

STATE OF TEXAS §
COUNTIES OF POTTER §
AND RANDALL §
CITY OF AMARILLO §

On the 20th day of February, 2020, the East Gateway Tax Increment Reinvestment Zone No. 2 Board met in a regular meeting at 12:00 PM, in Room 306 of City Hall, at 601 S. Buchanan, Amarillo, Texas with the following members present:

Voting Members	Present	Meetings Held	Meetings Attended
Michael Kitten, Amarillo College	N	8	5
Dean Frigo, Amarillo Hospital District	Y	21	19
Doyle Corder, Amarillo Independent School District	Y	1	1
Christopher Reed, City of Amarillo	N	21	14
John Attebury, City of Amarillo	Y	17	16
Jashmin Patel, City of Amarillo	N	2	1
Butch Collard, Panhandle Groundwater District	Y	5	3
Helen Burton, Potter County	Y	21	13
Mercy Murguia, Chairman, Potter County	Y	21	20
David Walker, Potter County	Y	13	13

Staff present:

- Jared Miller, City Manager
- Andrew Freeman, Director of Planning and Development Services
- Cris Valverde, Assistant Director of Planning and Development Services
- Emily Koller, Planning and Development Services Manager
- Brad Kiewiet, Planner II

ITEM 1. Public Address. No comments were made.

ITEM 2. Minutes. Chair Murguia asked for corrections, deletions or changes to the minutes of January 16, 2020. A motion was made by Mr. Frigo to approve the minutes, seconded by Mr. Walker. Motion passed unanimously.

ITEM 3. Discuss and Consider Brailsford & Dunlavey, Inc. Phase 1: Market Validation Proposal to Provide Sports Tourism Services for the East Gateway Initiative. Andrew Freeman presented the item. This item is a follow-up to direction received during the January 16, 2020 meeting for an additional study by B&D. The scope would include a kick-off, two months of market analysis of Amarillo, the region and beyond as it relates to the sport tourism market. They would also take an initial look at what kind of gap there is that Amarillo might fill, possible tournament/event days and hotel room nights. The contract amount is a not to exceed amount of \$49,840. Kickoff is scheduled for March 16th. Timing wise, the study should be completed by early June. Chair Murguia provided a history of the previous studies with B&D and Lavin that have led to this new scope to move the zone forward. A motion was made by Mr. Walker to approve the agreement, seconded by Mr. Collard. Motion passed unanimously.

ITEM 4. Discuss and Provide Direction Regarding a Possible Expansion of the Current East Gateway TIRZ Boundary. Andrew Freeman presented the item. A new project has been discussed just outside the current boundary of the TIRZ #2. They were interested in possible incentives for the project, which led to discussing TIRZ #2 and whether the zone could be expanded to bring in the land they are considering. State law does allow for expanding the boundary via ordinance and public hearing as it was originally created. If expanded, each taxing entity has to approve their participation for the new area. By adding this new area, it could add additional value to the TIRZ to help meet the overall goals of the zone. The Board discussed the possible expansion and was interested in moving forward. The Board also discussed whether all entities would still be interested in contributing their tax increment. Next steps will be presenting the idea to City Council for feedback at an upcoming meeting, as they would be responsible for considering any future expansion. The Board was also interested in taking a look at all the surrounding land to see if there might be additional to consider outside of the new project area.

ITEM 5. Update and Discussion Related to Projects Taking Place in TIRZ #2. Andrew Freeman presented the item. A building permit has been issued for the Toot'n Totum Travel Center. They were not interested in a ground breaking ceremony, but did say they would like to coordinate for a ribbon cutting event when it is ready to open. Staff is also working with the Lee family on possible projects for the west side of the zone, seeing what the infrastructure needs might be in coordination with their engineer. Lastly, TxDOT continues to work on their highway project and is currently ahead of schedule.

ITEM 6. Discuss Items for Future Agendas and Next Meeting Date. Doyle Corder was introduced as the new board representative for Amarillo Independent School District. Possible future agenda items include the boundary and B&D Study. We might also need an executive session for possible projects.

The next scheduled meeting will be held tentatively on March 19, 2020 at noon. We may look at a different meeting date due to Spring Break.

Meeting adjourned at 12:29.

Mercy Murguia, Chairman