

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

On the 21st day of January, 2021, the East Gateway Tax Increment Reinvestment Zone No. 2 Board met in a regular meeting at 12:00 PM, via Zoom, with the following members present:

Voting Members	Present	Meetings Held	Meetings Attended
Chris Sharp, Amarillo College	Y	7	6
Dean Frigo, Amarillo Hospital District	Y	28	26
Doyle Corder, Amarillo Independent School District	Y	8	7
Tracey Shea, City of Amarillo	Y	1	1
John Attebury, City of Amarillo	Y	24	22
Jashmin Patel, City of Amarillo	Y	9	6
Butch Collard, Panhandle Groundwater District	N	12	7
Helen Burton, Potter County	Y	28	18
Mercy Murguia, Chairman, Potter County	N	28	26
David Walker, Potter County	Y	20	20

Staff present:

Jared Miller, City Manager

Andrew Freeman, Managing Director of Planning and Development Services

Cris Valverde, Assistant Director of Planning and Development Services

Emily Koller, Economic Development and Neighborhood Revitalization Manager

Amanda Medellin, Recording Secretary

ITEM 1. Call to Order

Chair, Mercy Murguia, called the meeting to order at 12:00 PM and established a quorum. It She welcomed new board member, Tracy Shea.

ITEM 2. Public Address

Chair Murguia inquired if anyone in the audience wished to speak for Public Address. There were no comments.

ITEM 3. Minutes

Chair Murguia asked for corrections, deletions or changes to the minutes of December 17, 2020. A motion was made by Mr. Walker to approve the minutes, seconded by Mr. Corder. Motion passed unanimously.

ITEM 4. Presentation of and Discussion of Financial Feasibility Report Proposal by Sports Facilities Advisory, LLC

Jim Arnold, National Director of Business Development with Sports Facilities Companies, presented an overview of their proposal for a detailed financial forecast (pro-forma) for a

proposed outdoor soccer complex. He explained that this will build off the previous studies, which provided an assessment that the market can support a facility of this kind, but this financial analysis will create a real model that can be used to engage developers, ownership groups and event rights holders. It will answer questions such as: what the facility looks like, how much it costs, how it operates, what economic impact it creates, how it can be financed, and who can be engaged. Matt Reda, Senior Director, Corporate Development with the United Soccer League (USL), then provided an overview of USL as a soccer company and how it becomes part of a community at every level from pro to youth programming. They currently have about 50 franchises and want to expand to 90 by the 2026 World Cup hosted in the US. They see themselves as catalysts for something bigger – not just about the facility but a way to create community and economic development outcomes through programming at all levels and surrounding development.

The Board requested clarification for the actual ask - \$48,500, 6-8 turnaround time on completion. They asked who owned the study – the City/TIRZ #2 owns it outright except for some proprietary formulas. Board asked about ownership groups/team in line already? There is no one that would put their name on paper, but they have relationships with groups that are interested in sports related developments, so they present them as the project develops. They also work with local developers and interested in ownership groups. Is there a matchmaking fee – no fee, that is part of their business. Chair Murguia asked City Manager Jared Miller to comment on the Parks Master Plan and if this complements those efforts or any other strategic sports initiative by the city. Yes, definitely aligns with our goals of a multi-field facility to create more opportunities for youth, also aligns with goals to be an east side catalyst.

ITEM 5. Discussion Related to Year-in-Review and Future Goals

Emily Koller, Economic Development and Neighborhood Revitalization Manager, at the request of the Executive Committee, presented a brief overview and refresher of the TIRZ #2 Zone key goals and objectives; she also showed a development map that summarized progress to date. The purpose was to discuss this year's strategic goals and actions in the context of the overall zone objectives. The discussion of the action steps will take place at the next meeting.

ITEM 6: Update and Discussion Related to Projects Taking Place in TIRZ #2

No new project updates were provided.

ITEM 7: Discuss Items for Future Agendas and Next Meeting Date

The next meeting date is February 18, 2021. Agenda items suggested included continuing the goal-setting/action planning session and discussion/direction on the SFA proposal.

ITEM 8: Adjourn

The meeting adjourned at 1:02 P.M.

Mercy Murguia, Chair