

**AGENDA**  
**SUNNYVALE 4B DEVELOPMENT CORPORATION**  
**BOARD OF DIRECTORS**  
**TUESDAY, SEPTEMBER 13, 2016**  
**TOWN HALL – 127 N. COLLINS RD.**  
**6:30 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 AUGUST 2016**
- 2. DISCUSS AND CONSIDER THE AUGUST 2016 FINANCIAL REPORT AND RELATED FINANCIAL ITEMS**
- 3. DISCUSS AND CONSIDER DEVELOPMENT OPPORTUNITIES WITH THE YMCA OF METROPOLITAN DALLAS**
- 4. DISCUSS AND CONSIDER AN UPDATE ON THE ECONOMIC DEVELOPMENT BRANDING AND MARKETING WORK EFFORT BY EISENBERG & ASSOCIATES**

**EXECUTIVE SESSION**

Recess into executive session pursuant to Chapter 551, Subchapter D of the Texas Government Code:

**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  
THE LAKE RAY HUBBARD SES RAIL SPUR**

**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**

Reconvene into open session and take any action necessary as a result of the Executive Session.

**5. 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, SEPTEMBER 9, 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**

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**LESLIE BLACK, TOWN SECRETARY**



**MINUTES  
SUNNYVALE 4B DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS  
TUESDAY, AUGUST 9, 2016  
TOWN HALL – 127 N. COLLINS RD.  
6:30 P.M.**

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

**CALL MEETING TO ORDER**

President Giordano called the meeting to order at 6:33 p.m. Secretary Lockhart, Treasurer Bradford and Member Hunter were 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 REGULAR MEETING MINUTES FROM JULY 2016**

Member Van Vessem made a motion, seconded by Member Anthony, to accept the July 2016 regular minutes. President Giordano called for a vote, and with all members voting affirmative, the motion passed unanimously. Secretary Lockhart, Treasurer Bradford and Member Hunter were absent

**2. DISCUSS AND CONSIDER THE JULY 2016 FINANCIAL REPORT AND RELATED FINANCIAL ITEMS**

Phyllis Moore, Finance Assistant, reviewed and presented the July 2016 financial report and related financial items.

A motion was made to accept the financials by Member Van Vessem, seconded by Vice President Torres. President Giordano called for a vote, and with all members voting

affirmative, the motion passed unanimously. Secretary Lockhart, Treasurer Bradford and Member Hunter were absent.

**3. DISCUSS AND CONSIDER ENGAGING NATIONAL VALUATION CONSULTANTS FOR AN APPRAISAL REVIEW REPORT IN THE AMOUNT OF \$9,650 REGARDING THE LHSES RAIL SPUR**

Economic Development Director Heye explained that the previous appraisal commissioned by Luminant for the LHSES Rail Spur utilized an across the fence methodology as an economic corridor. After additional research, staff believes the appraiser should have used a net liquidation value methodology. A net liquidation value methodology accounts for the highest and best use as either a trail or sold to adjacent property owners.

Under the proposed scope of work, National Valuation Consultants will provide review the existing appraisal and provide an alternative valuation with a more appropriate methodology. President Giordano called for a motion to approve as requested. A motion was made by Vice President Torres, seconded by Member Anthony. With all members voting affirmative, the motion passed unanimously. Secretary Lockhart, Treasurer Bradford and Member Hunter were absent.

**4. DISCUSS AND CONSIDER THE PURCHASE OF A TORO 74267 60" MOWER IN AN AMOUNT NOT TO EXCEED \$15,000**

Economic Development Director Heye presented an overview regarding the need to acquire the Toro 74267 60" Mower. Director Heye reviewed the variable pricing from vendors for the Toro 74267 model. There were further discussions on whether this was our preferred brand or model. The discussion was supported by varying comments about our existing inventory of Toro's, their lifespan and surrounding area municipality's choices for brands.

President Giordano called for a motion to approve as requested. A motion was made by Vice President Torres, seconded by Member Van Vessem. With all members voting affirmative, the motion passed unanimously. The item was approved and sent to the Sunnyvale Town Council for final approval. Secretary Lockhart, Treasurer Bradford and Member Hunter were absent

**5. DISCUSS AND CONSIDER A LANDSCAPE MAINTENANCE AGREEMENT IN AN AMOUNT NOT TO EXCEED \$35,000**

Economic Development Director Heye presented an overview of the recent history regarding the landscape maintenance agreements and the proposed scope of work for Fiscal Year 2017.

President Giordano called for a motion to approve as requested. A motion was made by Member Van Vessem, seconded by Member Anthony. With all members voting

affirmative, the motion passed unanimously. The item was approved and sent to the Sunnyvale Town Council for final approval. Secretary Lockhart, Treasurer Bradford and Member Hunter were absent.

## **6. DISCUSS AND CONSIDER A PROPOSED SUNNYVALE DOG PARK**

Economic Development Director Heye opened up the discussion to consider a proposed Sunnyvale dog park. Director Heye indicated that the item was on the project list for 4B and has been the source of varying levels of discussion. Director Heye indicated that location, size, functionality, and acceptance in the community were a few of the items that should be researched and a general recommendation presented to the Board for review.

Board members made comments on the approach, location and potential for the community and concurred that Director Heye should pursue the overview further in the next several months.

### **EXECUTIVE SESSION**

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

#### **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**

President Giordano recessed the 4B Economic Development Corporation into Executive Session at 7:25 P.M.

### **END OF EXECUTIVE SESSION**

Reconvene into open session and take any action necessary as a result of the Executive Session at 7:45 P.M.

President Giordano called for a motion to approve the purchase and sale agreement with Provident Realty Advisors for the property owned by the Sunnyvale 4B Development Corporation and to authorize the execution of the agreement by the Town Manager or his designee.

A motion was made by Vice President Torres, seconded by Member Van Vesseem. With all members voting affirmative, the motion passed unanimously. Secretary Lockhart, Treasurer Bradford and Member Hunter were absent.

## **7. DISCUSS FUTURE AGENDA ITEMS AND EVENTS**

Member Anthony asked about holiday decorations for the Town of Sunnyvale and any ongoing efforts to increase the holiday presence. Member Anthony referenced other communities to place festoon lights, banners, or festive placards along main thoroughfares.

### **ADJOURN**

President Giordano adjourned the meeting at 7:52 p.m.

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

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Michael Giordano, President

Attest:

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Randall Heye, Economic Development Director

*4B Economic Development Corporation  
Financial Statement  
August 31, 2016*

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## Town of Sunnyvale 4B Monthly Finance Report

### August 31, 2016 (Audited)

**Budget:** Net Revenues/Expenses: Budget = (\$ 752,755) Actual = (\$ 466,759)

**Highlights:**

Revenues:	MTD = \$ 63,643.17	YTD = \$1,282,753.31
Expenses:	<u>MTD = \$ 104,928.78</u>	YTD = <u>\$1,749,512.16</u>
Net:	MTD =(\$ 41,285.61)	YTD =(\$ 466,758.85)

Revenues: Sales tax recorded YTD is \$598,647.05 (actual - 9 months, accrual – 2 months). Interest income recorded YTD is \$237.01. Transfers recorded YTD is \$ 683,869.25 (transfer in from 4A for land purchase @ US 80 and Collins Road).

Expenses: The YTD expenses total \$1,749,512.16 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, monthly landscape maintenance, National Valuation Consultants (retainer for appraisal review, rail spur), Leath Lawns & Hydromuch (park field maintenance), and Eisenberg & Associates (half page ad for Retail Live Event).

**Fund Balance:**

**Working Capital:**

09/30/15	Total Fund Balance	\$1,814,149.75 Audited
08/31/16	Net Revenues/Expenses	(\$ 466,758.85)
08/31/16	Total Fund Balance	\$1,347,390.90

92 -4B SALES TAX CORPORATION

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
<b>ASSETS</b>			
=====			
92-1113	4B COMPASS BANK	1,377,483.43	
92-1441	SALES TAX ACCRUAL	100,000.00	
92-1710	LAND	1,375,000.00	
			2,852,483.43
	TOTAL ASSETS		2,852,483.43
			=====
<b>LIABILITIES</b>			
=====			
92-2110	TRADE PAYABLES	2,681.00	
92-2181	DUE TO GENERAL FUND	127,411.53	
	TOTAL LIABILITIES		130,092.53
<b>EQUITY</b>			
=====			
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	1,282,753.31	
	TOTAL EXPENSES	1,749,512.16	
	TOTAL REVENUE OVER/(UNDER) EXPENSES	( 466,758.85)	
	TOTAL EQUITY & REV. OVER/(UNDER) EXP.		2,722,390.90
	TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.		2,852,483.43
			=====

TOWN OF SUNNYVALE  
 REVENUE & EXPENSE REPORT (UNAUDITED)  
 AS OF: AUGUST 31ST, 2016

92 -4B SALES TAX CORPORATION  
 FINANCIAL SUMMARY

91.67% OF FISCAL YEAR

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<b>REVENUE SUMMARY</b>					
5100-TAXES	600,000.00	63,621.26	598,647.05	99.77	1,352.95
5400-TRANSFERS IN	687,500.00	0.00	683,869.25	99.47	3,630.75
5500-OTHER REVENUES	250.00	21.91	237.01	94.80	12.99
<b>TOTAL REVENUES</b>	<b>1,287,750.00</b>	<b>63,643.17</b>	<b>1,282,753.31</b>	<b>99.61</b>	<b>4,996.69</b>
<b>EXPENDITURE SUMMARY</b>					
92-4B SALES TAX CORPORATI	2,040,505.00	104,928.78	1,749,512.16	85.74	290,992.84
<b>TOTAL EXPENDITURES</b>	<b>2,040,505.00</b>	<b>104,928.78</b>	<b>1,749,512.16</b>	<b>85.74</b>	<b>290,992.84</b>
<b>REVENUES OVER/(UNDER) EXPENDITURES</b>	<b>( 752,755.00)</b>	<b>( 41,285.61)</b>	<b>( 466,758.85)</b>		<b>( 285,996.15)</b>

TOWN OF SUNNYVALE  
 REVENUE & EXPENSE REPORT (UNAUDITED)  
 AS OF: AUGUST 31ST, 2016

92 -4B SALES TAX CORPORATION

91.67% OF FISCAL YEAR

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<hr/>					
5100-TAXES					
92-5140 SALES TAX RECEIPTS	600,000.00	63,621.26	598,647.05	99.77	1,352.95
TOTAL 5100-TAXES	600,000.00	63,621.26	598,647.05	99.77	1,352.95
5400-TRANSFERS IN					
92-5402 TRANSFER IN	687,500.00	0.00	683,869.25	99.47	3,630.75
TOTAL 5400-TRANSFERS IN	687,500.00	0.00	683,869.25	99.47	3,630.75
5500-OTHER REVENUES					
92-5510 INTEREST EARNED	250.00	21.91	237.01	94.80	12.99
TOTAL 5500-OTHER REVENUES	250.00	21.91	237.01	94.80	12.99
<hr/>					
TOTAL REVENUES	1,287,750.00	63,643.17	1,282,753.31	99.61	4,996.69
	=====	=====	=====	=====	=====

TOWN OF SUNNYVALE  
 REVENUE & EXPENSE REPORT (UNAUDITED)  
 AS OF: AUGUST 31ST, 2016

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

91.67% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<b>LABOR AND BENEFITS</b>					
92-692-6000 WAGES & SALARIES	99,910.00	9,656.49	90,829.88	90.91	9,080.12
92-692-6001 OVERTIME	1,200.00	5.78	954.87	79.57	245.13
92-692-6002 TMRS	13,469.00	1,193.29	11,986.73	88.99	1,482.27
92-692-6003 BUY BACK	5,093.00	0.00	3,986.22	78.27	1,106.78
92-692-6004 PAYROLL TAXES	7,715.00	686.87	6,824.46	88.46	890.54
92-692-6005 EMPLOYEE INSURANCE	14,632.00	1,263.85	12,956.05	88.55	1,675.95
TOTAL LABOR AND BENEFITS	142,019.00	12,806.28	127,538.21	89.80	14,480.79
<b>SUPPLIES AND MATERIALS</b>					
<b>CONTRACTUAL SERVICES</b>					
92-692-6370 LANDSCAPE MAINTENANCE CONTRACT	35,800.00	2,700.00	27,000.00	75.42	8,800.00
92-692-6371 PROFESSIONAL SERVICES	80,000.00	8,352.50	48,337.65	60.42	31,662.35
TOTAL CONTRACTUAL SERVICES	115,800.00	11,052.50	75,337.65	65.06	40,462.35
<b>TRAINING/DUES/SUBSCRIPT</b>					
92-692-6512 GENERAL OFFICE SUPPLIES	500.00	0.00	487.27	97.45	12.73
TOTAL TRAINING/DUES/SUBSCRIPT	500.00	0.00	487.27	97.45	12.73
<b>CAPITAL OUTLAYS &amp; PROJEC</b>					
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	2,739.92	54.80	2,260.08
92-692-6891 TRANSFERS OUT INDIRECT COSTS	80,000.00	80,000.00	80,000.00	100.00	0.00
92-692-6912 BUSINESS DEVELOPMENT & MKT	12,500.00	500.00	12,353.59	98.83	146.41
TOTAL CAPITAL OUTLAYS & PROJEC	107,500.00	80,500.00	95,093.51	88.46	12,406.49
<b>CAPITAL-BUILDING IMPROVEM</b>					
<b>CAPITAL-TOWN IMPROVEMENT</b>					
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	1,600.00	10.67	13,400.00
92-692-9212 SURVEILLANCE EQUIPMENT	9,686.00	0.00	9,685.46	99.99	0.54
92-692-9213 PARKS AND TRAILS	160,000.00	570.00	66,850.56	41.78	93,149.44
TOTAL CAPITAL-TOWN IMPROVEMENT	284,686.00	570.00	78,136.02	27.45	206,549.98
<b>CAPITAL IMPROVEMENTS</b>					
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
<b>CAPITAL-PARK/REC IMPROVEM</b>					
92-692-9728 LAND ACQUISITION	1,375,000.00	0.00	1,372,919.50	99.85	2,080.50
TOTAL CAPITAL-PARK/REC IMPROVEM	1,375,000.00	0.00	1,372,919.50	99.85	2,080.50
TOTAL 92-4B SALES TAX CORPORATI	2,040,505.00	104,928.78	1,749,512.16	85.74	290,992.84
TOTAL EXPENDITURES	2,040,505.00	104,928.78	1,749,512.16	85.74	290,992.84

TOWN OF SUNNYVALE  
REVENUE & EXPENSE REPORT (UNAUDITED)  
AS OF: AUGUST 31ST, 2016

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

91.67% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES

CURRENT  
BUDGET

CURRENT  
PERIOD

YEAR TO DATE  
ACTUAL

% OF  
BUDGET

BUDGET  
BALANCE

REVENUES OVER/(UNDER) EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES OVER/(UNDER) EXPENDITURES	( 752,755.00)	( 41,285.61)	( 466,758.85)	(	285,996.15)



# Town of Sunnyvale

Item: 3

YMCA of Metropolitan Dallas

September 13, 2016

**Prepared By: Randall Heye; Director of Economic Development**

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

**Summary:**

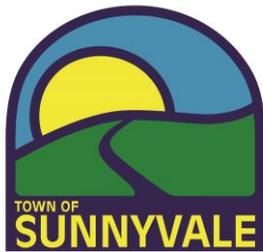
**DISCUSS AND CONSIDER DEVELOPMENT OPPORTUNITIES WITH THE YMCA OF METROPOLITAN DALLAS**

**Background**

Recognizing the Board's ongoing interest to partner and leverage funds with outside entities, Town staff contacted the YMCA of Metropolitan Dallas. The purpose was to inquire how the YMCA of Metropolitan Dallas selects new facility locations and to explore what development opportunities might exist for a community like Sunnyvale. Staff has had very high level conversations with the entity and would like to share the information with the Board.

**Staff Recommendation**

Staff recommends the Board receive the presentation.



# Town of Sunnyvale

Item: 4

Economic Development Marketing

September 13, 2016

**Prepared By: Randall Heye; Director of Economic Development**

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

**Summary:**

**DISCUSS AND CONSIDER AN UPDATE ON THE ECONOMIC DEVELOPMENT BRANDING AND MARKETING WORK EFFORT BY EISENBERG & ASSOCIATES**

**Background**

Last year the 4B Development Corporation approved engaging Eisenberg & 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 Sunnyvale.

For phase two, Eisenberg & Associates are currently working on the creative campaign development. Staff would like to provide the Board an update and solicit feedback regarding the deliverables thus far.

**Staff Recommendation**

Staff recommends the Board receive the presentation and provide feedback.