOTOGRAPY SERVICES

Economic Development Director, Randall Heye discussed the request and proposal for contracting professional photography for the Town of Sunnyvale as a part of updating the economic development website and marketing work effort.

Member Anthony made a motion, seconded by Secretary Lockhart, to approve a contract for professional photography and video in the amount not to exceed \$5,500. President Giordano called for a vote, and with all members voting affirmative, the motion passed unanimously. Member Bradford was absent.

5. DISCUSS AND CONSIDER BATTING CAGES AT JOBSON PARK

Economic Development Director, Randall Heye presented options for batting cages at Jobson Park. Members discussed the options, costs and associated variables regarding the cages. Economic Development Director Randall Heye will proceed to purchase two temporary cages as the Board directed. The amount of the two cages is within staff's spending limit.

EXECUTIVE SESSION

Recess into Executive Session pursuant to Chapter 551, Subchapter D of the Texas Government Code:

EXECUTIVE SESSION AGENDA;

A. SECTION 551.072. DELIBERATION ABOUT REAL PROPERTY

A GOVERNMENT BODY MAY CONDUCT A CLOSED MEETING TO DELIBERATE THE PURCHASE, EXCHANGE, LEASE, OR VALUE OF REAL PROPERTY IF DELIBERATION IN AN OPEN MEETING WOULD HAVE A DETRIMENTAL EFFECT ON THE POSITION OF THE GOVERNMENTAL BODY IN NEGOTIATIONS WITH A THIRD PERSON.

PROPERTY LOCATED AT OR ABOUT U.S.HWY 80 & COLLINS ROAD

President Giordano recessed the 4B Economic Development Corporation into Executive Session at 7:13 pm.

END OF EXECUTIVE SESSION

Reconvene into open session and take any action necessary as a result of the Executive Session at 7:25 pm.

ADJOURN

President Giordano adjourned the meeting at 7:26 p.m.

The undersigned presiding officer certifies that this is a true and correct record of the proceedings.

Michael Giordano, President

Attest:

Randall Heye, Economic Development Director

4B Economic Development Corporation Financial Statement April 30, 2016





Town of Sunnyvale 4B Monthly Finance Report

April 30, 2016 (Audited)

Budget: Net Revenues/Expenses: Budget = (\$ 637,184) Actual = (\$ 529,408)

Highlights:

Revenues:	MTD = \$ 55,876.32	YTD = \$1,046,524.16
Expenses:	<u>MTD = \$ 17,870.34</u>	YTD = <u>\$1,575,931.85</u>
Net:	MTD = \$ 38,005.98	YTD =(\$ 529,407.69)

Revenues: Sales tax recorded YTD is \$362,504.13 (actual - 5 months, accrual – 2 months). Interest income recorded YTD is \$150.78. Transfers recorded YTD is \$ 683,869.25 (transfer in from 4A for land purchase @ US 80 and Collins Road).

Expenses: The YTD expenses total \$1,575,931.85 and include 50% of the EDC Director position, 33% of the EDC Assistant position, 1.5 Park Maintenance Technician positions, and the land purchase (13.92 acres at Hwy 80 & Collins Road). MTD expenses include routine payroll, Landscape Maintenance, Sunnyvale Chamber of Commerce (membership dues), Generation Swing Set at Town Center Park, and Leath Hydromulch (Vineyard & Jobson Park field maintenance).

Fund Balance:

Working Capital:

09/30/15	Total Fund Balance	\$1,814,149.75 Audited
04/30/16	Net Revenues/Expenses	(\$ 529,407.69)
04/30/16	Total Fund Balance	\$1,284,742.06

92 -4B SALES TAX CORPORATION

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
ASSETS			
=====			
92-1113	4B COMPASS BANK	1,266,028.80	
92-1441	SALES TAX ACCRUAL	100,000.00	
92-1710	LAND	1,375,000.00	
			2,741,028.80
	TOTAL ASSETS		2,741,028.80
			=====
LIABILITIES			
=====			
92-2110	TRADE PAYABLES	2,681.00	
92-2181	DUE TO GENERAL FUND	78,605.74	
	TOTAL LIABILITIES		81,286.74
EQUITY			
=====			
92-3117	UNRESERVED FUND BALANCE	1,814,149.75	
92-4311	INVESTMENT IN FIXED ASSETS	1,375,000.00	
	TOTAL BEGINNING EQUITY	3,189,149.75	
	TOTAL REVENUE	1,046,524.16	
	TOTAL EXPENSES	1,575,931.85	
	TOTAL REVENUE OVER/(UNDER) EXPENSES	(529,407.69)	
	TOTAL EQUITY & REV. OVER/(UNDER) EXP.		2,659,742.06
	TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.		2,741,028.80
			=====

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: APRIL 30TH, 2016

92 -4B SALES TAX CORPORATION
 FINANCIAL SUMMARY

58.33% OF FISCAL YEAR

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUE SUMMARY					
5100-TAXES	600,000.00	55,854.41	362,504.13	60.42	237,495.87
5400-TRANSFERS IN	0.00	0.00	683,869.25	0.00 (683,869.25)
5500-OTHER REVENUES	300.00	21.91	150.78	50.26	149.22
TOTAL REVENUES	600,300.00	55,876.32	1,046,524.16	174.33 (446,224.16)
EXPENDITURE SUMMARY					
92-4B SALES TAX CORPORATI	1,237,484.00	17,870.34	1,575,931.85	127.35 (338,447.85)
TOTAL EXPENDITURES	1,237,484.00	17,870.34	1,575,931.85	127.35 (338,447.85)
REVENUES OVER/(UNDER) EXPENDITURES	(637,184.00)	38,005.98 (529,407.69)	(107,776.31)

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: APRIL 30TH, 2016

92 -4B SALES TAX CORPORATION

58.33% OF FISCAL YEAR

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
5100-TAXES					
92-5140 SALES TAX RECEIPTS	600,000.00	55,854.41	362,504.13	60.42	237,495.87
TOTAL 5100-TAXES	600,000.00	55,854.41	362,504.13	60.42	237,495.87
5400-TRANSFERS IN					
92-5402 TRANSFER IN	0.00	0.00	683,869.25	0.00 (683,869.25)
TOTAL 5400-TRANSFERS IN	0.00	0.00	683,869.25	0.00 (683,869.25)
5500-OTHER REVENUES					
92-5510 INTEREST EARNED	300.00	21.91	150.78	50.26	149.22
TOTAL 5500-OTHER REVENUES	300.00	21.91	150.78	50.26	149.22
TOTAL REVENUES	600,300.00	55,876.32	1,046,524.16	174.33 (446,224.16)

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: APRIL 30TH, 2016

92 -4B SALES TAX CORPORATION
 92-4B SALES TAX CORPORATI

58.33% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
LABOR AND BENEFITS					
92-692-6000 WAGES & SALARIES	98,458.00	7,313.15	55,743.07	56.62	42,714.93
92-692-6001 OVERTIME	500.00	127.08	741.13	148.23 (241.13)
92-692-6002 TMRS	12,356.00	977.01	7,440.21	60.22	4,915.79
92-692-6003 BUY BACK	600.00	470.85	2,472.90	412.15 (1,872.90)
92-692-6004 PAYROLL TAXES	7,532.00	563.32	4,196.48	55.72	3,335.52
92-692-6005 EMPLOYEE INSURANCE	14,538.00	947.68	8,138.63	55.98	6,399.37
TOTAL LABOR AND BENEFITS	133,984.00	10,399.09	78,732.42	58.76	55,251.58
SUPPLIES AND MATERIALS					
CONTRACTUAL SERVICES					
92-692-6370 LANDSCAPE MAINTENANCE CONTRACT	28,000.00	5,400.00	18,900.00	67.50	9,100.00
92-692-6371 PROFESSIONAL SERVICES	80,000.00	0.00	25,485.15	31.86	54,514.85
TOTAL CONTRACTUAL SERVICES	108,000.00	5,400.00	44,385.15	41.10	63,614.85
TRAINING/DUES/SUBSCRIPT					
92-692-6512 GENERAL OFFICE SUPPLIES	500.00	0.00	219.80	43.96	280.20
TOTAL TRAINING/DUES/SUBSCRIPT	500.00	0.00	219.80	43.96	280.20
CAPITAL OUTLAYS & PROJEC					
92-692-6751 LEGAL SERVICES	10,000.00	0.00	0.00	0.00	10,000.00
92-692-6830 OUTSIDE TRAINING EXPENSE	5,000.00	0.00	1,755.71	35.11	3,244.29
92-692-6891 TRANSFERS OUT INDIRECT COSTS	80,000.00	0.00	0.00	0.00	80,000.00
92-692-6912 BUSINESS DEVELOPMENT & MKT	10,000.00	234.95	4,144.25	41.44	5,855.75
TOTAL CAPITAL OUTLAYS & PROJEC	105,000.00	234.95	5,899.96	5.62	99,100.04
CAPITAL-BUILDING IMPROVEM					
CAPITAL-TOWN IMPROVEMENT					
92-692-9210 RETAIL INCENTIVES	100,000.00	0.00	0.00	0.00	100,000.00
92-692-9211 TOWN BEAUTIFICATION	15,000.00	0.00	0.00	0.00	15,000.00
92-692-9212 SURVEILLANCE EQUIPMENT	0.00	282.30	9,685.46	0.00 (9,685.46)
92-692-9213 PARKS AND TRAILS	160,000.00	1,554.00	64,089.56	40.06	95,910.44
TOTAL CAPITAL-TOWN IMPROVEMENT	275,000.00	1,836.30	73,775.02	26.83	201,224.98
CAPITAL IMPROVEMENTS					
92-692-9611 CAPITAL MAINTENANCE EQUIPMENT	15,000.00	0.00	0.00	0.00	15,000.00
TOTAL CAPITAL IMPROVEMENTS	15,000.00	0.00	0.00	0.00	15,000.00
CAPITAL-PARK/REC IMPROVEM					
92-692-9728 LAND ACQUISITION	600,000.00	0.00	1,372,919.50	228.82 (772,919.50)
TOTAL CAPITAL-PARK/REC IMPROVEM	600,000.00	0.00	1,372,919.50	228.82 (772,919.50)
TOTAL 92-4B SALES TAX CORPORATI	1,237,484.00	17,870.34	1,575,931.85	127.35 (338,447.85)
TOTAL EXPENDITURES	1,237,484.00	17,870.34	1,575,931.85	127.35 (338,447.85)

TOWN OF SUNNYVALE
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: APRIL 30TH, 2016

92 -4B SALES TAX CORPORATION
92-4B SALES TAX CORPORATI

58.33% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES

CURRENT
BUDGET

CURRENT
PERIOD

YEAR TO DATE
ACTUAL

% OF
BUDGET

BUDGET
BALANCE

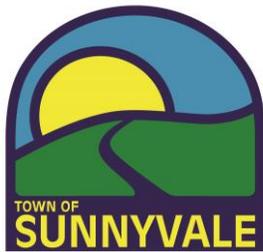
REVENUES OVER/(UNDER) EXPENDITURES

(637,184.00)

38,005.98 (

529,407.69)

(107,776.31)



Town of Sunnyvale

Item: 3

Economic Development Branding

May 10, 2016

Prepared By: Randall Heye; Director of Economic Development

Consent **Public Hearing** **Discussion** **Action**

Summary:

DISCUSS AND CONSIDER A MARKETING PROPOSAL FROM EISENBERG AND ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$9,500

Background

As the Dallas-Fort Worth region continues to grow, it is becoming easier for communities to get “lost in the crowd” when it comes to economic development. To become a competitive economic development community, the Sunnyvale Development Corporations must begin marketing and differentiating the community to targeted audiences.

There are seven primary techniques used to reach economic development prospects:

- Advertising (e.g. print brochures, trade publications, online advertising)
- Publicity (e.g. unpaid news stories)
- Promotional materials (e.g. website, small gifts)
- Direct mail (e.g. postcards)
- Personal selling (e.g. ICSC’s Deal Making Event, site visits, prospecting)
- Email (e.g. virtual newsletters)
- Web 2.0 (e.g. social media)

Staff has been actively prospecting with the commercial real estate community in North Texas. Brokers, leasing agents, tenant reps, site location consultants, and developers are a primary source for new leads and prospects. These individuals have offered intelligence on trends within the region as well as feedback on Sunnyvale’s competitive position in the marketplace. They have reaffirmed staff’s assessment; the community’s previous marketing efforts are insufficient for future use.

Last year the 4B Development Corporation approved engaging Eisenberg and Associates to facilitate efforts leading to an economic development branding and marketing campaign. As a part of this first phase work effort, the selected firm facilitated an interactive, highly-focused workshop with stakeholders from the community. The structured workshop led the stakeholders toward a consensus on the most compelling messaging option specific to economic development.

For phase two, staff is recommending that the Board continue to utilize Eisenberg and Associates for the creative campaign development in an amount not to exceed \$9,500.

Staff Recommendation

Staff recommends the Board a marketing proposal with Eisenberg and Associates for phase two of the ongoing work effort.