SEABROOK ECONOMIC DEVELOPMENT CORPORATION
NOTICE OF MEETING
THURSDAY, JANUARY 9, 2025 - 6:00 PM

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For agendas visit www.seabrooktx.gov/agendas

NOTICE IS HEREBY GIVEN THAT THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION WILL MEET ON **THURSDAY, JANUARY 9, 2025 AT 6:00 PM** AT **SEABROOK CITY HALL**, 1700 FIRST ST., SEABROOK, TEXAS**,** TO DISCUSS, CONSIDER, AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO THE 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.**

1. PUBLIC COMMENTS AND ANNOUNCEMENTS

At this time the Commission will listen to any member of 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. In accordance with the Open Meetings Act, Commission Members may not discuss or take action on any item that has not been posted on the agenda. When your name is called, please state your name and address clearly before making your comments. Thank you.

2. PRESENTATIONS

2.1 Swearing-in ceremony for newly appointed and reappointed Seabrook Economic Development Corporation board member(s) by issuing the Oath and Statements of Appointed Officers. *Amanda Morales, Deputy City Secretary*

3. DISCUSSION

3.1 Overview of Economic Development Corporation functions and responsibilities as per the Texas Local Government Code *David Olson, Olson & Olson*

3.2 Discussion on Seabrook Economic Development Corporation (SEDC) past and current projects and goals from the SEDC Strategic Plan 2024-2026.

4. NEW BUSINESS

4.1 Consider and take all appropriate action on the election of officers (Chair, Vice-Chair, Secretary, and Treasurer) to the Seabrook Economic Development Corporation.

4.2 Consider and take all appropriate action on nominating a board member to attend the annual Economic Alliance Advocacy Trip to Washington, DC the week of April 7th, 2025.

4.3 Consider and take all appropriate action on the approval funding a proposal from Kimley-Horn for professional services in an amount not to exceed $93,000.00 for the development of Gateway, Wayfinding and Park Signage. *Gayle Cook, City Manager*

5. ROUTINE BUSINESS

5.1 Update on items for the next Legislative Session. *Gayle Cook, City Manager*

5.2 Update by Director on Strategic Plan Initiatives, Monthly Reporting and Activities.

5.3 EDC Financial Report

5.4 Approve minutes from the December 12, 2024, regular EDC meeting.

5.5 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.

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) 291-5663 OR CITYSEC@SEABROOKTX.GOV FOR FURTHER INFORMATION.

I certify that this notice was posted on the bulletin board on or before Monday, January 6, 2025, no later than 6:00 p.m. and that this notice will remain posted until the meeting has ended.

Kiarra Bellow,
EDC Administrative Coordinator

SEABROOK
ECONOMIC DEVELOPMENT CORPORATION


Seabrook Marina / Flickr user Katie Haugland

2024-2026 Strategic Plan

The Strategic Planning Process

In February 2024, the Seabrook Economic Development Corporation (EDC) embarked on a strategic planning process to develop the strategic priorities for 2024 through 2026. The following is the process used to reach the conclusions for the strategic plan.

The process kicked off with a preliminary meeting between City Manager and Economic Development Director Gayle Cook and professional facilitator Alysia A. Cook, PCED, IOM with Opportunity Strategies LLC. The two met to review key issues facing the organization, understand the programs and projects currently underway, and to prepare the process and format for the planning session.

On March 1, 2024, the Seabrook Economic Development Corporation (EDC) board of directors and staff met at the SpringHill Suites Marriott in Seabrook for a strategic planning workshop to begin planning for 2024 through 2026.

The following is the Seabrook EDC 2024-2026 Strategic Plan.

Summary

The EDC Board of Directors invited all of city council and other community leaders to attend the first portion which was an interactive economic development training workshop called “Understanding the Economic Development Process.” It included the following topics:

- Community Development
  - Leadership Development
  - Workforce Development
  - Social Infrastructure
  - Physical Infrastructure
- Business Development
  - Recruitment/Attraction
  - Business Retention & Expansion
  - Entrepreneurial Development
  - Tourism Development
- EDC Board Responsibilities/Engagement
- Elected Official Responsibilities/Engagement
- Best Practices
- 5 C’s of Ethical Economic Development

Following the training workshop, the EDC Board adjourned the training portion and provided lunch to their guests. After lunch, just the EDC board and staff remained to develop the 2024-2026 Strategic Plan.

2024-2026 Strategic Plan

Vision Statement

Seabrook is a sustainable, energetic, and beautiful coastal community that embraces environmental stewardship, fosters safe neighborhoods, and promotes tourism and economic diversity.

Mission Statement

The City of Seabrook is responsive, innovative, and fiscally sound in delivering services that preserve, protect, and enhance quality of life.

Goals

1. Support Existing Local Businesses and Industries
2. Business Marketing & Recruitment
3. Quality of Life Infrastructure
4. Communications
5. Old Seabrook

SWOT & Start-Stop-Accelerate

Prior to the planning session, the facilitator conducted an online SWOT Analysis and a brainstorming exercise called Start-Stop-Accelerate. The results of that are printed in the separate Appendix.

Expectations

The facilitator asked the participants to share with one another what were important topics to them for the group to discuss before the day was over. The following were their responses:

- Expanded communications between EDC and city boards/ committee including budget dollars
- Unified vision for EDC expenditures
- Connect with Planning & Zoning more
- Scope of EDC services
- Opportunities we can pursue and leverage
- Commitment to move forward on the goals we establish
- Represent our citizens
- Execute our goals in the plan we create
- More retail
- Higher use of waterfront
- Polish what we have
- Marketing to developers

The EDC Board and staff developed the following 5 goals for 2024-2026:

1. **Support Existing Local Businesses and Industries** - To establish a comprehensive Business Retention & Expansion Program aimed at fostering local business growth and sustainability by identifying their needs, providing assistance and fostering an environment conducive to business success.

2. **Business Marketing & Recruitment** - To enhance Seabrook's economic landscape by implementing targeted marketing strategies and proactive recruitment efforts to attract prospective businesses.

3. **Quality of Life Infrastructure** - To prioritize infrastructure development that enhances quality of life, including signage, recreation, and essential services accessibility for residents and businesses, optimizing economic growth.

4. **Communications** - To enhance communication efficiency and effectiveness both internally and externally, facilitating better collaboration and engagement around economic development initiatives.

5. **Old Seabrook** - To begin the Old Seabrook Livable Center Development Project.

Goal #1: Support Existing Local Businesses and Industries

To establish a comprehensive Business Retention & Expansion Program aimed at fostering local business growth and sustainability by identifying their needs, providing assistance and fostering an environment conducive to business success.

STRATEGIES	WHO'S RESPONSIBLE?	START Q/YR	COMPLETE Q/YR	METRIC/KPI
1. Invest in relationship building activities with existing businesses in an effort to retain, grow and strengthen				
a. Establish and update a Master Business List and update quarterly	EDC Administrative Support	Q3 2024	Q3 2024	❑
b. Conduct periodic check-ins with individual businesses to better understand their needs, identify obstacles in the business environment, and share local business success stories. Goal is 50/year	EDC Administrative Staff and EDC Board	Q2 2024	Ongoing	# visits in 2024: _____ # visits in 2025: _____ # visits in 2026: _____
c. Maintain the Master Business List as a tool to track activity and outcomes from visits or contacts by staff or board members	EDC Administrative Staff	Ongoing	Ongoing	❑
2. Establish an Annual Top 3 Targeted Sectors List	EDC Administrative Staff and EDC Board	Q2 2024	Annually	
a. Annually establish with the EDC Board a Targeted Sector List identifying top three (3) sectors based on review of market, current real estate availability and zoning	EDC Board	Q2 2024	Annually	Publish Targeted Sector List on Website
b. Focus marketing and outreach with emphasis on the Top 3 List and track contacts in a Prospect List by Sector	EDC Administrative Staff	Q2 2024	Ongoing	# Contacts by each Targeted Sector
c. Develop and maintain a Brokers List that specializes in targeted tenants that align with Seabrook's vision 2040 Plan	EDC Administrative Staff	Q2 2024	Ongoing	Maintained List

STRATEGIES	WHO´S RESPONSIBLE?	START Q/YR	COMPLETE Q/YR	METRIC/KPI
3. Attract Speciality (Non-Franchise) Retail and Dining for Old Seabrook District	EDC Administrative Staff / Public Affairs	Q2 2024	Ongoing	# Contacts
4. Conduct an online Sector Specific Business Business Retention and Expansion (BRE) Survey (different sector each six months)		Q3 2024	Q4 2026	Bi-Annual Report of Responses
a. Survey any barriers for businesses visioning growth	EDC Administrative Staff			❑ Did we conduct surveys and compile summary in 2024?
b. Survey any opportunities businesses could be attracted to in the broader regions	EDC Administrative Staff			❑ Did we conduct surveys and compile summary in 2025?
c. Survey business on knowledge of local/regional resources or issues impacting their sector	EDC Administrative Staff			❑ Did we conduct surveys and compile summary in 2026?
5. Create an Annual Business Appreciation Event	EDC Board & Staff	Q1 2025	Q3 2025	❑ Did we host a BRE appreciation event in 2024?
a. Explore creative ways to encourage attendance and promote the event (i.e. tournaments, competitions, etc.)				❑ Did we host a BRE appreciation event in 2025?
				❑ Did we host a BRE appreciation event in 2026?
6. Determine the funding proportion of Business Retention & Expansion (BRE) vs. Business Development/Marketing vs. funding other projects such as CIP projects	EDC Board	Q3 2024	Q3 2024	❑

Goal #2: Recruitment & Marketing

To enhance Seabrook's economic landscape by implementing targeted marketing strategies and proactive recruitment efforts to attract prospective businesses.

STRATEGIES	WHO'S RESPONSIBLE?	START Q/YR	COMPLETE Q/YR	METRIC/KPI
1. Reference previous studies showing Gap Analysis of business types that are not currently located in Seabrook				❑
a. Research recent studies funded by EDC and regional partners	EDC Administrative Support	Q3 2024	Q4 2024	
b. EDC will review studies for applicable content.	EDC Administrative and Support Staff	Q4 2024	Q2 2025	
2. Establish recruitment targets for retail restaurants, warehousing, medical center, and any other business types identified from Gap Analysis in (1) above	EDC Meeting	Q1 2025	Q1 2025	❑
3. Create marketing and business recruitment programs to identify recruitment targets based on Gap Analysis	EDC Administrative and Public Affairs Staff	Q2 2025	Q2 2025	❑
4. Create and expand signature commercial broker events	EDC Administrative and Support Staff	Q2 2024	Ongoing	❑
a. Continue Keels and Wheels Broker and Developer Event	EDC Administrative and Support Staff	Q2 2024	Ongoing	
b. Explore new events to attact commercial brokers and developers to Seabrook for unique experience to expose them to opportunities the City can provide for their clients	EDC Administrative and Support Staff	Q2 2024	Q4 2025	# of Broker Events

STRATEGIES	WHO'S RESPONSIBLE?	START Q/YR	COMPLETE Q/YR	METRIC/KPI
5. Create and promote a positive brand identity	EDC Public Affairs Staff	Q3 2025	Q3 2025	❑
a. Maintain website with relevant and current content	EDC Administrative and Public Affairs Staff	Q2 2024	Ongoing	❑
b. Utilize CoStar or similar third-party software for maintaining list of available properties on website	EDC Administrative and Public Affairs Staff	Q2 2024	Ongoing	❑
c. Evaluate website and marketing metrics to explore ways to improve digital engagement	EDC Administrative and Public Affairs Staff	Q3 2024	Bi-Annual EDC Report to Council	❑ 2024 ❑ 2025 ❑ 2026
6. Conduct annual review of Marketing program and Recruitment successes/misses	EDC Board	Q4 2024	Annually	❑ Did we we conduct annual review in 2024?
				❑ Did we we conduct annual review in 2025?
				❑ Did we we conduct annual review in 2026?

Goal #3: Quality of Life Infrastructure

To prioritize infrastructure development that enhances quality of life, including signage, recreation, and essential services accessibility for residents and businesses, optimizing economic growth.

STRATEGIES	WHO'S RESPONSIBLE?	START Q/YR	COMPLETE Q/YR	METRIC/KPI
1. Branding for Signage				
a. Hire a Marketing/Branding/Signage Consultant	City Manager	Q3 2024	Q3 2024	❑
b. Approve and fund new signage	EDC Board and City Council	Q3 2024	Q3 2024	❑
c. Build and complete signage project	Staff	Q1 2025	Q1 2025	❑
2. Bayside Park Expansion				
a. Design the Demo	Staff	Q3 2024	Q4 2024	❑
b. Execute the Demo	Staff	Q1 2025	Q1 2025	❑
c. Design of park & Main Street improvements	EDC/Council/OST	Q3 2024	Q4 2024	❑
d. Approve and fund the Bayside Park Expansion	EDC Board	Q4 2024	Q4 2024	❑
e. Complete the buildout	Staff	Q2 2025	Q2 2025	❑
3. Select a third Quality of Life Infrastructure Project for 2025-2026	EDC Board	Q2 2025	Q2 2025	❑
a. Complete that project #3	Staff	Q4 2025	Q4 2026	❑

Goal #4: Communications

To enhance communication efficiency and effectiveness both internally and externally, facilitating better collaboration and engagement around economic development initiatives.

STRATEGIES	WHO'S RESPONSIBLE?	START Q/YR	COMPLETE Q/YR	METRIC/KPI
1. Establish Economic Development Roundables quarterly meetings with local government officials (Committee Chairs and the Mayor), economic development agencies, and business leaders to collaborate on strategic initiatives and shared goals	EDC President, Mayor, Planning & Zoning Commission Chair, and key topic leaders	Q3 2024	Ongoing	# of meetings in 2024: ________ # of meetings in 2025: ________ # of meetings in 2026: ________
2. Establish Bi-annual joint meetings for all members of Planning & Zoning, EDC, and city council for updates on all strategic plans related to development	EDC Administrative Staff, Support Staff, Planning & Zoning, EDC Board and City Council	Q3 2024	Ongoing	# of meetings in 2024: ________ # of meetings in 2025: ________ # of meetings in 2026: ________
3. Publish Economic Development reports for the business community and Seabrook Economic Development Corporation of insights and guidance on Economic Development initiatives from meetings for publication (City website, social media, etc.)	Public Affairs	Q3 2024	Ongoing	❑ 2024 ❑ 2025 ❑ 2026
a. Final approval of said summary and publication of the summary	EDC Administrative Staff and Public Affairs	2024 2025 2026	Ongoing	❑ 2024 ❑ 2025 ❑ 2026

Goal #5: Old Seabrook

To begin the Old Seabrook Livable Center Development Project.

STRATEGIES	WHO´S RESPONSIBLE?	START Q/YR	COMPLETE Q/YR	METRIC/KPI
1. Plan and discuss progressing with a phase in Old Seabrook	Staff & EDC Board	Q3 2024	Q3 2024	❑
a. Authorize a preliminary Engineering Study for Old Seabrook	EDC Board	Q3 2024	Q4 2024	❑
b. Execute the completed study	EDC Board	Q1 2025	Q1 2025	❑
c. Construction vendor selected by City Council	City Council	Q2 2025	Q2 2025	❑
d. Establish the construction timeline	Staff & City Council	Q4 2025	Q1 2026	❑

Facilitated by Opportunity Strategies LLC

ANNUAL WASHINGTON D.C. TRIPS

Year		BAHEP Space Exploration Trip		Economic Alliance Advocacy Trip
2024		Not Funded for FY24		Apr-25
				Board Member: Thom Kolupski
2024		May 20 - 22, 2024		April 8-11, 2024
		Not Funded for FY24		Board Member: Thom Kolupski
2023		May 22 - 24, 2023		March 27 - 30, 2023
		Board Member:		Board Member: Thom Kolupski
2022		May 16 - 18, 2022 (Virtual)		April 26 - 29, 2022
		Board Member: Gary Bell		Board Member: Thom Kolupski
2021		May 25-26, 2021 (Virtual)		Postponed
		Board Member:		
2020		May 18 thru 21, 2020 *(Cancelled due to Covid)*		March 30 thru April 2, 2020 *(Cancelled due to Covid)*
		Board Member: Paul Dunphey		Board Member: Gary Bell
2019		May 20 thru 23, 2019		April 1 thru 4, 2019
		Board Member: Gary Bell		Board Member: Kevin Ferguson
2018		May 15 thru 17, 2018		March 19 thru 21, 2018
		Board Member: Terry Chapman		Board Member: Gary Bell
		(unable to attend)		
2017		May 23 thru 25, 2017		March 28 thru 31, 2017
		Board Member: Paul Dunphey		Board Member: Gary Bell

Kimley»Horn

RE: ***EXHIBIT A - Professional Services Proposal***
Gateway, Wayfinding, and Park Signage Program

Date: November 26, 2024

Kimley-Horn and Associates, Inc. ("Kimley-Horn" or "the Consultant") is pleased to submit this EXHIBIT A to the City of Seabrook ("the City" or "the Client") for providing professional services for the above referenced project. Our project understanding, scope of services, and fee are below.

PROJECT UNDERSTANDING

It is Kimley-Horn's understanding that the City intends to enter into a professional services agreement with the Consultant for gateway, wayfinding, and park signage design services ("the project"). The Scope of Services below was prepared based on our understanding of the tasks required and conversations with the Client. Kimley-Horn will work with DG Studios, Inc. as subconsultant.

Design assumptions include:

- The City has adopted the August 2017, Master Landscaping and City Branding Plan ("Previous Master Plan") prepared by SWA with wayfinding signage, and 8/30/2026 Branding Presentation with the below listed exhibits ("Previous exhibits"). The Consultant will utilize the below components to the extent possible with anticipated refinement with the transition from conceptual to final design.
    - Signage included in the previous Master Plan:
        - Bird Pier Theme Open Spaces and Trails – 7 sign types
        - Bird Pier Theme Urban – 6 sign types
    - Analysis Presented in Previous Exhibits:
        - Points of Interest
        - Marina and Coastal Access Point
        - Trail and Shoreline
        - Gateway Location
- The Client will establish a Steering Committee (up to approx. 10 people) to provide guidance, input and **design approval** of Kimley-Horn's work. Client's Project Manager will manage coordination of the Steering Committee and Kimley-Horn will only communicate with the Steering Committee at designated Steering Committee meetings. Client's Project Manager is responsible for resolving differences in Steering Committee direction to Kimley-Horn. The Client's Project Manager will coordinate all Steering Committee meeting invitations, location, and logistics.
- The Client will establish a Stakeholder Committee (up to approx. 15) to provide guidance, input, but **no design approval** of Kimley-Horn's work. Client's Project Manager will manage coordination of the Stakeholder Committee and Kimley-Horn will only communicate with the Stakeholder Committee at designated Stakeholder Committee meetings. The Client's Project Manager will coordinate all Stakeholder Committee meeting invitations, location, and logistics.
- Survey and geotechnical investigation will be prepared at a later date. Design and estimates will not be able to rely up on this information and may be subject to change.
- Opinion of Probable Construction Costs (OPCC) - Because the Consultant does not control the cost of labor, materials, equipment or services furnished by others, methods of determining prices, or competitive bidding or market conditions, any opinions rendered as to costs, including but not limited to opinions as to the costs of construction and materials, shall be made on the

basis of its experience and represent its judgment as an experienced and qualified professional, familiar with the industry. The Consultant cannot and does not guarantee that proposals, bids, or actual costs will not vary from its cost estimates.

- The construction budget is unknown at this time. We have estimated our design work effort based on a $1M scope.

INFORMATION PROVIDED BY THE CITY

Consultant shall be entitled to rely on the completeness and accuracy of all information provided by the Client or the Client's consultants or representatives. The Client shall provide all information requested by Kimley-Horn during the project, including but not limited to the following:

- Any previously prepared signage, branding, surveys, reports, or documents with bearing on our scope of services;
- Access to the Site;
- A signed copy of this Agreement (Required).

SCOPE OF SERVICES

Upon approval of this proposal, Consultant will commence the following tasks:

Task 1 – Project Management
The Consultant will perform the following services:

A. Data Collection
   a. Consultant will work with the City Project Manager to collect the following available data: the above listed 'Information provided by City,' City's understanding of regulatory requirements, Record Drawings, existing plans / policies / standards, and information regarding facilities, roadway and public improvements both existing and proposed.

B. Project Management
   a. Coordination with the City Project Manager. Coordination will include email correspondence and phone calls.
   b. Communicate project status with the City with the monthly invoice and with weekly project status updates. It is assumed the project will last up to 5 months.

Task 2 – Assessment and Wayfinding Plan
The Consultant will conduct a Kickoff **(Steering Committee Meeting #1 - in person**) with the designated Steering Committee group to discuss the project scope, schedule, and vision for the Project.

The Consultant will conduct a site survey to review existing branding systems, document preferred circulation paths, and future sign locations. The Consultant will prepare a memo of findings and assessment, including applicable signage regulations and codes; and a map exhibit documenting pedestrian and vehicular preferred circulation paths and primary/secondary destinations, including Old Seabrook District. No other districts are anticipated.

The Consultant will meet with the Steering Committee (**Steering Committee Meeting #2 – in person**) to review results of the site survey and also the process to secure public input via online survey. The Consultant will prepare a PowerPoint presentation for use at the Steering Committee Meeting #2.

Based on the results of the input received from the Steering Committee, the Consultant will update the Circulation Maps and facilitates a meeting with the **Steering Committee, Council and Stakeholder Committee (Joint Meeting #1 – in person)** to review the assessments and gain consensus regarding preferred pathways, and destinations and visual character utilizing benchmarking design theme board illustrations. The Consultant will prepare a PowerPoint presentation for use at the Joint Meeting.

The Consultant will conduct a review meeting with the Steering Committee (**Steering Committee Meeting #3 – in person**) to review the feedback received to incorporate into future deliverables. No additional presentations will be prepared for this meeting.

Deliverables:
Memo of Site Visit Findings and Assessment that will become the basis of the Wayfinding Plan, including:

- Circulation Maps: documenting Preferred Pathways, and Destinations incorporating planned changes in traffic or circulation with information provided by the Steering Committee or as outlined in the previous plans, if applicable
- Identification of boundary, entries, destination hierarchy, key decision nodes and messaging requirements
- An Inventory of Sign Types and Quantities keyed to color coded map highlighting placement of typical sign types with consideration given to sight lines, information processing, codes, and TXDOT requirements
- Identify landscape beautification opportunities to enhance signage

Meeting Notes
Meeting PowerPoint

Meetings: All in Person
(The Consultant will release an electronic Adobe pdf file prior to each meeting)
Kickoff Meeting #1, Joint Meeting #1, Steering Committee Meeting #2 and #3

Task 3 – Schematic Design
Based on the meeting feedback, the Consultant will prepare up to three (3) design schemes for each family of sign types. It is assumed one (1) option will include the Previous Master Plan sign family with minor refinement, and two (2) options will be new design schemes. Sign families will illustrate the recommended typeface, color family, the use of the appropriate identity elements, message layout and the general overall appearance of the sign types.

Anticipated Sign types include:

- **Entry Gateway Identity Signage -** Primary Secondary & Tertiary;
- **Vehicular Directional Signage -** approaching the City's entrances that focuses on directing traffic to destinations, typically districts or visitor destinations. This sign type also includes "Trailblazing" signage to keep vehicular traffic moving to their destination along preferred pathways.
- **Pedestrian Directional Signage -** from parking and major destinations, public sites as well as municipal facilities, scaled to a pedestrian level.
- **Destination Identification Signage -** This sign type is a ground mounted monument sign;

primary identification signage is developed for critical destinations such as City Hall; secondary signage is also developed for other city buildings, City operated Parks or Trail Systems or for the identification of districts.

- **Information/Event Kiosks -** including the use of the appropriate static and electronic messaging systems and pedestrian orientation maps; and which may also carry pedestrian directional information and branding elements.
- **Pageantry/Interpretive/Banner Standards -** creating attractive pedestrian pathways along greenscapes and other preferred pathways enhanced by interpretive signage, banner programs, flags and supergraphics/public art signage within the project area. Standards for interpretative signage for historic destinations can be addressed as well.
- **Internally Illuminated Street Name (ILSN) Signs** – develop a template for internally illuminated street name (ILSN) signs that can be installed on the mast arms of traffic signals. A standard detail sheet of approved template that is compatible with most ILSN manufacturers with be prepared to be used by City's traffic signal designers as part of future PS&E projects. Design of a typical traffic signal or the electrical cabling for such ILSN's is not a part of this task.

Concurrently, the Consultant will update the Wayfinding Plan to reflect the sign type locations and message schedule.

The Consultant will conduct up to three (3) meetings with Steering Committee to review the design options and incorporate feedback (**Steering Committee Meetings #4-6, 2 in person and 1 virtual**). During one of these meetings, the Consultant works with the Steering Committee to develop the process for Public review of the three design options. No additional presentations will be prepared for this meeting. Minor and reasonable revisions will be incorporated following Meetings #4-6. One (1) meeting can also include Council if needed.

This task includes preparing documents and narrative for purposes of posting to an online survey to engage the public on their selection of a preferred sign family. Consultant is not responsible for coding, posting or managing the online platform. Consultant will rely upon the City to manage response and communicate findings.

The Consultant will include a preliminary opinion of probable construction costs (OPCC) for review with each sign family.

Meetings:
(The Consultant will release an electronic Adobe pdf file prior to each meeting)
Steering Committee Meetings #4-6 (2 in person, 1 virtual) – Option for Council to join one

Deliverables:

A. Schematic Design Package, including:
    - Updated Wayfinding Plan with updated sign locations and typical messaging schedule
    - Three (3) Sign Families
    - OPCC
B. Summary of Online Survey Results (provided by City)
C. Meeting Notes

Task 4 – Design Development

Based on the final Schematic Design package as selected by the Steering Committee and online survey, the Consultant will refine the drawing package to a Design Development level including:

- Finalizing signage ordinances and restrictions, including typical ADA and TXDOT
- Identity and Logo applications
- Preliminary Destination Nomenclature
- Coordinate with sign fabricators on updated cost estimates and installation methods
- Refined detailing of sign types, addressing size, material, mounting, lighting, finishes based on OPCC feedback
- Landscape beautification features, limited to prototype planting plans (site specific planting plans are not included)
- Updated OPCC

During this phase, the Consultant will facilitate a meeting with Steering Committee (**Steering Committee Meeting #7 – in person**) to review the Design Development Package, updated pricing and to discuss strategies for a phased implementation based on the City's priorities and budget.

The Consultant further refines the Design Development Package by addressing size, material, mounting, lighting, finishes based on OPCC feedback and develops an outline of recommendations on implementation phasing. Based on the phasing discussed, the Consultant will prepare a project schedule for Phase I Implementation. The Consultant facilitates an on-line meeting with the Steering Committee **(Steering Committee Meeting #8 - virtual)**

Based on the feedback received during the Steering Committee meeting #8, the Consultant will address minor and reasonable comments in the updated Design Development Package. The Consultant will participate in a presentation meeting with the Council, Steering and Stakeholder Committee (**Joint Meeting #2 – in person**) to present the final Design Development package and Implementation Plan. The Consultant will prepare a PowerPoint presentation for purposes of the Joint Meeting.

Deliverables:

A. Wayfinding Plan, including:
    a. Design Development Package of the One (1) Selected Design Option
    b. Destination Inventory
    c. Implementation Phasing Plan with Recommendations for Phase I Implementation's Schedule and Next Steps
    d. OPCC
B. Meeting Notes
C. PowerPoint Presentation

Meetings:
(The Consultant will release an electronic Adobe pdf file prior to each meeting)

A. Steering Committee Meeting #7 – in person
B. Steering Committee Meeting #8 – virtual
C. Joint Meeting #2 – in person

ADDITIONAL SERVICES

Any services not specifically provided for in the above scope will be billed as additional services and performed at our then current hourly rates. Such additional services shall include but are not limited to the following:

A. Construction Documents
B. Permitting
C. Bidding and Construction Phase Services
D. Civil Engineering
E. 3D modeling
F. Additional meetings or presentations
G. Additional effort based on an extended project schedule
H. Revisions due to changes in regulations
I. Requested design changes to the project's deliverables after approval of any phase of work, are considered Additional Services.

SCHEDULE

The Consultant will work to prepare a mutually agreed upon schedule with the City.

FEE AND EXPENSES

Kimley-Horn will perform the tasks noted below on a lump sum (LS) basis, including expenses. The services in this agreement will be billed as follows.

PROFESSIONAL SERVICES		
Task 1 Project Management		$ 11,000 LS
Task 2 Assessment and Wayfinding Plan		$ 32,000 LS
Task 3 Schematic Design		$ 25,000 LS
Task 4 Design Development		$ 25,000 LS
	Total	**$ 93,000 LS**

Fees will be invoiced monthly based upon the percentage of services performed as of the invoice date. Payment will be due within 30 days of your receipt of the invoice.

CLOSURE

In addition to the matters set forth in this EXHIBIT A, our scope of services shall include and be subject to, and only to, the terms and conditions in the City of Seabrook Professional Services Agreement. As used in the Professional Services Agreement, the term “the Consultant” shall refer to Kimley-Horn and Associates, Inc., and the term “the Client” or “the City” shall refer to the City of Seabrook. Fees and times stated in this Proposal are valid for sixty (60) days after the date of this EXHIBIT A.

MEETING MINUTES
DECEMBER 12, 2024

SEABROOK ECONOMIC DEVELOPMENT CORPORATION MEETING

The Seabrook Economic Development Corporation of The City of Seabrook met on **Thursday, December 12, 2024,** at 6:00 P.M. At Seabrook City Hall to consider, and if appropriate, take action with respect to the agenda items listed below.

Board Members Present:

Paul R. Dunphey	Chair
Terry Chapman	Vice-Chair
Kevin Ferguson	Treasurer
Gary Bell	Member
Ann Wacker	Secretary
Buddy Hammann	Council Representative
Thomas Kolupski	Mayor

Also Present Were:

Gayle Cook	City Manager
Kiarra Bellow	Administrative Assistant

EDC Chairman Paul Dunphey called the meeting to order at 6:00 p.m. and declared that a quorum was present.

1. PUBLIC COMMENTS AND ANNOUNCEMENTS

The following citizens gave public comments:

Tyler Kubena	1801 El Mar Ln.	Discussed the importance of a clear and cohesive vision for the city/EDC and gave suggestions on partnerships with local schools and universities.

2. PRESENTATIONS

2.1 Presentation by Seabrook LLC., seeking an incentive to assist with Commercial Facade Improvements at 2622 NASA Parkway. ***Javad Azimpoor, Seabrook Retail, LLC***

Javad Azimpoor with Seabrook LLC gave a presentation regarding the incentive request for Commercial Facade Improvements at 2622 NASA Parkway. (See Exhibit A)

2.2 Chairman Paul Dunphey to present a token of appreciation to Gary Bell for 11 years of service to the Seabrook Economic Development Corporation.

Chairman Dunphey presented a token of appreciation to Gary Bell.

2.3 Chairman Paul Dunphey to present a token of appreciation to Kevin Ferguson for 7 years of service to the Seabrook Economic Development Corporation.

Chairman Dunphey presented a token of appreciation to Kevin Ferguson.

3. Recess for Appreciation Reception

Meeting recessed at 6:11 PM for appreciation reception and reconvened at 6:27 PM.

4. EXECUTIVE SESSION

4.1 Section 551.087

Conduct a closed executive session to discuss/deliberate potential financial incentive(s) and financial information received from a business prospect that the City/EDC seeks to have locate, stay, or expand for which the City is conducting economic development negotiations, as provided by Texas Government Code Section 551.087.

Chairman Dunphey adjourned the meeting into closed session at 6:27 PM.

5. OPEN SESSION

5.1 Reconvene Open Session

Chairman Dunphey reconvened the regular meeting into open session at 6:46 PM.

No action was taken during executive session.

6. NEW BUSINESS

6.1 Consider and take all appropriate action on a business incentive application filed by Seabrook Retail LLC., to assist with Commercial Facade Improvements at 2622 NASA Parkway, in an amount not to exceed $55,000.00.

Motion:	To approve a business incentive application in the amount of $50,000 contingent upon completion of the facade improvements as stated in the application and a 50% occupancy rate.
Made By:	EDC Secretary Wacker
Seconded By:	EDC Treasurer Ferguson
Vote:	**Passed** unanimously by all present

6.2 Consider and take all appropriate action on nominating the Business-of-the-Year to receive recognition by the Seabrook EDC consisting of but not limited to a one-year membership to the Seabrook Association and the Clear Lake Chamber of Commerce.

Motion:	To approve Snap Fitness as the SEDC 2024 Business of the Year.
Made By:	EDC Member Bell
Seconded By:	EDC Treasurer Ferguson
Vote:	**Passed** unanimously by all present

6.3 Consider and discuss the Economic Development Corporation funding irrigation costs for the SH 146 Beautification Project.

City Manager, Gayle Cook gave an update on the funding cost of the irrigation system.

No action was taken.

6.4 **Consider and take all appropriate action on the appointment of one (1) Economic Development Corporation director to serve on the Stakeholder Committee for the expansion of Bayside Park project**.

Motion:	To appoint Ann Wacker to serve on the Stakeholder Committee.
Made By:	EDC Treasurer Ferguson
Seconded By:	EDC Member Bell
Vote:	**Passed** unanimously by all present

7. ROUTINE BUSINESS

7.1 **Update by Director on Strategic Plan Initiatives, Monthly Reporting and Activities.**

City Manager Gayle Cook reviewed the monthly activity report and provided an update on development activities. (Exhibit B)

7.2 **EDC Financial Report**

City Manager Gayle Cook reviewed the EDC Financial Report for November 2024. (See Exhibit C)

7.3 **Approve minutes from the November 14, 2024, regular EDC meeting.**

Motion:	To Approve
Made By:	EDC Treasurer Ferguson
Seconded By:	EDC Secretary Wacker
Vote:	**Passed** unanimously by all present

7.4 **Establish future meeting dates and agenda items.**

Next regular meeting is scheduled for January 9, 2025.

Motion:	To Adjourn
Made By:	EDC Vice-President Chapman
Seconded By:	EDC Treasurer Ferguson
Vote:	**Passed** unanimously by all present

Meeting was adjourned at 7:07 PM.

APPROVED ON THE ____ DAY OF________________, 2025.

____
Paul Dunphey, EDC Chair

____
Kiarra Bellow,
EDC Administrative Coordinator

SEABROOK
ECONOMIC DEVELOPMENT CORPORATION

2025 Meeting Schedule

JANUARY 9, 2025
FEBRUARY 13, 2025
MARCH 13, 2025
APRIL 10, 2025
MAY 8, 2025
JUNE 12, 2025
JULY 10, 2025
AUGUST 14, 2025
SEPTEMBER 11, 2025
OCTOBER 9, 2025
NOVEMBER 13, 2025
DECEMBER 11, 2025

All regularly scheduled Economic Development Corporation meetings begin at 6:00 PM at Seabrook City Hall, 1700 First St., in the Council Chambers.