

**NOTICE OF MEETING
SEABROOK ECONOMIC DEVELOPMENT CORPORATION
THURSDAY, FEBRUARY 09, 2017 AT 7:00 P.M.**

NOTICE IS HEREBY GIVEN THAT THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF SEABROOK WILL MEET ON **THURSDAY, FEBRUARY 09, 2017 AT 7:00 P.M. AT SEABROOK CITY HALL**, 1700 FIRST STREET, SEABROOK, TEXAS TO CONSIDER, AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO THE AGENDA ITEMS LISTED BELOW.

ALTHOUGH THIS IS NOT A SEABROOK CITY COUNCIL MEETING, MEMBERS OF THIS BODY MAY ATTEND AND A QUORUM OF THIS BODY MAY BE PRESENT.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR OTHER ACCOMMODATIONS OR INTERPRETIVE SERVICES, MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (281) 291-5600 OR FAX (281) 291-5710 FOR FURTHER INFORMATION.

1. PUBLIC COMMENTS AND ANNOUNCEMENTS

At this time comments will be taken from the audience on any subject matter, whether or not that item is on the agenda. All comments are limited to a maximum of four minutes for each speaker, shall be limited to City business or City-related business or matters of the general public interest, and shall not include any personal attacks. In accordance with the Open Meetings Act, Corporation members may not discuss or take action on any item that has not been posted on the agenda. When your name is called, please come to the podium and state your name and address clearly into the microphone before making your comments. Thank You.

2. PRESENTATIONS

- 2.1. EDC Director's report on economic development activities for January 2017.
(Chavez)

Documents:

[DIRECTORS REPORT.PDF](#)
[EDC BUDGET.PDF](#)

- 2.2. The Retail Coach presentation on retail strategies services proposal. (Chavez)

Documents:

[SEABROOKTXFULLRECRUITMENTPROPOSALDECEMBER2016.PDF](#)

- 2.3. Bi-annual Communications and Marketing Report and 2017 Advertising Update
(Dearman)

Documents:

[2016EDCCOMMREPORT.HTML](#)

3. EXECUTIVE SESSION

3.1. 551.072

Pursuant to Section 551.072, Texas Government Code, conduct executive session to deliberate the purchase, exchange, lease, or value of real property, as deliberation in an open meeting would have detrimental effect on the position of the EDC/City in negotiations with a third person.

4. OPEN SESSION

The EDC Board will reconvene in open session to allow for possible action on the agenda items listed above under "Executive Session".

5. NEW BUSINESS - The Corporation will discuss, consider, and if appropriate, take action on the items listed below.

5.1. Consider and take all appropriate action on a proposed 3 year contract of services from The Retail Coach for retail strategies services. (Chavez)

Documents:

[SEABROOKEDCPSA.PDF](#)

5.2. Consider and take all appropriate action on Facade Improvement Grant Program changes. (Chavez)

Documents:

[SEABROOK FACADE IMPROVEMENT PROGRAM 2017.PDF](#)

5.3. Consider and take all appropriate action on a streetscape design for an incentive project and consider further action for directing staff to prepare a project notice. (Chavez)

6. ROUTINE BUSINESS - The Corporation will discuss, consider, and if appropriate, take action on the items listed below.

6.1. Approve minutes of the December 08, 2016 regular EDC meeting and January 12, 2017 special joint meeting. (Patel)

Documents:

[12-8-16 DRAFT MINUTES.PDF](#)

[1-12-17 DRAFT MINUTES.PDF](#)

6.2. Update on SH 146 Expansion.

6.3. Establish future meeting dates and agenda items.

THE EDC BOARD RESERVES THE RIGHT TO HEAR ANY OF THE ABOVE DESCRIBED AGENDA ITEMS THAT QUALIFY FOR AN EXECUTIVE SESSION IN AN EXECUTIVE SESSION BY PUBLICLY ANNOUNCING THE APPLICABLE SECTION NUMBER OF THE OPEN MEETINGS ACT, (CHAPTER 551 OF THE TEXAS GOVERNMENT CODE, AND VERNON'S TEXAS CODES ANNOTATED, IN ACCORDANCE WITH THE AUTHORITY CONTAINED IN ONE OR MORE OF THE FOLLOWING SECTIONS: SECTION 551.071, CONSULTATION WITH ATTORNEY; SECTION 551.072, REAL PROPERTY; SECTION 551.073, DELIBERATION REGARDING A PROSPECTIVE GIFT; SECTION 551.074, PERSONNEL MATTERS; SECTION 551.076, SECURITY DEVICES; AND SECTION 551.087, ECONOMIC DEVELOPMENT) THAT JUSTIFIES EXECUTIVE SESSION TREATMENT.

CERTIFICATE

I certify that this notice was placed on the bulletin board at Seabrook City Hall on or before Monday, February 06, 2017 at 5:00 p.m. and that it will remain posted until the meeting has ended.

Pat Patel
EDC Administrative Assistant



DATE: February 09, 2017

TO: EDC Board

FROM: Paul Chavez, EDC Director

RE: Monthly Activities for January

My action items over the past 30 days include:

Week of January 2

- Reviewing bylaws and incentive forms with Gayle Cook and Steve Weathered
- Developing a Certificate of Compliance for companies who receive incentive awards from the EDC
- Review consultants for retail recruitment strategies
- Start developing one-sheet of the latest Seabrook demographic data

Week of January 9

- Follow up with prospects on sites in Seabrook (restaurants, attorney office site, gym, bar/club)
- Follow up with CVS on site relocation
- Follow up with Gayle Cook on SH146 actions, broker actions, and the revisions to the incentive application
- Start working on the semi-annual report to City Council
- Meeting with Tookie's Seafood incentive requirements
- 2017 EDC advertising campaign meeting
- Developer meeting with Sean Landis and Gayle Cook
- Special meeting on Thursday with EDC and City Council
- Meeting with developer on the former Turtle Club site

Week of January 16

- Meeting with Mario's Pizza on their site relocation efforts and potential incentive application
- Start distributing Buy Local books to area hotels
- Follow up with Gayle on (1) Merlion, (2) Incentive Application changes and (3) Façade Improvement Program changes
- Follow up with new broker for WMF sites in Seabrook
- Webinar on Retail Strategies for 2017
- Meeting with Seabrook Marina on demolition grant application
- Follow up on references from Buxton Group and The Retail Coach

Week of January 23

- Meeting with Seabrook Marina representatives on their project

- Meeting with CVS on their relocation plans post SH146
- Meeting with Mr. Patel from Hill's Liquor on updates to available properties
- Attending the H-GAC Main Street seminar
- Economic Alliance Prospect meeting
- Updating and posting the Seabrook Business Incentive Application
- Continue edits to the EDC's semi-report due to City Council in March

Week of January 30

- Meeting with Cambridge Development Group rep on commercial / mixed use development in Seabrook
- Continue follow up on Merlion project
- Meeting with Seabrook House of Flowers on their upcoming move in Seabrook
- Continue working on appointments for ICSC Trade Show in May
- Meeting with CEVA Logistics on site selection and SH146 expansion
- EDC Agenda items prepared and reviewed

SEABROOK ECONOMIC DEVELOPMENT CORPORATION -- 2016-2017 BUDGET

EXPENSES	BUDGET														TOTAL	REMAINING	
		10/31/2016	11/30/2016	12/31/2016	1/31/2017	2/28/2017	3/31/2017	4/30/2017	5/31/2017	6/30/2017	7/31/2017	8/31/2017	9/30/2017				
4010 - Office Supplies	100	0	0	0										0	100		
5010 - Advertising	82,000	1,710	2,952	10,000	14,182									28,844	53,156		
5020 - Dues & Subscriptions	1,485	0	2,096	270										2,366	-881		
5030 - Services	2,430	0	0	0										0	2,430		
5182 - Trail Maintenance	30,000	0	0	0										0	30,000		
5215 - Engineering / GIS	40,000	0	0	0										0	40,000		
5220 - Legal	36,000	3,000	3,000	3,000	3,000									12,000	24,000		
5227 - Consulting	52,806	12,500	0	0	8,750									21,250	31,556		
5300 - Training & Conferences	21,000	750	47	2,756	570									4,123	16,877		
5465 - Misc Expenses	1,500	14	53	49	94									210	1,290		
5617 - Economic Development Projects	250,000	0	0	0										0	250,000		
5620 - Econ Dev Incentive Program	551,750	0	0	0										0	551,750		
6250 - Administrative Services	200,000	16,667	16,667	16,667	16,667									66,667	133,333		
6255 - Transfer to Enterprise Fund Project	198,250	16,521	16,521	16,521	16,521									66,083	132,167		
		\$1,467,321	\$51,161	\$41,336	\$49,263	\$59,784	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$201,544	\$1,265,777	
REVENUE																TOTAL	DELTA
7100 - Sales Tax *	835,619	68,397	92,005	72,512	50,112										283,026	552,593	
9510 - Interest Income	8,000	1,085	1,103	1,325	14										3,527	4,473	
9520 - Other Income	1,000	0	0		360										360	640	
		\$844,619	\$69,482	\$93,108	\$73,837	\$50,486	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$286,913	\$557,706	
TOTAL PROFIT / (LOSS)		-\$622,702	\$18,321	\$51,772	\$24,574	-\$9,298	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$85,369		
* Sales tax figures are from two months prior of posting date. e.g. - October sales tax revenues were generated in August																	
FUND BALANCE																	
		\$3,337,285	\$3,389,813	\$3,413,078	\$3,405,089												
Cash In Bank plus TEXPOOL / Unrestricted and Emergency Reserve																	

6255 - Transfer to Enterprise Fund Project - water tank relocation project



RETAIL STRATEGY

CITY OF SEABROOK, TEXAS

DECEMBER 29, 2016



TheRetailCoach®

Creating places to relax, dine and shop.

AUSTIN

HOUSTON

TUPELO

THERETAILCOACH.NET

800.851.0962

INFO@THERETAILCOACH.NET

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“Our purpose is to provide an uncommon level of customized service and expertise to help communities move beyond the data to retail expansion and development results.”

C. KELLY COFER, CCIM

PRESIDENT & CEO, THE RETAIL COACH, LLC



RECRUITING RETAIL ACROSS THE NATION

THE RETAIL COACH HAS SERVED MORE THAN 400
CLIENTS IN MORE THAN 30 STATES.

16+
YEARS OF
SERVICE

88%
REPEAT
CLIENTS

Firm Profile

For more than 16 years, The Retail Coach (TRC) has been the “go-to firm” for municipalities, economic development organizations, chambers of commerce, real estate developers, and retailers seeking practiced advice on retail strategy, property development, property redevelopment, and urban revitalization.

As the first transaction-oriented retail real estate advisory firm in the nation—with experience in more than 400 communities and repeat assignments with over 88 percent of them—we provide tailored, end-to-end retail economic development strategies for clients.

Our success lies in our unique private-sector perspectives and experiences—that of a retailer and a retail real estate practitioner. These unique abilities and insights are based on knowledge gained from working as a national site selector in the corporate real estate department for an NYSE-traded national retailer and as a real estate broker representing retailers with programmed market analyses and site selection.

Our Retail:360[®] Process approach is tailored to each client’s specific needs, goals, and opportunities, and includes the following phases:

- Metro Research
- Community Core Analysis
- Marketing & Branding
- GIS Site Mapping Platform
- Retailer Recruitment
- Action Plan
- Developer Recruitment
- Supportive Retail Coaching to ensure clients gain a competitive edge in the marketplace
- Urban Revitalization

Our experiences and strategies have assisted in the leasing, selling, development, and redevelopment of millions of square feet of freestanding, urban, strip center, mixed-use, and mall projects throughout the United States.

Project Team



C. KELLY COFER, CCIM **PRESIDENT/CEO**

CEO C. Kelly Cofer founded The Retail Coach 16 years ago and continues to blend his expertise in retail real estate and corporate site selection with his knowledge of economic and community development to assist more than 400 communities across the U.S. in reaching their retail potential. As a recognized expert in finance, market research and analysis, urban and suburban retail, property development and redevelopment, Kelly's 30 years of experience in the retail real estate

business are unmatched. The Retail Coach was born from Kelly's determination to see communities succeed and to give city leaders the knowledge and ability to recruit retail.

Kelly lead the site selection for new stores and headed the rollout for national restaurants and retail brands as a commercial real estate broker in Dallas, Texas. As Vice President of a land development firm, Kelly conducted the identification and acquisition of prime retail development properties in the state of Texas. His extensive experience includes national site selection in the corporate real estate department of a NYSE-traded national retailer leading market analysis and new market site selection.

Kelly attended the Economic Development Institute at the University of Oklahoma, holds a Bachelor of Science degree from Texas A&M University, and earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute.

As a nationally recognized speaker, Kelly has given speeches and led seminars on retail real site selection, retail development, community and economic development, and urban revitalization for industry organizations throughout the United States.



AARON FARMER **SENIOR VICE PRESIDENT**

For ten years, Aaron Farmer has served as the Senior Vice President of The Retail Coach. Aaron's knowledge of the retail industry has helped him lead projects in over 20 states, providing successful retail strategies and retail recruitment to public and private clients.

Aaron holds a Bachelor of Science degree in Marketing from the Mays Business School and a Masters of Business Administration from Texas A&M University. Prior to joining The Retail Coach, Aaron was employed in

marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinko's, Sally Beauty Supply, Adidas, Concentra, and the National Association of Subway Franchises.

As a highly sought-after speaker, Aaron has given presentations to organizations and municipalities throughout the United States. He is also the instructor for the Texas EDC and the Economic Development Council of Colorado's Basic Economic Development Course.

Using his extensive national retail and real estate developer network within the retailing industry, Aaron has successfully recruited major brands, including Costco, Academy Sports + Outdoors, SuperTarget, Walmart Supercenter, Sprouts, and HomeGoods, to municipalities across the United States



SCOTT EMISON

VICE PRESIDENT – OPERATIONS

Scott Emison, Director-Retail Strategy, believes retail is the most important modern-day economic driver and is passionate about working with municipalities to seek and execute their potential for better retail and, ultimately, a better quality of life. With a background in architecture and business development, Scott has found his true calling in a marriage of the two at The Retail Coach.

After the devastation that ripped through the Mississippi Gulf Coast during Hurricane Katrina, Scott worked in an Honors Master Planning Studio to help rebuild the area. He studied Urban Planning Design and Documentation while studying abroad in Vicenza, Italy. He graduated cum laude with a Bachelor of Architecture from Mississippi State University, where he interned at the Carl Small Town Center. He holds an Urban Planning Certification from the MSU Gulf Coast Community Design Studio and previously served on the Downtown Tupelo Main Street Association Design Committee. He worked as an adjunct instructor teaching workforce level drafting and design classes. Scott has eight years of project management experience working in commercial architecture and development.

With experience in planning and design, Scott focuses on trying to understand what makes each client community unique and tailors a strategy to reflect the community's current needs and vision for the future.



KIM WIYGUL-WILLIAMS

DIRECTOR – MARKETING

An energetic and creative visionary with expertise in successfully generating consistent and effective marketing concepts and designs, Kim Wiygul-Williams brings 20+ years of experience to The Retail Coach as Marketing Director. While working in higher education for 12 years, Kim served as Director of Graphic Design and Photography at Itawamba Community College. Kim holds a Master of Business Administration degree, and has received several awards from the Mississippi Press Association and College Public Relations Association of Mississippi for her photography, graphic design and copywriting. In her spare time, she exhibits her photography at juried art shows across the south.



KIMBERLY ALLRED

PROJECT MANAGER

Kimberly Allred graduated cum laude from the University of Mississippi with a Bachelor's degree in International Studies and Spanish. She returned to Ole Miss to receive a Master of Business Administration. While in college, Kimberly was a student of the Croft Institute for International Studies and a member of the Sally McDonnell Barksdale Honors College where she traveled extensively from studying abroad in Spain to thesis research in San Francisco. Her previous career experience includes political campaign scheduling and finance, business consulting for several small businesses and non-profits, and retail management with the iconic retail brand Anthropologie. The critical thinking, interpersonal, and customer service skills she acquired in these positions propel her forward in the role of Project Manager, where Kimberly serves as the clients' go-to member of The Retail Coach team. A talented painter, Kimberly channels her creativity into marketing client communities at The Retail Coach.



MATTHEW LAUTENSACK

RESEARCH ANALYST – RETAIL STRATEGY

Oswego, New York, native Matthew Lautensack brings a specialization in technology integration to The Retail Coach team. Proficient in user experience, digital platform design, ecommerce, and digital advertising, Matthew is a tremendous asset to our staff. As the Director of Information Technology and Ecommerce Strategy at SallyeAnder, Inc., in Minetto, New York, Matthew was a part of the lead sales team at industry trade shows, built and maintained the company's web presence, and was the lead on all ecommerce activities.



MARY-MORGAN BURKS

RETAIL RECRUITMENT COORDINATOR

Mary-Morgan Burks has extensive experience in client relations, sales, and business marketing. As a sales representative for the Tom James Company, Mary-Morgan was ranked #3 out of 500+ sales reps during her first month. As a sales intern for The AroundCampus Group, she sold over \$5,000 above the national average. An active member of the community, Mary-Morgan is the treasurer of the City of Tupelo's Quality of Life committee, a mayor-appointed organization in charge of awarding grants for fitness, beautification, and entertainment for the City of Tupelo. She is also an active member of Tupelo Women's Club. With a knack for client management and customer service, Mary-Morgan will help you recruit retail.



MARY-FRANCES STEPHENS

CREATIVE SPECIALIST

When presented with information, technology, and an idea, Mary Frances takes the ordinary and transforms it into the extraordinary. With a Bachelor of Art Degree in Graphic Design from the University of Mississippi and by traveling to over 14 countries, she brings an exciting new perspective to The Retail Coach. As an artist, she is passionate about cultural differences and focusing in on her surroundings with a new light. Mary Frances uses her passions with The Retail Coach by bringing an extra spark in creative marketing for client communities around the nation.

Scope of Services



PHASE 1: METRO RESEARCH

TRC will perform extensive market research to evaluate the Seabrook area and local economy. Using a “macro to micro” approach, economic, and competitive forces that may impact the community’s retail strategy will be analyzed. We will gather market-specific data to identify competition, potential customer bases, and retail brand opportunities.

1.1 | ANALYZING COMPETITIVE MARKET AREAS

- A community must have a clear understanding of the competitive nature of retail recruitment. The community that secures the retail will receive the eventual benefits of increased sales tax revenues and improved quality of life.
- Monitoring what is occurring in competing market areas is essential. What are their advantages? What are their challenges? Are they experiencing significant growth or a shift in their demographic base? What are their current retail offerings? Before analyzing the Seabrook community, TRC will look at competing communities to:
 - Identify economic and market forces that may have a direct and significant impact on retail recruitment and retail development in Seabrook.
 - Document and evaluate primary national and regional retail brands.
 - Create demographic profiles.
 - Identify development trends and challenges that may provide Seabrook a competitive recruitment advantage.
 - Assess retail recruitment incentive programs.

1.2 | ANALYZING THE COMMUNITY

A community, regardless of size, is composed of multiple retail districts.

Each retail district has its own, unique retail trade area and related retail opportunity based on several different factors: retail trade area population served, demographic profile of consumers in the trade area, and road systems serving the district. Some districts have a regional consumer draw, while others may only serve a specific neighborhood within the community. To determine and analyze retail districts, TRC will:

- Tour primary and secondary traffic corridors to evaluate development and redevelopment potential based on an investigation of access, streetscapes, neighborhoods, zoning, topography, and other pertinent factors.
- Document regional and national retail brands.
- Identify, confirm, and map each retail district.
- For each district, identify community and economic development issues.
- For each district, document real estate sites suited for new development and redevelopment.
- For each district, document major retail vacancies.

1.3 | STAKEHOLDER DISCUSSIONS

Community leadership and stakeholder buy-in is key to the strategy. Stakeholders who are not “in on it” may be “down on it.” Buy-in is best accomplished through individual and group meetings.

Discussing the strategy and timelines with public and private stakeholders is a part of our process. Stakeholders may include city staff and representatives, community leaders, real estate brokers, retail developers, property owners, and owners of independent businesses. By gathering stakeholder input, TRC will gain a more comprehensive view of the community’s opportunities and possible challenges.



PHASE 2: COMMUNITY CORE ANALYSIS

2.1 | DETERMINING RETAIL TRADE AREAS

The retail trade area is the foundation of the strategy, and its accuracy is critical. The retail trade area is the geographical area from which a community's retail derive a majority of their business. To best confirm a community's retail trade area, we will execute the following strategic steps:

Mobile Data for Location Decisions

TRC will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Seabrook and its retail districts. This high-confidence data is used to verify retail trade areas and validate retail site selection and expansion decisions.

Discussions with Retailers

TRC will interview national and regional retailers, seeking input on their business performance and, most importantly, where consumers are traveling from—based on point-of-sale data. No one knows the travel and shopping behavior of consumers better than the retailers themselves. This point-of-sale data is significantly more accurate than computer-generated estimates of radial and drive-time populations.

Retail Trade Area Mapping

TRC will delineate a boundary map of the retail trade area using mobile data collected and retailer interviews.

Retail Trade Area Mapping Using Driving Times

TRC will delineate a boundary map of the retail trade area using three (3) unique drive times—areas from which a consumer can reach the community or retail site within designated commute times.

2.2 | DEMOGRAPHIC PROFILING

A community must be able to instantaneously provide information and data sets sought by retailers during the site selection process. The data must be accurate, current, and readily available.

The Retail Coach will create comprehensive 2010 Census, 2016, and 2021 demographic profiles for the retail trade area, Seabrook community, and appropriate drive times. The profile includes the following characteristics:

- Population and projected population growth
- Population growth trends
- Ethnicities
- Average and median household incomes
- Median age
- Households and household growth
- Educational attainment

2.3 | PSYCHOGRAPHIC PROFILING

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers' preferred location criteria. Understanding a consumer's propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and independent retailers.

Understanding consumer behavior and their retail purchasing habits eliminates risk for retailers to make site decisions. Based on the market segmentation system developed by ESRI, TRC will develop a Tapestry Segmentation profile of the households in the retail trade area by using the most advanced socioeconomic and demographic data to:

- Measure consumer attitudes, values, lifestyles, and purchasing behaviors to understand the categories and brands of retailers that may be of interest.
- Graph lifestyle classifications, highlight dominant lifestyle segments, and provide comprehensive definitions of lifestyle segments.
- Rank lifestyle segments and categorize them by summary group, segment code, and segment name.

2.4 | DETERMINING THE DAYTIME POPULATION

- The workplace population or labor market area is important to quick-serve and casual dining restaurants that rely heavily on lunch business.
- A community's labor market may be confined to city boundaries, or it may include areas of employment outside the boundaries. TRC will provide an employment summary report detailing the total number of establishments, by industry, and employee counts within the designated labor market area. This report will provide insight into the "work here" population versus the "live here" population.

2.5 | IDENTIFYING RETAIL GAPS

- A retail gap analysis will determine the level of retail demand for a designated retail trade area. The analysis computes the retail potential of the retail trade area and then compares it to estimated actual sales in the community. The difference is either a leakage, where consumers are traveling outside the community for certain retail goods and services, or a surplus, where consumers are traveling from outside the community for certain retail goods and services. TRC will perform a retail gap analysis to calculate the approximate flow of retail dollars in and out of Seabrook. The retail gap analysis will:
 - Identify retail sales surpluses and leakages for more than 85 retail categories.
 - Distinguish retail categories with the highest prospect for success and quantify their retail potential.

Primary Retail Trade Area | Gap/Opportunity Analysis Summary Shorewood, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	41,376,505	713,221	(40,663,284)	-98%
4511	Sporting Goods, Hobby, Musical Inst Stores	35,800,450	713,221	(35,087,229)	-98%
45111	Sporting Goods Stores	19,196,489	280,582	(18,915,907)	-99%
45112	Hobby, Toys and Games Stores	9,639,543	0	(9,639,543)	-100%
45113	Sew/Needlework/Piece Goods Stores	3,234,158	258,101	(2,976,057)	-92%
45114	Musical Instrument and Supplies Stores	3,730,259	174,538	(3,555,721)	-95%
4512	Book, Periodical and Music Stores	5,576,055	0	(5,576,055)	-100%
45121	Book Stores and News Dealers	4,794,131	0	(4,794,131)	-100%
451211	Book Stores	4,280,705	0	(4,280,705)	-100%
451212	News Dealers and Newsstands	513,426	0	(513,426)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	781,924	0	(781,924)	-100%
452	General Merchandise Stores	244,084,136	74,656,804	(169,427,332)	-69%
4521	Department Stores Excl Leased Depts	107,928,022	393,804	(107,534,218)	-100%
4529	Other General Merchandise Stores	136,156,114	74,263,000	(61,893,114)	-45%
453	Miscellaneous Store Retailers	53,811,469	16,830,777	(36,980,692)	-69%
4531	Florists	2,146,928	432,738	(1,714,190)	-80%
4532	Office Supplies, Stationery, Gift Stores	26,284,208	2,739,605	(23,544,603)	-90%
45321	Office Supplies and Stationery Stores	12,523,346	2,011,335	(10,512,011)	-84%
45322	Gift, Novelty and Souvenir Stores	13,760,862	728,270	(13,032,592)	-95%
4533	Food Miscellaneous Stores	8,514,345	0	(8,514,345)	-100%



2.6 | IDENTIFYING & MARKETING RETAIL SITES

- Retailers are interested not only in the market data on your community, but also in evaluating all available sites that fit their site selection criteria and location preferences. A community must create and maintain a database of prime available properties along with accurate and current marketing information.
- TRC will identify five prime retail sites to market. Selection criteria will be based on the essential factors of regional and national retailers' site selection criteria, including location and character of the area, retail trade area population, traffic and traffic patterns, visibility, adequate parking, available signage, and safety.

2.7 | RECOMMENDATIONS FOR ECONOMIC AND COMMUNITY DEVELOPMENT

- Retailers tend to locate where their investment is the most secure. By looking at your community from their perspective, we provide specifics that lead to retail recruitment and development success.
- TRC has differentiated itself within the industry by creating recommendations and next steps that are unique to each community. Because successful community development precedes successful economic development, we look at your community through the "eyes of a retailer" to deliver a retail strategy that includes specific recommendations for community and economic development.



PHASE 3: MARKETING + BRANDING

- The most critical step in attracting targeted retailers is providing accurate and current site-specific information to corporate site selectors, real estate brokers and developers.

3.1 | RETAIL MARKET PROFILE

- TRC will develop a retail market profile tailored to the specific needs of targeted retailers' essential location criteria. The profile serves as a community introduction and includes:
 - Retail trade area map
 - Location map
 - Traffic count map
 - Demographic profile summary
 - Appropriate logo and contact information

3.2 | RETAIL FEASIBILITY PACKAGES

- TRC will create a retailer-specific retailer feasibility package to address retailers' essential location criteria. The feasibility package includes:
 - Community overview
 - Real estate sites
 - Location map
 - Retail trade area map
 - Existing retailer aerial map
 - Retailer location map
 - Retail trade area demographic profile summary
 - Retail gap analysis summary table
 - Retail trade area psychographic profile
 - Retail trade area demographic profile
 - Community demographic profile
 - Area traffic generators
 - Retail site profiles
 - GIS interactive maps
 - Appropriate logo and contact information

TRC will create an online community dashboard, which is available at www.theretailcoach.net, for visual presentation and easy downloading of marketing information and data sets.

3.3 | RETAIL SITE PROFILES

- TRC will create a retail site profile for each identified site with current site-specific information, including:
 - Location
 - Aerial photographs
 - Site plan
 - Demographic profile
 - Property size and dimensions
 - Traffic count
 - Appropriate contact information

3.4 | REAL ESTATE DEVELOPER OPPORTUNITY PACKAGE

- TRC will create a developer opportunity package for development and redevelopment sites that are identified and analyzed. The package will profile each site based on real estate developers' site selection criteria. The developer package includes:
 - Community overview
 - Location map
 - Retail trade area
 - Demographic trends
 - Aerial imagery
 - Traffic counts
 - Site-line visibility from major and secondary traffic arteries
 - Ingress/egress for primary and secondary traffic arteries
 - Median cuts or possibilities
 - Traffic signal existence or possibilities
 - Site characteristics and topography
 - Appropriate zoning
 - Area retail
 - Residential clustering and support
 - Proximity to "anchor" retailers

- Top employers
- Workplace population
- Potential retail tenants
- TRC will also upload the developer opportunity package to the online community dashboard at www.theretailcoach.net.

3.5 | RETAIL CONFERENCES

TRC will represent Seabrook and market its real estate sites to retailers and real estate developers at retail industry conferences attended. At a minimum, TRC will attend and represent Seabrook at the following conferences:

- ICSC Recon – Las Vegas – May 2017
- RetailLive – Austin – August 2017
- ICSC Deal Making – Dallas – October 2017
- ICSC Deal Making – Atlanta – November 2017
- ICSC Deal Making – Chicago – November 2017





PHASE 4: GIST DATA PLATFORM

5.1 | SITE MAPPING

- As an accredited ESRI Partner, TRC is able to deliver concise, easy-to-access data for the Seabrook community, along with the preloaded 5 prime sites and the 5 new development and redevelopment sites we will be marketing to retailers and developers (Sections 2.7 and 2.8). Considering retail site selectors do much of their research while in hotel rooms and in airports, this is a great advantage to Seabrook. Unique GIST maps and data can be hosted as a stand-alone application on your iPad or embedded within your community's website for "touch of a button" universal usage by retailers, developers, real estate brokers, and existing retailers in Seabrook.
- GIST is a powerful platform that streamlines sites and data into one interactive and centralized location. Demographic, socioeconomic, psychographic, and retail spending layers are detailed down to the block level. With customizable layers to meet the needs of each individual user, real estate brokers, site selectors, and developers can see a community's potential like never before. Each user-friendly map includes clickable layers revealing:

- Median household income
- Population density
- Population growth
- Psychographic lifestyle segmentation
- Ethnicity median home value
- Median age





PHASE 5: RETAILER RECRUITMENT PLAN

5.1 | RECRUITMENT OF RETAILERS

TRC is the first national retail real estate advisory firm to introduce retail recruitment for communities. Sixteen years and more than 400 projects later, the recruitment of retailers remains one of the primary metrics of success.

While accurate and current data are necessary, one of the most important components of a retail strategy is proactive recruitment. Since recruitment is a process, not an event, TRC team is actively engaged in recruitment efforts over a 12-month period to ensure success.

Our recruitment process includes the following steps:

Step 1: Identification of Retail Prospects

TRC must target retail brands that are a good “fit” for the community which means the retail trade area population, disposable incomes, ethnicities, ages, and education levels should meet the retailers’ ideal location criteria.

TRC will identify regional and national retailers whose essential location criteria fit within findings from the metro analysis, community core analysis, retail trade area demographic and psychographic profiles, and retail gap analysis. These retailers will be matched with the specific real estate sites identified.

TRC team will review a preliminary target list with Seabrook staff and work together to prepare a final target list of retailers for recruitment.

Step 2: Recruitment

- Introductory emails and retail market profiles are sent to each targeted retailer.
- Personal telephone calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime sites are sent to the appropriate targeted retailer.
- Personal emails are sent to inform targeted retailers of significant market changes.
- A retailer status report is provided with each retailer’s complete contact information and comments resulting from recruitment activities.
- Personal emails are sent to decision makers once per quarter to continue to seek responses regarding their interest level.



PHASE 6: DEVELOPER RECRUITMENT PLAN

6.1 | RECRUITMENT OF REAL ESTATE DEVELOPERS

Much of recruitment success comes from establishing a network of national retail developers over the past 16 years.

Developer networking and developer recruitment have become key components in a community's retail recruitment and development success. Retailers have specific property requirements based on their site location criteria. A mid- to high-tier retailer might show interest in a community; however, there may not be sufficient ready-to-lease properties matching their needs and brand requirements. Relationships with developers are important in these situations to capitalize on retailer interest and opportunity.

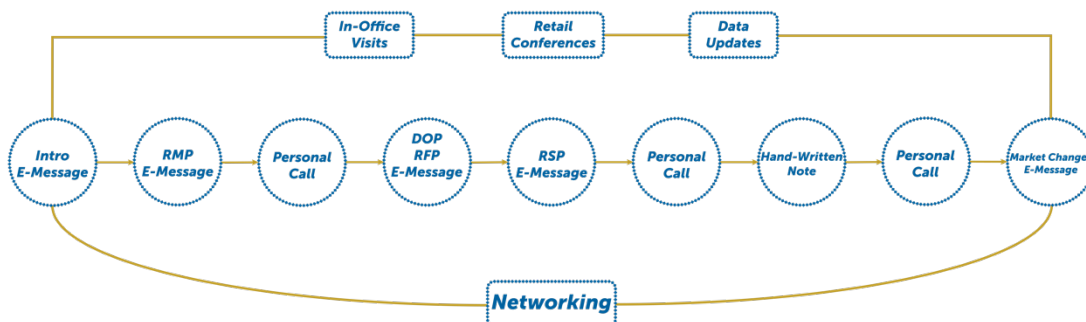
Step 1: Identification of Developer Prospects

- Identify retail real estate developers active in the Texas and the United States.

Step 2: Recruitment

- Introductory emails and developer opportunity packages are sent to developers.
- Personal telephone calls are placed to measure interest level.
- Personal emails are sent to inform developers of the status of interested retailers and any significant community changes.
- A developer status report is provided with each developer's complete contact information and comments resulting from recruitment activities.

Retail/Developer Recruitment Process





PHASE 7: ACTION PLAN

7.1 | NEXT STEPS

- Once the retail strategy has been completed, a detailed “road map” to implementing the strategies and recommendations becomes just as important.
- The retail strategy includes specific community and economic development recommendations for Seabrook gained through our research and analysis. The strategy and recommendations are combined with more than 30 years of experience serving more than 400 clients throughout the U.S. to create an action plan.
- By looking at Seabrook through the eyes of a retailer and real estate developer, we will provide a “next step” plan that ensures the momentum set in motion during each completed phase of this project.
- From simply keeping community data current, to conducting special marketing programs and participating in retail conferences, the action plan will be a logical, feasible, and cost-effective approach to achieving your retail recruitment and development goals.

Action Plan





PHASE 8: RETAIL COACHING

8.1 | RETAIL COACHING

Because retail recruitment is a process, not an event, TRC partners with Seabrook on a long-term basis. TRC team will be available when you have questions, new ideas, need access to GIS mapping, or just want to brainstorm with someone who understands your opportunities as your community grows and develops.

It is critical you continue the recruitment process with the most current data and statistics available to capture these positive changes. In this regard, consider TRC both a sounding board and an experienced resource. We will be available via email and telephone at no additional charge in an off-site advisory capacity for the entirety of the 12-month agreement.

This approach is unique to TRC, and it will contribute to ensuring your community will achieve its retail recruitment and development goals.



Project Expectations

1 | PROJECT REPORTING

The Retail Coach will utilize a reporting process to provide written or electronic project updates on a bimonthly basis.

2 | COMMUNITY TRIPS

TRC team will make a minimum of three site visits to Seabrook during the project.

3 | PROJECT TIMELINE & PRICING

TRC team is available to begin this work immediately upon agreement of terms. The project period is 12 months and Phases 1-3 will be completed within 120 business days. A project timeline will be submitted to staff at the kickoff meeting, indicating trip details and potential delivery dates.

4 | PROJECT PRICING

Project Fees

The total fee for completion of this work is \$30,000, payable in three installments:

- a) \$10,000 upon execution of the agreement;
- b) \$10,000 upon completion of Phases 1, 2 and 3; and
- c) \$10,000 upon presentation of the final strategy.

Project fees are payable within 30 days after receipt of the invoice.

Should Seabrook request a special assignment or additional work not specifically referenced in the contract, TRC will prepare a written authorization to be signed by Seabrook in advance of commencing any additional work.

Reimbursable Project Expenses

It is estimated that reimbursable expenses will be approximately \$3,000. Reimbursable expenses include:

- a) All travel costs;
- b) Cost of special renderings and maps, if any;
 - Cost of copies for reports and maps/drawings; and
- c) Cost of shipping expenses, if any.
 - Project expenses are payable within 30 days after receipt of the expense invoice.
 - TRC will provide the following deliverables on a flash drive.

Deliverables

- TRC has found that communities must have accurate, current information at their fingertips and be able to respond to the requests of corporate retail site selectors, real estate brokers, and developers instantaneously. To enable communities to better meet these demands, we provide select reports in a package format, which includes cover page, appropriate logo and contact information, and sourcing.

PHASE 1: METRO ANALYSIS

- Competing community retailer maps
- Competing community demographic profiles
- Competing community incentive outline
- Retail district map
- Retail district retailer maps
- Stakeholder discussion summary
- Retailer discussion summary

PHASE 2: COMMUNITY CORE ANALYSIS

- Retail trade area map with demographic profile (historical/current/projected)
- 10-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- 15-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- 20-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Seabrook community demographic profile (historical/current/projected)
- Retail trade area psychographic profile, including dominant lifestyle segmentations
- Daytime population summary
- Retail gap analysis, including a summary table showing surpluses and/or leakages
- Land use analysis of five sites along with recommended uses
- Community and economic development observations and recommendations

PHASE 3: MARKETING & BRANDING

- Seabrook retail market profile
- Retailer-specific feasibility studies
- Five retail site profiles
- GIST interactive site mapping platform
- Developer opportunity package

PHASE 4: GIST DATA PLATFORM

PHASES 5-6: RETAILER & DEVELOPER RECRUITMENT PLAN

- Target list of retailers with contact information
- Retailer status report based on retailer contacts
- Target list of real estate developers with contact information
- Developer status report based on developer outreach

PHASE 7: ACTION PLAN

- Strategy implementation plan

PHASE 8: COACHING

Contract Extensions

1 | OPTION: YEAR TWO

- We will update the retail strategy based on an approved timeline. We will make a minimum of one (1) trip to Seabrook during the project.

PHASE 2: COMMUNITY CORE ANALYSIS

- Update trade area map with demographic profile (historical/current/projected)
- Update 10-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update 15-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update 20-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update Seabrook community demographic profile (historical/current/projected)
- Update retail trade area psychographic profile, including dominant lifestyle segmentations
- Update daytime population summary
- Update retail gap analysis, including a summary table showing surpluses and/or leakages
- Update community and economic development observations and recommendations

PHASE 3: MARKETING & BRANDING

- Update Seabrook retail market profile
- Update retailer-specific feasibility studies
- Five retail site profiles
- Update developer opportunity package

PHASE 4: UPDATE GIST DATA PLATFORM

PHASES 5-6: RETAILER & DEVELOPER RECRUITMENT PLAN

- Target list of 10 new retailers with contact information
- Retailer status report based on retailer contacts
- Target list of 10 new real estate developers with contact information
- Developer status report based on developer outreach

PHASE 7: ACTION PLAN

- Update strategy implementation plan

PHASE 8: COACHING

Project Fees

- The total fee for completion of this work is \$20,000, payable in two installments:
 - a) \$10,000 upon exercising of the option;
 - b) \$10,000 upon completion of Phases 1 and 2 updates; and
- Project fees are payable within 30 days after receipt of the invoice.
- Should Seabrook request a special assignment or additional work not specifically referenced in the contract, we will prepare a written authorization to be signed by Seabrook in advance of commencing any additional work.

Reimbursable Project Expenses

- It is estimated that reimbursable expenses will be approximately \$1,000.
Reimbursable expenses include:
 - All travel costs;
 - Cost of special renderings and maps, if any;
 - Cost of copies for reports and maps/drawings; and
 - Cost of shipping expenses, if any.
- Project expenses are payable within 30 days after receipt of the expense invoice.

2 | OPTION: YEAR THREE

- We will update the retail strategy based on an approved timeline. We will make one (1) trip to Seabrook during the project.

PHASE 2: COMMUNITY CORE ANALYSIS

- Update trade area map with demographic profile (historical/current/projected)
- Update 10-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update 15-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update 20-minute drive time retail trade area maps with demographic profiles (historical/current/projected)
- Update Seabrook community demographic profile (historical/current/projected)
- Update retail trade area psychographic profile, including dominant lifestyle segmentations
- Update daytime population summary
- Update retail gap analysis, including a summary table showing surpluses and/or leakages
- Update community and economic development observations and recommendations

PHASE 3: MARKETING & BRANDING

- Update Seabrook retail market profile
- Update retailer-specific feasibility studies
- Five retail site profiles
- Update developer opportunity package

PHASE 4: UPDATE GIST DATA PLATFORM

PHASES 5-6: RETAILER & DEVELOPER RECRUITMENT PLAN

- Target list of 10 new retailers with contact information
- Retailer status report based on retailer contacts
- Target list of 10 new real estate developers with contact information
- Developer status report based on developer outreach

PHASE 7: ACTION PLAN

- Update strategy implementation plan

PHASE 8: COACHING

Project Fees

- The total fee for completion of this work is \$20,000, payable in two installments:
 - a) \$10,000 upon exercising of the option;
 - b) \$10,000 upon completion of Phases 1 and 2 updates; and
- Project fees are payable within 30 days after receipt of the invoice.
- Should Seabrook request a special assignment or additional work not specifically referenced in the contract, we will prepare a written authorization to be signed by Seabrook in advance of commencing any additional work.

Reimbursable Project Expenses

- It is estimated that reimbursable expenses will be approximately \$1,000.
Reimbursable expenses include:
 - All travel costs;
 - Cost of special renderings and maps, if any;
 - Cost of copies for reports and maps/drawings; and
 - Cost of shipping expenses, if any.
- Project expenses are payable within 30 days after receipt of the expense invoice.

**BETTER
RETAIL.
BETTER
COMMUNITIES.**



800.851.0962 | info@theretailcoach.net | www.theretailcoach.com



H2 2016 Economic Development Communications & Marketing Report

The goal of Seabrook's Communications and Marketing department is to inform and engage citizens, businesses and visitors by providing and responding with timely, reliable and accurate information. Many of the activities of this department have a direct impact on the city's image which in turn has an effect on economic development.

Within this document you will find details on activities, projects and metrics that specifically relate to or have an impact on economic development in Seabrook between July 2016 to December 2016.

Advertising

All 2016 advertising efforts kept in theme with My/Your Business Belongs in Seabrook. The following ads ran between July 2016 and December 2016.

- HBJ CRE Decision Maker Persona – digital ad 80K impressions – July 8-22
- HBJ CRE Market Guide – ¼ page print ad – July 29
- HBJ CRE Decision Maker Persona – digital ad 130k impressions – August 1-31
- HBJ CRE Developers Section – ¼ page ad – September 2
- HBJ CRE Decision Maker Persona – digital ad 80K impressions – October 7-21
- HBJ Office Space Leasing Guide – ¼ page print ad – October 7
- REDNews Eblast Flyer September/October

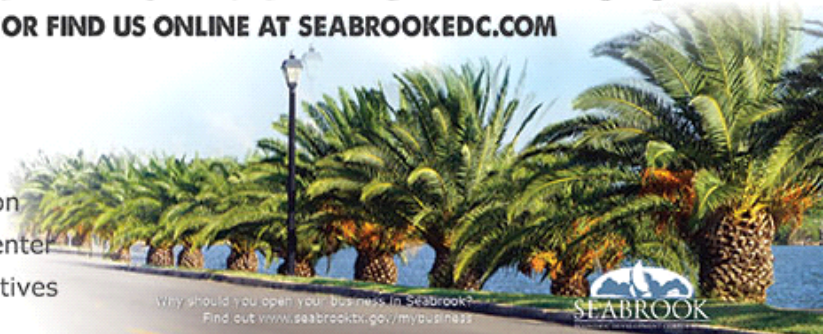
**MY BUSINESS BELONGS
IN SEABROOK.**

seabrooktx.gov/mybusiness

YOUR BUSINESS BELONGS IN SEABROOK

CALL (281) 291.5730 OR FIND US ONLINE AT SEABROOKEDC.COM

- Waterfront properties available
- Over 75,000 daily commuters
- Over 3 million yearly tourists
- 25 Minutes from Downtown Houston
- 10 Minutes from Johnson Space Center
- Retail, dining & development incentives





News Releases and Email Blasts

The following news releases and email blasts that relate to economic development were distributed between July 2016 to December 2016.

- [Bay Area cities receive Film Friendly Certification from the Office of the Governor](#)
- [July 2016 Sales Tax](#)
- [August 2016 Sales Tax](#)
- [Celebration Seabrook wins two national awards](#)
- [September 2016 Sales Tax](#)
- [Citizen's University Day](#)
- [Celebration Seabrook](#)
- [October 2016 Sales](#)
- [November 2016 Sales Tax](#)
- [Main Street Tree Lighting](#)
- [Notice of Public Meeting: Red Bluff Road from Kirby Boulevard to SH 146](#)
- [December 2016 Sales Tax](#)
- [Old Seabrook Decorating Contest Winners](#)

Website Metrics

Overall website activity was slightly higher during the second half of 2016, with a total increase of approximately 100 more pageviews. The SH 146 page increased by 1,674 pageviews and remains one of the top hit pages on the entire site.

Page Title	Pageviews	Unique Pageviews	Avg. time	Bounce Rate
SH 146 Expansion*	4079	3602	1:24	71%
Dine*	1461	1252	1:14	65%
Business Directory (and interior searches)	1052	963	0:54	7%
Stay	636	527	1:10	63%
Shop	540	445	1:00	55%
EDC Home	388	309	1:13	41%
Business	350	291	1:03	40%
Real Estate	232	212	1:10	77%
EDC Board	160	131	1:38	65%
My Business Belongs in Seabrook	123	115	0:56	90%
Strategic Plan	119	102	1:24	43%
Incentives	93	85	1:36	40%
Research	52	49	1:16	75%
Success Stories	20	17	1:40	60%
Total	9305	8100	1:15	57%

*denotes a page that made the top 20 for seabrooktx.gov between July - December 2016

PDF Downloads	Unique	Total
Real Estate Listing	823	882
Comprehensive Master Plan	174	244
Incentive Policy	182	195
Incentive Application	113	118
Empowerment Zone Program	169	209
Empowerment Zone Map	119	122
Store Front Façade Program	91	108
Total	1671	1878

Social Media Analytics

Below you will find some quick stats and Facebook screenshots of some of the highlighted EDC related Facebook posts. Review all social media posts and insights for the past six months in the [H2 2016 Social Media Review.pdf](#).

- We hit the 10,000 mark for FB Likes with a total of 10,098 Likes at the end of December
- Total FB Posts = 394 (an average of 15 posts per week)
- Top FB Post – Tookies Seafood Ribbon Cutting Live Video
- Twitter Followers steadily increases by about 40 followers per month
- Nextdoor has claimed 1,492 of 5,963 households in Seabrook
- The number onewatched YouTube video continues to be the SH 146 Animation Video



Seabrook, Texas - Your City Government was live.
Published by LeaAnn Dearman [?] · August 15, 2016 ·

Today we are live at [Tookies Seafood](#) for their official ribbon cutting. Tookies Seafood opened earlier this summer and is now serving lunch and dinner. Mayor Glenn Royal has declared August 15, 2016 as Tookie's Seafood Day in Seabrook!



05:12

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 6,400 people.

47,252 people reached [Boost Post](#)

499 102 Comments 127 Shares

Like Comment Share

47,252 People Reached

20,216 Video Views

1,883 Reactions, Comments & Shares

1,363 Like	439 On Post	924 On Shares
131 Love	51 On Post	80 On Shares
11 Haha	3 On Post	8 On Shares
23 Wow	6 On Post	17 On Shares
237 Comments	115 On Post	122 On Shares
128 Shares	127 On Post	1 On Shares

5,174 Post Clicks

449 Clicks to Play	2 Link Clicks	4,723 Other Clicks
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NEGATIVE FEEDBACK

17 Hide Post	3 Hide All Posts
0 Report as Spam	1 Unlike Page

Seabrook, Texas - Your City Government added a new photo to the album: [#CityHallSelfie](#).
Published by John-Michael Perkins [?] · August 15, 2016 · 🌐

For International [#CityHallSelfie](#) Day, meet Pat Patel, our Economic Development Corporation's Administrative Assistant! Some of her duties include providing day-to-day administrative support to the EDC Director and assisting in various projects, events, and meetings.

[#iheartseabrook](#) [#seabrooklove](#) [#SeabrookTX](#) [#seabrookrocks](#) [#localgov](#)
Engaging Local Government Leaders



 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 6,400 people.

1,558 people reached [Boost Post](#)

 13  [Comment](#)  [Share](#)

1,558 People Reached

13 Likes, Comments & Shares

13 Likes	13 On Post	0 On Shares
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0 Comments	0 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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16 Post Clicks

4 Photo Views	0 Link Clicks	12 Other Clicks 
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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Radio

- KODA What's HOT promotion
- KODA 15 second ad (listen to ad)
- Rick Lovett Emcee

Digital and Social Media

- Yelp
- Greensheet
- E-Blasts
- 365 Things to do in Houston
- Culture Map
- Artshound
- Visit Houston
- The Signal
- Houston Press
- Space City Parent ([view email blast](#))
- Facebook Campaign

3CMA

In September, LeaAnn Dearman attended the 3CMA (City-County Communication Marketing Association) national conference held in San Antonio. Dearman accepted two awards for Celebration Seabrook during the conference.

Sessions that Dearman attended included:

- Branding and a Ball of String: What Community Brands, Communications Pros and Kittens Have in Common
- How to Effectively Communicate Voter-Approved Capital Improvement Projects
- Jerusalem to Boston – Crisis Communications Lessons from a War Zone
- Special Events – Engaging Events: Connecting your community in a “special way”
- Channel Planning: how to Write a Strong Digital and Traditional Media Plan for Your Community
- Connect 4 – Winning the Game of Citizen Engagement
- 60 Minutes – Innovative Ideas on Traditional Communications

In addition, Dearman was the moderator for the Managing a One-Person Communications Shop session.

Citizen's University Day

In an effort to bring more awareness to city government and the impact it has on the community the Communications and Marketing department hosted a one day Citizen's University where each department had time to address the public on their role in the community. Paul Chavez gave a presentation about the role of his department and of course several questions were asked about the highway expansion and the impact it will have on area businesses.

Houston-Galveston Area Council Fall Planning Workshop

In October, LeaAnn Dearman was invited to speak at the H-GAC Fall Planning Workshop with approximately 115 people in attendance. Dearman sat on a panel entitled “Can I get some help? Getting the community to engage their community.” The entire half day workshop focused on public engagement.

Main Street Events

We added a new summer Main Street event called Music and Picnic on Main that featured local acoustic musicians. This small event encouraged residents to bring a picnic dinner and enjoy music while waiting for the boardwalk fireworks to begin.

In 2015, we received our new Main Street Christmas tree and moved our tree lighting festivities to the street. This year we expanded the event slightly and had a stage for local performances and had more Seabrook businesses join in the festivities. We are improving the event this year and are looking forward to 2017.

Fall City Review

The primary feature of 2016 Fall Review was about Improving Your City with focus on Capital Improvement Projects, specifically discussing the relocation of the Waste Water Treatment Plant. In addition, page 7 highlighted SEDC Incentive success stories.

[Download 2016 Fall City Review](#)

Discount & Coupon Book

At the end of each year, the Communications and Marketing department assists with the design of the EDC Discount and Coupon Buy Local book. Front and back cover artwork in addition to the interior page are designed by the city staff. Upon completion of the book, staff then takes each coupon and places it online within the Business Directory. [Download 2016 Buy Local Discount and Coupon Book](#)

Bay Area Houston CVB

In November, the Bay Area Houston CVB (BAHCVB) named a new Executive Board after a special meeting held Wednesday afternoon. The non-profit tourism organization has experienced many staffing changes over the past six months and is now moving forward in a new and creative direction.

The BAHCVB is a unique destination marketing organization for the region funded by the cities of Kemah, Nassau Bay and Seabrook. The goal of the organization is to increase awareness of the Bay Area by identifying it as a premier visitor's destination for leisure, meetings and business.

The BAHCVB Board of Directors is comprised of three representatives from each city. During yesterday's special board meeting Kristi Sykora, the Director of Communications and Special Events for the City of Nassau Bay, was named Chairman. Seabrook Councilmember Mike Giangrosso will remain Vice Chair and Wendy Ellis the City Administrator for the City of Kemah will serve as Treasurer. LeaAnn Dearman, the Director of Communications and Marketing for the City of Seabrook, will act as the organization's Secretary.

All three of the cities that fund the BAHCVB agree that regional marketing is vital to the continued growth and development of the area. Moving forward the BAHCVB will be developing a [Request for Proposals](#) to develop and implement a new marketing plan for the organization.

Seabrook Love

The Communications and Marketing department has been promoting the Seabrook Love theme all year round and efforts in 2017 will be taken up a notch to include a special website, www.seabrooklove.com. Love was in the air at the 2016 Celebration Seabrook event when artist Sebastian "Mr. D" Boileau painting a Seabrook Love mural. This mural was briefly featured at City Hall and will find its forever home at the new Public Works and Animal Shelter and Adoption Center. The hashtags #SeabrookLove and #IHeartSeabrook are including in almost every social media post that is now pushed out.

Planning & Research

The Communications and Marketing department is now conducting research and developing a plan on how to communicate with residents and businesses once SH 146 construction begins. It is the hope that this plan will become a partnership program with TxDOT and other area agencies to effectively communicate that while construction is happening that Seabrook is still OPEN for business. More details and the plan proposal is coming soon.



PROFESSIONAL SERVICES AGREEMENT

This Agreement for Professional Services (“Agreement”) is made by and between the Seabrook Economic Development Corporation (“Client”) and The Retail Coach, LLC, a Mississippi limited liability company (“Professional”) (each a “Party” and collectively the “Parties”), acting by and through their authorized representatives.

RECITALS:

WHEREAS, Client desires to engage the services of the Professional as an independent contractor, and not as an employee, to provide the services described in Exhibit “A” (the “Scope of Services”) to assist Client in creating a Retail Strategy (the “Project”); and

WHEREAS, the Professional desires to render professional services for Client on the terms and conditions set forth in this Agreement;

NOW THEREFORE, in exchange for the mutual covenants set forth herein, and other valuable consideration, the sufficiency and receipt of which are hereby acknowledged, the Parties agree as follows:

Article I Term

1.1 This Agreement shall commence on the last date of execution hereof (“Effective Date”) and continue until completion of the services, unless sooner terminated as provided herein.

1.2 Either Party may terminate this Agreement by giving thirty (30) days prior written notice to the other Party. In the event of such termination the Professional shall deliver to Client all finished and unfinished documents, data, studies, surveys, drawings, maps, reports, photographs or other items prepared by the Professional in connection with this Agreement. Professional shall be entitled to compensation for any services completed to the reasonable satisfaction of the Client in accordance with this Agreement prior to such termination.

Article II Scope of Service

2.1 The Professional shall perform the services in connection with the Project as set forth in the Scope of Services.

2.2 The Parties acknowledge and agree that any and all opinions provided by the Professional in connection with the Scope of Services represent the professional judgment of the Professional, in accordance with the professional standard of care applicable by law to the services performed hereunder.

Article III Schedule of Work

The Professional agrees to complete the required services in accordance with the Scope of Services outlined in Exhibit "A".

Article IV Compensation and Method of Payment

4.1 Professional will be compensated in accordance with the payment schedule and amounts set forth in the Scope of Services, not to exceed a total amount of thirty-three thousand dollars (\$33,000).

Article V Devotion of Time; Personnel; and Equipment

5.1 The Professional shall devote such time as reasonably necessary for the satisfactory performance of the services under this Agreement. Should Client require additional services not included under this Agreement, the Professional shall make reasonable effort to provide such additional services within the time schedule without decreasing the effectiveness of the performance of services required under this Agreement, and shall be compensated for such additional services as agreed between the Parties.

5.2 The Professional shall furnish the facilities, equipment and personnel necessary to perform the services required under this Agreement unless otherwise provided herein.

Article VI Miscellaneous

6.1 Entire Agreement. This Agreement constitutes the sole and only agreement between the Parties and supersedes any prior understandings written or oral agreements between the Parties with respect to this subject matter.

6.2 Assignment. The Professional may not assign this Agreement without the prior written consent of Client. In the event of an assignment by the Professional to which the Client has consented, the assignee shall agree in writing with Client to personally assume, perform, and be bound by all the covenants, and obligations contained in this Agreement.

6.3 Successors and Assigns. Subject to the provisions regarding assignment, this Agreement shall be binding on and inure to the benefit of the Parties to it and their respective heirs, executors, administrators, legal representatives, successors and assigns.

6.4 Governing Law. The laws of the State of Texas shall govern this Agreement.

6.5 Amendments. This Agreement may be amended by the mutual written agreement of the Parties.

6.6 Severability. In the event any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provisions, and the Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained in it.

6.7 Independent Contractor. It is understood and agreed by and between the Parties that the Professional, in satisfying the conditions of this Agreement, is acting independently, and that Client assumes no responsibility or liabilities to any third party in connection with these actions. All services to be performed by Professional pursuant to this Agreement shall be in the capacity of an independent contractor, and not as an agent or employee of Client. Professional shall supervise the performance of its services and shall be entitled to control the manner and means by which its services are to be performed, subject to the terms of this Agreement.

6.8 Notice. Any notice required or permitted to be delivered hereunder may be sent by first class mail, overnight courier or by confirmed telefax or facsimile to the address specified below, or to such other Party or address as either Party may designate in writing, and shall be deemed received three (3) days after delivery set forth herein:

If intended for Client:

Attn: Paul Chavez
Director of Economic Development
1700 First St.
Seabrook, Texas 77586

If intended for Professional:

Attn: C. Kelly Cofer
The Retail Coach, LLC
PO Box 7272
Tupelo, MS 38802

6.9 Insurance.

- (a) Professional shall during the term hereof maintain in full force and effect the following insurance: (i) a comprehensive general liability policy of insurance for bodily injury, death and property damage insuring against all claims, demands or actions relating to the Professional's performance of services pursuant to this Agreement with a minimum combined single limit of not less than \$1,000,000.00 per occurrence for injury to persons (including death), and for property damage; (ii) statutory Worker's Compensation Insurance at the statutory limits and Employers Liability covering all of Professional's employees involved in the provision of services under this Agreement with policy limit of not less than \$500,000.00; and (iii) Professional Liability covering negligent acts, errors and omissions in the performance of professional services with policy limit of not less than \$1,000,000.00 per claim and \$1,000,000.00 in the aggregate.
- (b) All policies of insurance shall be endorsed and contain the following provisions: (1) name Client, its officers, and employees as additional insureds as to all applicable coverage with the exception of Workers Compensation Insurance and Professional Liability; and (2) provide for at least thirty (30) days prior written notice to the Client for cancellation of the insurance; (3) provide for a waiver of subrogation against the Client for injuries, including death, property damage, or any other loss to the extent the same is covered by the proceeds of insurance, except for Professional Liability Insurance. The Professional shall provide written notice to the Client of any material change of or to the insurance required herein.
- (c) A certificate of insurance and copies of the policy endorsements evidencing the required insurance shall be submitted prior to commencement of services and upon request by Client.

6.10 Indemnification. CLIENT SHALL NOT BE LIABLE FOR ANY LOSS, DAMAGE, OR INJURY OF ANY KIND OR CHARACTER TO ANY PERSON OR PROPERTY ARISING FROM THE SERVICES OF THE PROFESSIONAL PURSUANT TO THIS AGREEMENT. PROFESSIONAL HEREBY WAIVES ALL CLAIMS AGAINST CLIENT, ITS OFFICERS, AGENTS AND EMPLOYEES (COLLECTIVELY REFERRED TO IN THIS SECTION AS "CLIENT") FOR DAMAGE TO ANY PROPERTY OR INJURY TO, OR DEATH OF, ANY PERSON ARISING AT ANY TIME AND FROM ANY CAUSE OTHER THAN THE NEGLIGENCE OR WILLFUL MISCONDUCT OF CLIENT OR BREACH OF CLIENT'S OBLIGATIONS HEREUNDER. PROFESSIONAL AGREES TO INDEMNIFY AND SAVE HARMLESS CLIENT FROM AND AGAINST ANY AND ALL LIABILITIES, DAMAGES, CLAIMS, SUITS, COSTS (INCLUDING COURT COSTS, ATTORNEYS' FEES AND COSTS OF INVESTIGATION) AND ACTIONS OF ANY KIND BY REASON OF INJURY TO OR DEATH OF ANY PERSON OR DAMAGE TO OR LOSS OF PROPERTY TO THE EXTENT CAUSED BY THE PROFESSIONAL'S NEGLIGENT PERFORMANCE OF SERVICES UNDER THIS AGREEMENT OR BY REASON OF ANY

NEGLIGENT ACT OR OMISSION ON THE PART OF PROFESSIONAL, ITS OFFICERS, DIRECTORS, SERVANTS, EMPLOYEES, REPRESENTATIVES, CONSULTANTS, LICENSEES, SUCCESSORS OR PERMITTED ASSIGNS (EXCEPT WHEN SUCH LIABILITY, CLAIMS, SUITS, COSTS, INJURIES, DEATHS OR DAMAGES ARISE FROM OR ARE ATTRIBUTED TO NEGLIGENCE OF THE CLIENT, IN WHOLE OR IN PART, IN WHICH CASE PROFESSIONAL SHALL INDEMNIFY CLIENT ONLY TO THE EXTENT OR PROPORTION OF NEGLIGENCE ATTRIBUTED TO PROFESSIONAL AS DETERMINED BY A COURT OR OTHER FORUM OF COMPETENT JURISDICTION). THE PROFESSIONAL'S OBLIGATIONS UNDER THIS SECTION SHALL NOT BE LIMITED TO THE LIMITS OF COVERAGE OF INSURANCE MAINTAINED OR REQUIRED TO BE MAINTAINED BY PROFESSIONAL UNDER THIS AGREEMENT. THIS PROVISION SHALL SURVIVE THE TERMINATION OF THIS AGREEMENT.

6.11 Counterparts. This Agreement may be executed by the Parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts shall together constitute one and the same instrument. Each counterpart may consist of any number of copies hereof each signed by less than all, but together signed by all of the Parties hereto.

6.12 Exhibits. The exhibits attached hereto are incorporated herein and made a part hereof for all purposes.

[Signature Page to Follow]

EXECUTED this _____ day of _____, 2017.

Seabrook Economic Development Corporation

By: _____

Name: _____

Title: _____

EXECUTED this _____ day of _____, 2017.

The Retail Coach, LLC

By: _____

Name: C. Kelly Cofer

Title: President/CEO

EXHIBIT “A”
Scope of Services



SEABROOK FAÇADE IMPROVEMENT INCENTIVE PROGRAM

Program Goal and Description

The City of Seabrook has established a Façade Improvement Program to help strengthen the revitalization of the business community along NASA Parkway, State Highway 146 and Old Seabrook to promote or expand business development and/or create/retain primary jobs. The Program offers grant funds and design assistance to property and business owners to be matched by their equal or greater investment of private funds for the purpose of restoring/renovating commercial storefronts and replacing deteriorated or poor quality commercial signs and awnings. A Program Committee will evaluate applications to determine eligibility and, based on a set of criteria (listed below) recommend grant awards to those proposed projects that are determined will have the greatest impact on enhancing the targeted area.

Specific Objectives in Targeted Area:

- Encourage private investment in the visual improvement of storefronts, signs and awnings;
- Enhance the appearance of the streetscape and landscaping;
- Reduce vacancies in storefronts and upper floors;
- Expand worker and shopper populations in the community;
- Parking lot improvements;
- Provide a catalyst for others to improve their buildings, signs and awnings.

Program Funding

The Façade Improvement Program is funded through the City of Seabrook's Economic Development Corporation (EDC). Grants for storefront façade improvements are funded on a case by case basis. Interested parties are advised to schedule an appointment with city staff to review plans and city requirements for construction. A completed Business Incentive Application Form will be required prior to a formal submission to the board.

Grant funds are to be used for construction, including all architectural and engineering fees. Eligible construction activity includes storefront improvements, awnings, canopies, entries, signage, landscaping parking, and lighting.

Funds for approved grants will be distributed at the completion of the project. Final invoices for the project should be submitted no later than 30 days after final inspection.

Eligibility for Façade Improvement Program

Eligible projects should be located in areas zoned for commercial and mixed use activities including, but not limited to locations on NASA Parkway, State Highway 146, and in Old Seabrook. Façade improvements are currently limited to street view façade only. However improvements to waterfront views of commercial buildings may be applied for and considered on a case-by-case basis.

- The grant applicant must be a building owner or business owner leasing a storefront;
- If applicant is not the building owner, Tenant must have the property owner's signed approval for proposed project;
- For sign and awning projects, tenant must have at least two years remaining in lease at location of proposed project and/or option to renew for at least two years;
- Each applicant may be awarded only one façade program grant;
- The project applicant must owe no outstanding property taxes, fees, judgments, code violations or liens to the City of Seabrook and have no outstanding judgments or tax liens against the subject grant project.

Overall ineligible activities under the Façade Improvement Project include:

- Interior repairs not integral to the exterior façade improvement
- New building construction
- Apartments, townhomes
- Purchase of property/equipment

***** Special Note Regarding Landscaping and Parking Improvements *****

Purpose: To create sustainable irrigation and plant or garden landscapes that meet specific sustainable specifications for improving the street view landscaping of a business.

Landscaping materials **must** be purchased from Seabrook businesses to qualify for re-imbursement unless documentation shows an exception of acquiring necessary inventory.

The landscaping component of the proposal must address:

- Types of plants to be used
- Irrigation and upkeep
- Renderings
- Sources of materials

To Apply

It is important to schedule a meeting about the project with city staff as soon possible to discuss the procedure and necessary documentation required for review.

Given limited program resources, additional points will be given to applications in which the private investment is greater than 50% of the project budget.

Reimbursement Procedure

Once final inspection has been made by the city's code enforcement officer, all related invoices should be submitted to the EDC Director. Please note that grant funds will not pay for expenses incurred prior to the grant award and prior to Program Committee approval of invoices. Payment – once approved – is usually processed 30 days after invoice submission.

For additional information and to schedule a preliminary project discussion, please contact:

Paul M. Chavez, Economic Development Director
281-291-5730 or pchavez@seabrooktx.gov

1 THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF
2 SEABROOK MET ON THURSDAY, DECEMBER 08, 2016 AT 7:00 P.M. IN THE
3 SEABROOK CITY HALL COUNCIL CHAMBERS, 1700 FIRST STREET, SEABROOK,
4 TEXAS TO CONSIDER, AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO
5 THE AGENDA ITEMS LISTED BELOW.
6

7 BOARD MEMBERS PRESENT:

8 PAUL R. DUNPHEY	PRESIDENT
9 TERRY CHAPMAN	VICE-PRESIDENT
10 GARY BELL	TREASURER
11 ERNIE DAVIS	SECRETARY
12 ROBERT LLORENTE (exc. absence)	COUNCIL REPRESENTATIVE
13 GLENN ROYAL	MAYOR
14 BRENDA VESELENY (exc. absence)	MEMBER

15 ALSO PRESENT WERE:

16 GAYLE COOK (exc. absence)	CITY MANAGER
17 STEVE WEATHERED	CITY/EDC ATTORNEY
18 PAUL CHAVEZ	DIRECTOR OF ECONOMIC DEVELOPMENT
19 PAT PATEL	EDC ADMINISTRATIVE ASSISTANT

20

21 President Paul Dunphey called the meeting to order at 7:00 p.m. and declared that a quorum was
22 present.
23

24 **1.0 PUBLIC COMMENTS AND ANNOUNCEMENTS**

25
26 There were none.
27

28 **2.0 SPECIFIC PUBLIC HEARING**

29
30 **Conduct public hearing on a project to expend SEDC sales tax funds as an incentive**
31 **to assist the retention, relocation, construction and improvement of a restaurant**
32 **owned by Merlion Thai Restaurant Group, Incorporated, including funding of**
33 **certain administrative expenses and other related costs incident to placing the**
34 **proposed Project into operation. This public hearing is held pursuant to Local**
35 **Government Code section 505.159**
36

37 President Paul Dunphey opened the Specific Public Hearing at 7:00 pm. Notice of
38 public hearing relating to incentives for Merlion Thai Restaurant Group has been posted
39 and there were no comments regarding this posting. Specific Public Hearing closed at
40 7:00 pm.
41

42 **3.0 PRESENTATIONS**

43
44 **3.1 EDC Director's report on economic development activities for November 2016.**
45 **(Chavez)**

46 SEDC Director, Paul Chavez, gave his report on economic development activities for

the month of November.

3.2 2017 EDC Marketing and Advertising Plan. (Dearman)

Director of Communications, LeaAnn Dearman gave her presentation on the City's economic development marketing efforts for the 2017 calendar year.

4.0 NEW BUSINESS

4.1 Consider and take all appropriate action on the incentive agreement for Merlion Thai Restaurant Group. (Chavez)

President Paul Dunphey stated that this item would be pulled from the Agenda for a later date.

4.2 Consider and take all appropriate action on the BAHEP Annual Quasar Award Banquet attendance. This is a budgeted item. (Chavez)

SEDC Director Paul Chavez asked the Board who would be interested in attending the Annual Quasar Award Banquet. Since this item was only to discuss attendance, President Paul Dunphey stated to the Board to look at their own calendars and confirm attendance via email or phone to the SEDC Director.

5.0 ROUTINE BUSINESS – The Corporation will discuss, consider, and if appropriate, take action on the items listed below.

5.1 Approve minutes of the November 10, 2016 meeting. (Patel)

Motion was made by Vice-President Terry Chapman and seconded by Mayor Royal.

To approve the minutes as written.

MOTION CARRIED BY UNANIMOUS CONSENT.

5.2 Update on SH 146 Expansion.

5.3 Establish future meeting dates and agenda items.

Upon motion duly made, the meeting was adjourned at 7:55p.m.

APPROVED ON THE 12TH DAY OF JANUARY, 2017.

Paul Dunphey, President

Pat Patel, EDC Administrative Assistant

THE CITY COUNCIL OF THE CITY OF SEABROOK AND THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION MET IN SPECIAL JOINT SESSION ON THURSDAY, JANUARY 12, 2017 AT 6:00 P.M. IN THE SEABROOK CITY HALL, COUNCIL CHAMBERS, 1700 FIRST STREET, SEABROOK, TEXAS TO CONSIDER, AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO THE AGENDA ITEMS LISTED BELOW.

THOSE PRESENT WERE:

GLENN ROYAL	MAYOR
ROBERT LLORENTE	COUNCIL PLACE NO. 1
MIKE GIANGROSSO	COUNCIL PLACE NO. 2
GARY JOHNSON (exc. absence)	COUNCIL PLACE NO. 3
MELISSA BOTKIN	COUNCIL PLACE NO. 4
GLENNA ADOVASIO	COUNCIL PLACE NO. 5
O.J. MILLER	MAYOR PRO TEM & COUNCIL PLACE NO. 6

SEABROOK ECONOMIC DEVELOPMENT CORPORATION:

PAUL R. DUNPHEY	PRESIDENT
TERRY CHAPMAN	VICE-PRESIDENT
GARY BELL	TREASURER
ERNIE DAVIS (exc. absence)	SECRETARY
BRENDA VESELENY	MEMBER

ALSO PRESENT WERE:

GAYLE COOK	CITY MANAGER
SEAN LANDIS	DEPUTY CITY MANAGER
ROBIN HICKS	CITY SECRETARY
STEVE WEATHERED	CITY/EDC ATTORNEY
PAUL CHAVEZ	DIRECTOR OF ECONOMIC DEVELOPMENT
PAT PATEL	EDC ADMINISTRATIVE ASSISTANT

President Paul Dunphey called the meeting to order at 6:02p.m. and declared that a quorum was present.

1.0 PUBLIC COMMENTS AND ANNOUNCEMENTS

There were none.

2.0 NEW BUSINESS

EDC only will take action on the below listed item

2.1 The Board of Directors of the Seabrook Economic Development Corporation will consider and take all appropriate action on designation of an EDC representative to attend the Economic Alliance Advocacy trip to Washington D.C. on March 28-31, 2017, and

designation of an EDC representative to attend the Citizens for Space Exploration trip to Washington D.C. on May 23-26, 2017. These are budgeted items. (Chavez)

Motion was made by Mayor Glenn Royal and seconded by Vice-President Terry Chapman.

To appoint EDC Treasurer Gary Bell for the Economic Alliance Advocacy trip to Washington D.C. on March 28-31, 2017.

To appoint EDC President Paul Dunphey for the BAHEP Citizens for Space Exploration trip to Washington D.C. on May 23-26, 2017.

MOTION CARRIED BY UNANIMOUS CONSENT.

3.0 WORK SESSION

3.1 Conduct a joint work session to hear a presentation on and review an update on the proposed City of Seabrook Master Landscaping and City Branding Plan, to include hardscape, landscape, and parking design concepts for the Old Town Seabrook District. (Landis / Vick)

Mayor Glenn Royal opened the joint work session at 6:07p.m.

Representatives of the SWA Group gave a presentation on background and approach, framework plan, and framework plan concepts for the City of Seabrook Master Landscaping and City Branding Plan, citing the following City documents for guidance : the Comprehensive Master Plan 2035, the Strategic Plan 2016, the Open Space and Parks Master Plan 2012, the Hike and Bike Trails Master Plan 2010, and the Waterfront Development Plan 2006.

SWA presented the following design concepts for the City of Seabrook Master Landscaping and City Branding Plan:

- Reforestation completed after detention construction around intersection of Red Bluff Rd. and SH146
TXDOT is proposing detention construction within its right of way at Red Bluff, and more than likely would not incorporate reforestation at this location as part of the Highway 146 expansion project. However, a TXDOT landscape program architect has indicated to SWA that if the City requests it, TXDOT would fund and complete reforestation at the location, using the TXDOT standard reforestation scheme, after the completion of the 146 expansion project. No cost would be incurred by the City.

City Council and EDC Board agreed and gave direction to SWA to request reforestation at Red Bluff using the standard TXDOT reforestation palette.

- Pedestrian bridge proposal around intersection of Red Bluff Rd. and SH146
SWA proposed a trail system connection that would be a separate City project, not funded by TXDOT.

City Council and EDC Board did not wish to move forward with the SWA proposal on the pedestrian bridge.

- Gateway monument structure for Seabrook
SWA explained that TXDOT's standard gateway monument structure size is 20ft x 20ft x 20ft., and includes the name of the City on or near the piece. Any structure that fits within TXDOT's standard scale is accepted and funded by TXDOT as a gateway monument to the City. SWA proposed a "sailboat themed" structure that met the 20x20x20 size requirements; however, it was obvious the structure was too small and would be lost in the open landscape and large highway construction.

SWA further explained that should the City choose to not include the name of the City on the gateway monument, there is no TXDOT limitation on size. SWA proposed a colorful migratory patterned sculpture that was large enough to be seen and that could definitely identify Seabrook in its reminder of both the various bird species spotted in Seabrook and the schools of fish found in the waters and fishing that are such a huge part of Seabrook's culture.

Because TXDOT might not fund, or fully fund, a large sculpture like the proposed migratory patterned piece, SWA informed the Council and EDC Board about the Government Community Enhancement Program, which is a statewide program that provides grant funding for landscape improvements like gateway monuments for which any City can apply.

City Council and EDC Board agreed to have SWA pursue ideas for a larger monument, the same as or similar to the migratory pattern proposed.

- Wave scheme designs for the MSE wall coping detail of State Highway 146
TXDOT no longer offers the 3-dimensional wave designs as displayed on the Galveston causeway. The City has the option to stay with TXDOT's standard regional wave scheme design.

City Council and the EDC Board agreed to move forward with the standard regional wave scheme design.

- Migratory patterns or sailboats as the theme for the MSE wall panel designs of State Highway 146
Below the wall coping is a flat wall consisting of 3 to 4 various pre-cast concrete panels of about 5ft x 10ft standard size. Should the City choose to have a custom design built for the MSE walls, TXDOT's preference would be to work with a

137 *design that incorporates between 4 and 6 panels, which would be within*
138 *TXDOT's budget guidelines.*

139
140 *After reviewing both the migratory pattern and sailboat themes, City Council and*
141 *the EDC Board did not come to a consensus. SWA will come back with more*
142 *specific concepts for each theme.*
143

- 144 • Proposed reforestation and trails along the power line corridor on the west side of
145 SH146
146 *TXDOT has proposed regional detention construction in this area.*

147
148 *City Council and the EDC Board agreed to have SWA move forward with designs*
149 *for reforestation and trails along the power line corridor on the west side of*
150 *SH146.*
151

- 152 • Potential boat-themed art structures under the intersection of Nasa Rd. 1 and SH
153 146 as a smooth transition pedestrian crossing to Main Street.

154
155 *City Council and the EDC Board did not comment on this design concept.*
156

- 157 • Under bridge column structures & designs to match the existing columns for both
158 the existing SH146 bridge and new SH146 expressway.
159 *SWA is recommending, for aesthetic purposes, that Seabrook request TXDOT*
160 *construct columns that are aligned with and matching the existing columns*
161 *under the bridge.*

162
163 *City Council and the EDC Board agreed to have SWA move forward with the*
164 *aligned and matching columns.*
165

- 166 • Customized artful lighting detail on standard Centerpoint poles
167 *There are minimum safety lighting levels that are provided by TXDOT, and if the*
168 *City is interested in amplifying the lighting levels, SWA would advocate in terms*
169 *of a safety standpoint to TXDOT.*
170 *SWA also proposed an additional blue lighting element, not funded by TXDOT,*
171 *that would be a form of secondary lighting that could trace across the outline of*
172 *the SH146 bridge for decorative purposes.*

173
174 *City Council and the EDC Board agreed with the amplified lighting levels*
175 *concept, and would also like to see more lighting under the bridges of the four*
176 *main intersections as well as around the trails for pedestrian safety purposes.*
177

- 178 • Proposal for a robust pedestrian access and recreation amenity infrastructure at
179 the South Trail and boardwalk.

180
181 *City Council and the EDC Board agreed to have SWA move forward with the*

concept.

SWA also presented design concepts for the Old Town Seabrook District. Thru their work on the City of Seabrook Master Landscape and City Branding Plan, SWA is specifically looking at hardscape, landscape and parking design for Old Town Seabrook District:

- Migratory patterns on the walkway
An overall sidewalk/walkway theme that can be tied back to streetscaping on Main Street.
 - Pedestrian Zone
Depending on parking, a proposed 6ft to 12ft wide area along Main Street used for typical garden walkways with palm trees and benches.
 - Staircase
Future developers could build outdoor staircases facing towards pedestrian traffic along the walkway. This concept, in the direction of the walkway flow of traffic, would be inviting to people to enter the businesses.
 - Proposed parking options along Main Street:
 - Option 1: Head in parking along Main Street with 6ft pedestrian zone, migratory patterns, sideways staircases, gardens and benches along pedestrian zone.*
 - Option 2: Parallel parking along Main Street, common for urban setting, have additional 9ft of property to use, 23ft building offset, sidewalks closer to intersections, and similar design concepts as option 1.*
 - Option 3: No parking along Main Street, buildings closer to street, similar design concepts as option 1 and a wider 12ft pedestrian zone.*
- City Council and the EDC Board agreed to have SWA move forward with designs for option 2.*

Deputy City Manager Sean Landis stated that he has had discussions with the Economic Development Corporation about looking at opportunities for centralized parking and other items for the redevelopment of Main Street.

City staff is working through how to modify the zoning ordinance to modify this district and create a master plan for development and redevelopment of the Old Town Seabrook District. Although this project would not be considered as an incentive project for Merlion, the restaurant would be the starting point for the redevelopment of the district. Merlion is a volunteer and a willing participant in this process. As Merlion begins its new relocation transition towards 1205 Main Street, their participation in accepting this master plan as part of their relocation efforts

would be a crucial stepping stone for new businesses coming into the Old Seabrook District. The City's plan is to steer the board in the direction of that big picture for Old Seabrook: what the District is going to be, what the District is going to grow into , and what the needs are to try to make it work.

4.0 EXECUTIVE SESSION

4.1 Section 551.087

Jointly discuss or deliberate regarding commercial or financial information received from a business prospect that the city seeks to have locate, stay, or expand in or near the city and which the city is conducting economic development negotiations or to deliberate the offer of a financial or other incentive to a business prospect as provided by Section 551.087 (Cook)

At 8:04 p.m. Mayor Glenn Royal announced that the City Council and the EDC Board will now hold a closed executive meeting pursuant to the provisions of the Open Meetings Act, Chapter 551 Government Code, and Vernon's Texas Codes Annotated, in accordance with the authority contained in Section 551.087, Economic Development.

5. OPEN MEETING

The Governing Body will reconvene in open session to allow for possible action on any of the agenda items listed above under "Executive Session."

The City Council and the EDC Board reconvened at 8:42p.m. No action was taken in executive session

Upon motion duly made, the meeting was adjourned at 8:43p.m.

APPROVED ON THE 9TH DAY OF FEBRUARY, 2017.

Paul Dunphey, President

Pat Patel, EDC Administrative Assistant

APPROVED ON THE 21ST DAY OF FEBRUARY, 2017

Glenn Royal, Mayor

Robin Hicks, TRMC
City Secretary