



MEETING MINUTES
SUNNYVALE 4A DEVELOPMENT CORPORATION
BOARD OF DIRECTORS SPECIAL MEETING
NOVEMBER 10, 2011
7:30 P.M.

THE SUNNYVALE 4A DEVELOPMENT CORPORATION BOARD **MET** IN A SPECIAL MEETING AT 7:45 P.M. ON THURSDAY NOVEMBER 10, 2011 IN THE COUNCIL CHAMBERS OF THE SUNNYVALE TOWN HALL, 127 N. COLLINS ROAD, SUNNYVALE, TEXAS UNDER V.T.C.A., GOVERNMENT CODE SECTION 551.041, 551.071 AND 551.072. ITEMS TO BE DISCUSSED AND ACTED UPON ARE:

ATTENDING: *President Terri Shatter, Vice President Rachel Doyle, Secretary Hari Pillai, and Director Bill Metzger*

ABSENT: *Treasurer David Carlile*

- **CALL TO ORDER** *President Terri Shatter called the meeting to order at 7:45 p.m.*
- **PUBLIC FORUM**
(CITIZENS MAY SPEAK ON ANY MATTER OTHER THAN PERSONNEL MATTER OR MATTERS UNDER LITIGATION. NO ACTIONS OR DISCUSSION WILL BE TAKEN UNTIL SUCH MATTER IS PLACED ON THE AGENDA AND POSTED IN ACCORDANCE WITH LAW. PLEASE OBSERVE THE TIME LIMIT OF THREE (3) MINUTES.) *There was no public comment.*
- **APPROVAL OF MINUTES - REGULAR MEETING – SEPTEMBER 1, 2011** *Through a motion of Bill Metzger and a second of Hari Pillai the minutes were approved unanimously.*
- **APPROVAL OF FINANCIAL REPORTS – SEPTEMBER AND OCTOBER, 2011** *Through a motion of Rachel Doyle and a second of Hari Pillai the financial reports for September 2011 were approved unanimously. Through a motion of Bill Metzger and a second of Hari Pillai the financial reports for October 2011 were approved unanimously.*
- **HEAR PRESENTATION BY THE RETAIL COACH, AUSTIN FARMER**
PRESENTATION TO INTRODUCE THE RETAIL COACH AND ITS SERVICES REGARDING RETAIL ANALYTICS AND MARKETING. *A presentation was made by Aaron Farmer, National Project Director. The Retail Coach is a 12 year old company founded by Austin Farmer who came from Game Stop. They have worked in 17 states and over 150 Retail projects. Company based in Houston. Their process includes a market analysis, community analytics, consumer analytics, community marketing and branding, retailer matching, retail recruitment and retail coaching. They are offering their services for approximately \$25,000 for 22 months of service with a 6 month payout with the study and then 12 months of coaching. Updates are \$5,000.*
- **HEAR PRESENTATION BY CATALYST COMMERCIAL, JASON CLAUNCH**
PRESENTATION TO INTRODUCE CATALYST COMMERCIAL AND ITS SERVICES REGARDING RETAIL ANALYTICS AND MARKETING *A presentation was made by*

Jason Claunch, President. Catalyst commercial is a Dallas Based Company. Their proposal includes a Market Trade Area Delineation and Trade Area Analysis including aerial market map, trade area maps, site specific trade area maps, customer dot maps and demographic maps. Also to be provided would be a Traffic Analysis, Demand Analysis, Merchandising Plan with Individual Property Analysis, Merchant Matrix, Tenant Profiling and Implementation including tenant recruitment and procurement.. They are offering their services for \$24,706 and a proposal was provided electronically. They would include an analysis for the hospitality industry including hotel demand. The project analysis will be completed in 6 months with an implementation campaign will include 80 “conversions where a list of potential tenants reaching a yes/no from the potential tenant. Bi monthly reports will be provided with implementation usually taking 12 to 18 months.

• **DISCUSSION AND ACTION ITEMS**

- 1) DISCUSSION ON THE ESTIMATION OF COSTS TO INSTALL ELECTRICAL STREET LIGHTS ON CLAY ROAD. *President Terri Shatter indicated that they are working on the cost estimates and will present at next months meeting.*
- 2) UPDATE AND DISCUSSION ON THE PLANTERS ROAD PROJECT AND SANITARY SEWER PROJECT. *President Terri Shatter provided an update on the easement acquisitions.*

EXECUTIVE SESSION AGENDA:

- **CONVENE INTO EXECUTIVE SESSION, PURSUANT TO V.T.C.A. GOVERNMENT CODE SECTION 551.074 – PERSONNEL – ECONOMIC DEVELOPMENT COORDINATOR AND GOVERNMENT CODE SECTION SEC. 551.072. DELIBERATION REGARDING REAL PROPERTY - TO DELIBERATE THE PURCHASE, EXCHANGE, LEASE, OR VALUE OF REAL PROPERTY IF DELIBERATION IN AN OPEN MEETING WOULD HAVE A DETRIMENTAL EFFECT ON THE POSITION OF THE GOVERNMENTAL BODY IN NEGOTIATIONS WITH A THIRD PERSON – PROPERTY AT OR ABOUT THE 600 BLOCK OF EAST U.S. HWY 80.**
President Terri Shatter convened the executive session at 9:37 p.m.
RECONVENE INTO OPEN SESSION AND TAKE ANY ACTION NECESSARY AS A RESULT OF THE EXECUTIVE SESSION
President Terri Shatter reconvened into open session at 10:37 p.m. Through a motion of Bill Metzger and a second of Hari Pillai the Board unanimously agreed to recommend to Council the creation of a search committee for the new Economic Development position consisting of Terri Shatter and Bill Metzger of the 4A Board; Scott Campbell of the Town; and Saji George of the Town Council.
- **ADJOURN** *The meeting was adjourned at 10:50p.m.*

Approved by the Board of Directors on December 1, 2011

Hari Pillai, Secretary