

**CITY OF WINDCREST ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

Regular Meeting

**February 14, 2013
6:00 P.M.**

Windcrest City Hall

NOTICE IS HEREBY GIVEN THAT A REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE WINDCREST ECONOMIC DEVELOPMENT CORPORATION (WEDC) WILL BE HELD AT WINDCREST CITY HALL, 8601 MIDCROWN, WINDCREST, TEXAS ON THE 14th DAY OF FEBRUARY 2012 STARTING APPROXIMATELY 6:00 P.M. DURING THE MEETING, THE BOARD WILL CONSIDER, DELIBERATE AND MAY TAKE ACTION UPON ANY OF THE SUBJECTS LISTED BELOW.

Vision Statement: Nourish and develop a vibrant community that consistently pushes the limits.

Mission Statement: Facilitate interaction between business, city and other community organizations to nourish the economic health and well being of Windcrest, its citizens and the region.

Request all pagers and cell phones be turned off, except emergency on-call personnel. Citizens are asked to refrain from talking during proceedings unless recognized by the Presiding Officer.

CITIZEN COMMUNICATION: AS A COURTESY TO CITIZENS IN ATTENDANCE, AND AT THE DISCRETION OF THE PRESIDING OFFICER OF THE MEETING, CITIZENS WILL BE GIVEN A REASONABLE OPPORTUNITY TO STATE THEIR COMMENTS OR ASK QUESTIONS REGARDING ANY ITEM ON THE AGENDA, AND PRIOR TO THE BOARD TAKING ACTION ON ANY ACTION ITEMS LISTED. THE BOARD REQUESTS COMMENTS BE BRIEF, TO THE POINT, AND NO LONGER THAN 5 MINUTES. TIME CANNOT BE YIELDED TO ANOTHER SPEAKER.

Consistent with Windcrest City Council Resolution No. 292, the WEDC Board elects to audio and video record its meetings. The recordings are preserved electronically as the official minutes of its meetings.

I. Call To Order

1. Determination of a Quorum
2. Pledge of Allegiance
3. Prayer
4. Vote to consider the excuse of absent board member(s), if applicable

II. Visitors/Presentations

1. Robert Colunga, Colunga Group LLC will give consultant's report.

III. Citizens to be Heard

IV. Discussion

None.

V. Discuss and Act

1. The WEDC Board of Directors will discuss and may take action to authorize Raba Kistner to do a Property Condition Assessment (PCA) at 8600 Midcrown. [Att. 1]
2. The WEDC Board of Directors will discuss and may take action to authorize the installation of a gas main for future pad sites in the area of the Racker Road Project at an estimated cost of \$34,659.72. [Att. 2]
3. The WEDC Board of Directors will discuss and may take action on purchasing advertising in the Texas Wide Open for Business integrated marketing program in the amount of \$2,460 for a third-page vertical space to promote Windcrest in regards to quality of life, pro-business climate and other considerations. [Att. 3]

VI. General Announcements and Future Agenda Items Requested

VII. Adjournment

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Board of Directors of the WEDC is a true and correct copy of said Notice and I posted a true and correct copy of said Notice on the bulletin board at the Windcrest City Hall in a convenient place to the public. Said Notice was posted 72 hours prior to the 14th of February 2013.

By: 
Heather Weidenbach, Assistant City Secretary

I certify that the attached notice and agenda of items considered by the WEDC Meeting was removed by me from the City Hall bulletin board on the ____ of February 2013.

By: _____
Heather Weidenbach, Assistant City Secretary



WEDC Agenda Item Report

February 14, 2013

Contact – Robert Colunga

rcolunga@windcrest-tx.gov

SUBJECT: Deliberation and possible action to authorize Raba Kistner to do a Property Condition Assessment (PCA) at 8600 Midcrown.

1. BACKGROUND/HISTORY

The WEDC has engaged with Windcrest Golf Club in exploring the possibilities of how the WEDC can assist in preserving a signature portion of our city's history and attractions. Because of this the WEDC created a committee to work with the Windcrest Golf Club and explore the options.

2. FINDINGS/CURRENT ACTIVITY

Our first meeting with the Windcrest Golf Club was very productive and encouraging. During the meeting several concerns were raised as to the condition of the grounds and the infrastructure and facilities. The committee feels that is in the best interest of the WEDC to perform a PCA to ensure that WEDC has all information concerning the needs and condition of the property and facilities, before any other action should be considered. The committee agreed unanimously that this is the best course of action.

3. FINANCIAL IMPACT -

The fee for these services are dependent based on the action of the board and are broken down into the portions

- | | |
|--|---------|
| • Property Condition Assessment | \$7,500 |
| • Physical Needs Assessment of golf course grounds | \$1,800 |
| • Physical Needs Assessment of golf course irrigation system | \$3,500 |

4. ACTION OPTIONS/RECOMMENDATION

It is recommended that action be taken for the authorization of Raba Kistner with the PCA and dependent on how the board proceeds that the other portions (irrigation system and grounds) as the board deems them necessary.

WINDCREST ECONOMIC DEVELOPMENT CORPORATION

WORK AUTHORIZATION NO. 2013-004

For

PROFESSIONAL CONSULTING SERVICES

By

RABA KISTNER, INC.

In accordance with the AGREEMENT FOR PROFESSIONAL CONSULTING SERVICES (the "Agreement") dated August 1, 2012 between WINDCREST ECONOMIC DEVELOPMENT CORPORATION (hereinafter call CLIENT) and Raba Kistner, Inc., (hereinafter called **CONSULTANT**); **CLIENT** hereby authorizes **CONSULTANT** to proceed with the following Services for the following Project.

I. PROJECT

The project has been designated as WINDCREST GOLF COURSE PROPERTY CONDITION ASSESSMENT. The Project is located at 8600 Midcrown Dr, Windcrest, TX. The subject property is an approximately 15,500 square foot Club House situated on the west side of the Windcrest Economic Development Corporation Municipal Golf Course. The two-story main building is approximately 11,200 square feet with metal and built-up roofs. There is also an approximately 2,650 square foot building with a sloped shingle roof and an approximately 1,650 square foot building with a modified bitumen roof.

The **CLIENT** work order 004 is assigned to PO # 2013-004.

II. SCOPE OF SERVICES

Please see Attachment A for a detailed scope of services.

The purpose of the Property Condition Assessment (PCA) is to assist the **CLIENT** in developing a baseline understanding of the general condition of the major systems throughout the golf course facility. The PCA will provide recommended repairs, and/or the need for further investigations, if any. Where financial implications are connected with the areas observed, opinions of costs for recommended actions will be provided where costs over \$1,000 are anticipated within the next five years. These opinions of costs will be separated into recommended Immediate Work and Future Work categories that comprise estimated capital replacement reserve requirements for major systems such as pavements, building envelope, roofs, mechanical, electrical, plumbing, etc.

Additional services are available for the following tasks:

- Physical Needs Assessment of Golf Course Grounds
- Physical Needs Assessment of Golf Course Irrigation System

III. RESPONSIBILITIES OF CLIENT

CONSULTANT requests that the Client arrange for the property manager, site supervisor, or similar persons to make it possible for **CONSULTANT** personnel to have access to all exteriors, parking, interiors, roofs, mechanical rooms, etc. **CONSULTANT** generally requires that a maintenance person who has keys to all spaces on the property, a ladder for access to roofs, and overhead service panels be present to

walk the facility with us during our site visit. **CONSULTANT's** responsibility for assessment of the condition of the property is limited to only those areas that **CONSULTANT** can directly observe when **CONSULTANT** visits the site and specifically excludes any portions of the site or buildings that are not accessible when **CONSULTANT** visits the property.

IV. COMPENSATION

CLIENT shall compensate **CONSULTANT** for providing the services set forth herein in accordance with the terms of the existing Agreement.

Based on the scope of work, the **CONSULTANT'S** fees are as follows:

Service	Fee	Acceptance
Property Condition Assessment:	\$7,500	_____
Physical Needs Assessment of Golf Course Grounds:	\$1,800	_____
Physical Needs Assessment of Golf Course Irrigation System:	\$3,500	_____

Please indicate the selected services to be performed by **CONSULTANT** and its sub-**CONSULTANTS** by initializing the respective boxes next to each fee. **CONSULTANT'S** fee proposal is valid for a period of 30 calendar days. The **CLIENT** will pay **CONSULTANT** a lump sum fee upon receipt of the final report:

The personnel classification and rates anticipated for this project are provided below in Table 1. The specific hourly rate within each classification listed below depends on the experience, special training, and qualifications of the personnel needed for the project. For projects requiring work at any hazardous waste site, there will be a \$10 per hour surcharge added to the normal billing rate for all personnel. **CONSULTANTS** to **CONSULTANT** will be charged according to their professional classification. The **CLIENT** will be notified prior to any changes to these rates. The below personnel classifications and rates may vary for each Work Authorizations according to the needs each project.

Table 1 – Anticipated Personnel Classification and Rates

Personnel Classification	Rate
Principal	\$200
Senior PM / Professional	\$175
Project Manager	\$150
Professional	\$125
Jr. Professional / Technician	\$90
Administrative	\$70

V. PROJECT SCHEDULE

The **CONSULTANT** shall perform the Services according to the following schedule:

Task	Duration
Travel/Field Work	5 Working Days After Receiving Signed Proposal
Report Preparation	10 Working Days
Draft Report Delivery	2 Working Days
Final Report Delivery	5 Working Days After Receiving Client's Comments

VI. CLIENT'S PROJECT MANAGER

The **CLIENT'S** project managers and point of contacts for this Project are:

- Robert Colunga
- Sherry Mosier

VII. KEY CONSULTANT PERSONNEL

The following **CONSULTANT** key personnel are assigned to perform the Services:

- Project Manager - Jesse Aguilar, PE
- Project Manager – Andrew Hunt, PE, CFM

AUTHORIZED BY:

ACCEPTED BY:

CLIENT:

CONSULTANT:

Signature

Signature

Print Name

Print Name

Date

Date

Attachment A - Scope of Work

Property Condition Assessment Scope of Work

The purpose of the Property Condition Assessment (PCA) is to assist the **CLIENT** in developing a baseline understanding of the general condition of the major systems throughout the golf course facility. The following major systems of the golf course facility will be assessed through the PCA:

- Civil/Site Development and Amenities
 - The PCA excludes course grounds, but may be assessed as an additional service
- Pavements
- Structure, Foundation, and Exterior Walls
- Roofing
- Mechanical, Electrical, and Plumbing (MEP)
 - The PCA excludes the course irrigation system, but may be assessed as an additional service
- Fire Protection, Regulatory Considerations, and Building Codes
- Architectural Barriers and ADA Compliance General Review

The PCA will provide recommended repairs, and/or the need for further investigations, if any. Where financial implications are connected with the areas observed, opinions of costs for recommended actions will be provided where costs over \$1,000 are anticipated within the next five years. These opinions of costs will be separated into recommended Immediate Work and Future Work categories that comprise estimated capital replacement reserve requirements for major systems such as pavements, building envelope, roofs, mechanical, electrical, plumbing, etc.

CONSULTANT's engineers, architects, and facilities professionals with specialized experience and insight from similar projects of this type will be assigned to the PCA.

The PCA will be performed in general conformance to the American Society for Testing and Materials (ASTM) E2018 - Standard Guide for Property Condition Assessments: Baseline Property Condition Assessment Process. The proposed scope of services for this phase will not include obtaining and testing materials or performing engineering calculations to assess the adequacy of the existing design. **CONSULTANT** will notify **CLIENT** accordingly if issues or concerns arise which require such services.

To accomplish the PCA, we propose the following tasks:

Task 1 - Preliminary Reviews and "Walk-Through"

The assessment will begin, where possible, with a preliminary review of available and relevant drawings, specifications, reports and records, and brief interviews with the property manager and/or maintenance personnel or other persons who may be familiar with the property. **CONSULTANT** assumes that any previous engineering studies, drawings, documents, or related information regarding the use, condition, and maintenance of the buildings will be made available to **CONSULTANT** for our review during the course of the assessment.

Following the preliminary data reviews and interviews, our professionals will conduct a "walk-through" of the property for the purpose of observing the general condition of the property and to locate problems and visible defects in the materials and building systems. This work will include making visual observations of the roofs and the interiors of accessible areas. Unless specifically requested or addressed in this proposal, the scope of these services will not include obtaining and testing materials or performing engineering calculations to assess the

Attachment A - Scope of Work

adequacy of the existing design. If **CONSULTANT** has concerns about specific items which require such services **CONSULTANT** will notify you accordingly.

The following major systems will be assessed and inventoried as part of this task:

Civil/Site Development and Amenities

The Civil/Site Development section of the PCA will address site access, parking area, site lighting, landscaping, irrigation system electronics, site drainage, retaining walls, and locations of utilities. The number and condition of any primary site amenity features will also be discussed. Subsurface utilities will be discussed only to the extent that such systems are visible at the site or on the drawings made available for review.

Pavements

The Pavements section of the PCA will address pavements, entrance drives, sidewalks and other concrete or asphalt paved flatwork. Observations will be made to obtain indications of what pavement system is present and how the pavement is performing and aging, as well as to assess other defects commonly found in pavements and their extent.

Structure, Foundation, and Exterior Walls

The Structure, Foundation, and Exterior Wall portion of the PCA will evaluate the general condition of the structural, foundation and exterior wall systems and document problems or visible defects. **CONSULTANT** will assess, using visual observations and review of available drawings, the type of systems used and document the type, location, and extent of apparent defects in the systems. This section of the report will address the condition of paint or finishes on the exteriors of the property. **CONSULTANT** will note the condition of exterior stair systems, window systems, and doors. Observations requiring the removal of finishes, material testing, and structural calculations have not been included in this proposed scope of services. This proposal includes visual observations of all surfaces of the exterior of the buildings as able to be viewed from the ground or available adjacent structures. It does not include the use of lift equipment, swing stage, or other means to elevate persons for a more complete viewing of the buildings' exterior surfaces.

Roofing

The Roofing portion of the PCA will assess the general condition of the roofing and associated drainage systems. From visual observations conducted on site and review available drawings, **CONSULTANT** will assess the types of roofing systems used; observe and document the type and extent of roofing defects present; evaluate the overall condition of the roofing systems and estimate the remaining service lives of the roofing systems. **CONSULTANT** requests that on-site maintenance personnel provide roof access.

Mechanical, Electrical, and Plumbing (MEP)

The MEP portion of the PCA will assess the general condition of the MEP systems and note the type of systems used. **CONSULTANT** will observe the readily visible components of the MEP systems. **CONSULTANT** will note visible deficiencies, the general quality of maintenance provided, the remaining useful life of the manufactured equipment, and will identify needed replacements, repairs, and upgrades. Comprehensive inspection of areas of the buildings that are not generally accessible, such as crawlspaces, plumbing chases, ceiling plenums, etc., are excluded from the proposed scope of services. **CONSULTANT** will observe representative examples of these types of areas to the extent reasonably possible.

Fire Protection, Regulatory Considerations, and Building Codes

Attachment A - Scope of Work

The Fire Protection, Regulatory and Code section of the PCA will include a review and assessment of the fire protection alarm systems, sprinklers, security system access cameras, and smoke detection systems. **CONSULTANT** will attempt to contact the local fire department and municipal building inspection department by FAX or telephone to inquire into the presence of any outstanding fire or building/life safety code violations against the property. **CONSULTANT** will also review any existing reports or inspection documents in this regard and comment on these findings, where appropriate.

CONSULTANT will make a general review of the original construction specifications and drawings for the property (to the extent that they are made available to us either at the site or at our office during the period allotted for our evaluation). We will identify the applicable building codes in force related to the property. The purpose of this work is not to do a complete code review; however, we will comment on the building code violations as they are related to major non-conformance issues that are identified.

Architectural Barriers General Review

This portion of the PCA relates to a general overview of the conditions in common or public areas of the property considered to be "public accommodations" as defined by the Americans with Disability Act (ADA) and its compliance with currently available data pertaining to Title III of the ADA. This work is not intended to be a thorough review of accessibility issues, but is intended to capture the general state of compliance with the rules.

Based on an observation of a representative number of the accessible components, interviews with the on-site maintenance personnel, and our understanding of the ADA guidelines; **CONSULTANT** will note the apparent general compliance of a specific checklist of applicable features that includes the number of parking spaces, curb ramps, walkways, entry doors, public restrooms, elevators, drinking fountains, stairs, and alarm systems.

Task 2 - Written Report

CONSULTANT will issue two copies of the written report that will discuss our observations, findings, conclusions, and recommendations. Supplemental appendices will be included where appropriate to provide additional detail about material condition, equipment, or related information. The report will contain conclusions discussing recommended repairs, and/or the need for further investigations, if any.

CONSULTANT will compile the condition assessment results from the site walk-through and asset inventory task into a single report. The report will discuss **CONSULTANT** observations, findings, conclusions, and recommendations. The report will include:

- Summary table showing asset condition for each major system by building
- Photographic documentation
- Recommendations for Immediate and Future Work of major system observed
- Opinions of Costs for recommended work for costs over \$1,000 anticipated within the next five years separated into recommended Immediate and Future Work categories that comprise estimated capital replacement reserve requirements for major systems such as pavements, building envelope, roofs, mechanical, electrical, plumbing, etc.
- Recommendations for any critical additional services that may be warranted by the results of the study (if required)

Attachment A - Scope of Work

Additional Services - Golf Course Grounds Assessment

As an additional service to this assessment, **CONSULTANT** recommends that the golf course be assessed to observe and document the condition of the course and identify short term and long term deficiencies that warrant repair over the five year planning period. If the **CLIENT** accepts this additional services, Horizon Design and Development, under the direction of **CONSULTANT**, will perform a walk-through of the 9-hole course. This will include features such as bunkers, sand traps, fairways, and associated cart paths. Horizon Design and Development's landscape architects are experienced with the design, development, and maintenance of golf course facilities.

Additional Services - Golf Course Irrigation System Assessment

As an additional service to this assessment, **CONSULTANT** recommends that the golf course irrigation system be assessed to observe and document the condition of the following items to identify short term and long term deficiencies that warrant repair over the five year planning period:

- Pump Station Equipment
- Piping (signs of apparent leaks,)
- Irrigation Controls
- Spray Heads
- Operability and Functionality of system components

This effort will include opinions of cost for the deficiencies that warrant repair.

WGC Strategic Action Plan – 2010 – 2013

(Current as of Nov 1, 2012)

Great Golf – Great Friends – Great Value!

Strengths:

- Good value
- Convenient
- Accessible – “It’s a short drive to WGC”
- Informal & friendly
- Enjoyable
- Family oriented
- Board membership – “horsepower is there to get things done”

Weaknesses:

- Demographic change/Declining membership
- Postponed repairs & equipment replacement
- “Tired” appearance
- Need dependable restaurant
- Need networking – most important managerial skill

Vision: A golf and social facility for enjoyment, achievement, and well-being in surroundings of excellence playing a major role in the re-birth of the City of Windcrest.

Mission: Provide and promote quality golf and social experiences in a relaxed and fun atmosphere.

Goal: Ensure WGC is a financially viable and dynamic community organization.

Objectives:

1. Double outside income over each previous year.

	<u>FY 09</u>	<u>FY 10</u>	<u>FY 11</u>	<u>FY 12</u>	<u>FY 13</u>
<u>Golf</u>	\$12.4k	\$47.1k	\$105.8k	\$122.3k	
<u>Room Rentals</u>	\$ 2.5k	\$ 2.4k	\$ 6.1k	\$ 7.3k	

- A. Host at least 18 Outside Tournaments each year

<u>FY 09</u>	<u>FY 10</u>	<u>FY 11</u>	<u>FY 12</u>	<u>FY 13</u>
4	10	22	36	

- B. Develop Regular Tournament Program

- (1) Nine & Wine in partnership with EWGA – 12 per year
- (2) Little Linksters – 6 per year
- (3) Kids on Course – 4 per year
- (4) ARC – 2 per year
- (5) American Legion – 1 per year
- (6) Blue Santa/Angel Tree – 1 per year

- C. Increase local SA golf groups play at WGC

D. Sublet Restaurant – FY 13 -

E. Gross a minimum of \$1500 in annual Garage Sale –

2009 - \$2.5k

2010 - \$2.4k

2011 - \$1.8k

2012 - \$1.8k

F. Form Tournament Committee. to plan & conduct tournaments

a. Develop Tournament Checklist - Complete

h. Charity events in support of Community

(1) Patriot Golf Weekend – \$3500 in Sep 2010 -

(2) Rally for the Cure- \$800 in Oct 2012

(3) Blue Santa/ Angel Tree –\$600 in 2010 & \$700 in 2011

2. Increase Reserve Fund by \$ 2.5K each year

a. Set aside \$200 each month beginning June 2011- On track

2009 - \$ 44.4k

2010 - \$ 22.3k

2011 - \$ 13.3k

2012 - \$ 14.9k

b. Develop Legacy Program

(1) Pond Reconstruction - \$25K

(2) Donation for new carts - \$10K

(3) Donation of Certificates - \$6K

3. Double Operating Fund Each Year

<u>FY 09</u>	<u>FY 10</u>	<u>FY 11</u>	<u>FY 12</u>	<u>FY 13</u>
\$8k	\$6K	\$ 12.5k	\$ 15.1k	\$

4. Increase Club Participation and Grow Membership by 10 by 2013.

	<u>Golf</u>	<u>Social</u>	<u>Total Annual Dues Collected</u>
2009 –			
2010 –			
2011 –			
2012 –			
2013 –			

a. Develop comprehensive Marketing Plan by May 2011

(1) Additional new website – Golf Now/Golf 18

(2) Scorecard ads –

(3) Pencil sponsorship

(4) Direct Mail to Windcrest & Royal Ridge

(5) Ads in Herald, Ft. Sam & RAFB

(6) One article per year in SA Express

b. Develop & Present New Membership Program by Dec 2012

(1) Pre pay program

(2) Additional benefits for Social Members

(3) Junior Membership Plan

- (4) Summer Teacher 3 mo. Plan (Judson & NEISD-HR)
- (5) Reduce current Golf Member dues by \$10/mo.

c. Increase social activities

- (1) Nine & Wine
- (2) First Friday Putting & Fish Fry
- (3) Dominoes, Bridge, etc.
- (4) Holidays -- Christmas, 4th of July, Oktoberfest

5. Work with City of Windcrest to address storm water runoff issues

(a) Make temporary fixes for safety issues caused by storm water runoff

- (1) Fix washed out areas along cart path at the end of Fairway #1
(60 sacks of concrete down in 2010) -
- (2) Repair washed out area of rough on #1 by April 2013
- (3) Repair washed out areas along cart path #4 by April 2013
- (4) Slow runoff coming off of Winfield Dr #6 to disperse water before it gets to #1
- (5) Repair washed out area on south side of Fairway #2
- (6) Fill in drop offs along north side of cart path on Fairway #6

6. Develop plan to purchase 4-8 additional carts by May 1, 2013

- a. Buy 2 to 4 carts – May 2013
- b. Repair all carts needing attention - ASAP

7. Repair/ replace sprinkler heads on S side of #6 green & in front of #8 & #3 green

8. Repair Maintenance shed by April 1, 2011

- a. Replace roof by 2015
- c. Pressure wash, scrape & paint – Complete 2011
- d. Paint sheds & 2 tanks by complete 2011
- e. Fix electrical issue –Complete 2011
- f. Floor jack and stands – Complete 2011
- g. Fix leaky toilet & dripping faucet in women's restroom -

9. Develop actionable plan to repair and maintain course by April 1, 2013

- a. Remove all dead trees
- b. Develop plans to fix and/or beautify #7 & #8 ponds
- c. Resolve #5 pond issues by Complete 2011
 - (1) Cost of liner vs. cost of clay
 - (2) Cost of dozer rental
- d. Remove all stumps by April 2013 (most completed in 2011)
 - (1) Two Stumps by putting green
 - (2) Stumps in front of 606 Golfcrest ???
 - (3) Stump at #7
 - (4) Two stumps on #4???
 - (5) Stump on # 8
- e. Develop comprehensive plan and costs for cart path repair by July 1, 2013
- f. Develop plan & projected costs for additional irrigation lines by Sep 1, 2013
- g. Develop plan, projected costs and timeline for leveling #7 & #8 tee box by June 2013

- h. Develop list & projected costs and timeline for wastebaskets, landscape timbers, and sand containers for tee boxes by April 1, 2013
- i. Remove dirt pile from # 6 (from #5 pond) - Completed 2011
- k. Weed/maintain planters #1, #6, #7, #9 (2)
- l. Repair/replace/paint yardage markers & discs & out of bounds & laterals
- m. Repair/replace(#2 & #9)/paint tee box signs by July 2013

10. Develop actionable plan for tree and shrub replacement by Aug 1, 2013

- a. Replace tree(s) in front of 606 Golfcrest by Nov 2011 (spruce or other evergreen)
- b. Replace holly tree(s) on W. side of practice green by April 2011
- c. Identify other replacements needed, to include extra redbuds, crepe myrtles, etc

11. Repair pot holes on maintenance road by May 30, 2011 Partially complete –

12. Develop comprehensive plan to address major equipment repair/ replacement by Sept, 2011

- a. Shatter-Tine aerate
- b. Replace national mower
- c. Replace greens mower
- d. Utility vehicle
- e. Hot water heater at shop
- f. Research computerized irrigation system

13. Improve “curb appeal”

- a. Landscape front of Clubhouse –March 2013
- b. Weed front of Clubhouse monthly!!!
- c. New front doors by May 2013
- d. Purchase & install (2) Water Fountains for golfer/ runners/walkers
- e. Repair & paint fences, benches & bagdrop by May 2013
- f. Obtain new outdoor Christmas decorations

14. Enhance Stewardship Program

- a. Tee Boxes
- b. Plant vincas in flower beds by April 1, 2013

15. Develop plan to improve aesthetics inside the Clubhouse by Jan 2013

- a. Repair & upgrade all restrooms by May 2013
- b. See EDC Proposal

16. Improve organization, function and efficiency of personnel

- a. Reorganize personnel
- b. Update/rewrite PDs for all employees

17. Achieve recognition on the city/county/state stage as a premier Nine Hole Course

- a. Be featured in *San Antonio Express* by June 2011

- b. Be discussed on San Antonio Golf radio show by May 2011
- c. Be featured in *Golfer's Guide* by
- d. Be featured in *South Texas Golf Magazine* by
- e. Be recognized by Dallas Morning News Lone Star Legacy Best of Texas Golf by
- f. Research joining SA C of C (can put coupons on website)
- g. Research *Reach Local* & updating our website
- h. Research *Text SA*
- i. Develop Plan/Calendar for sending emails to email list
- j. Team with restaurant for mailer Spring 2011
- k. Work with EDC to partner for PR and other opportunities Spring 2011



WINDCREST
ECONOMIC DEVELOPMENT CORPORATION



Agenda Item Report

February 11, 2013

Contact – Sherry Mosier
smosier@windcrest-tx.gov

SUBJECT: Deliberation and possible action to approve payment and installation of a gas main line in the area of the Racker Road Project for future pad sites.

1. BACKGROUND/HISTORY

Future pad sites have been identified along the Racker Road Project that are anticipated to be offered for lease to businesses interested in locating within Windcrest as a means to generate additional income for the WEDC. Having gas available to these potential pad sites is a nice feature to offer when looking to attract new restaurant and retail businesses to the area.

2. FINDINGS/CURRENT ACTIVITY

CPS Energy Gas Engineering has tabulated a cost estimate for installing approximately 1,305' of new 4" plastic Gas Main and 2-2" services. The installation will include the tapping of a Main Gas line running South in an existing Gas and Electric easement along the west side of the building and running east of Fanatical Drive then turning east running east within the easement for service installments.

The Estimated Cost for performing this work is approximately \$34,659.72 which includes engineering labor, planning labor, and construction labor with materials. A check payable to CPS Energy must be submitted as full payment prior to start of construction for the anticipated completion of the gas services.

3. FINANCIAL IMPACT

\$34,659.72

4. FUNDING SOURCE

Requires discussion.

5. ACTION OPTIONS/RECOMMENDATION

Staff recommends action is taken by the WEDC Board of Directors to consider and approve payment and installation of a gas main line as described above.



WINDCREST
ECONOMIC DEVELOPMENT CORPORATION



Agenda Item Report

February 11, 2013

Contact – Sherry Mosier
smosier@windcrest-tx.gov

SUBJECT: Deliberation and possible action to approve the purchase of advertising in the Texas Wide Open for Business integrated marketing program in the amount of \$2,460 for a third-page vertical space to promote Windcrest in regards to quality of life, pro-business climate and other considerations.

1. BACKGROUND/HISTORY

The Texas Wide Open For Business publication is the main tool used by the Governor's Office of Economic Development and Texas One to promote Texas globally and attract and recruit businesses to the State.

2. FINDINGS/CURRENT ACTIVITY

Below, you will find a link to the video and the website. You can access the digital magazine through the website.

<http://www.youtube.com/watch?v=oAUbLN8NfcU> – VIDEO

<http://www.businessclimate.com/texas-economic-development> - WEBSITE

There are 4 main pieces of which the advertisers get direct presence:

1. High quality print publication

- Used in all trade shows, conferences, events.....etc. throughout year by Governor's Office and Texas One to tell the story of Texas

2. National website BusinessClimate.com

- 14 months in operation and have already received visits from over 178 countries globally coming from 7,000+ cities
- Seeing roughly 9,000 **unique** visitors on Monthly
- Projected to grow 5X through 2013

3. Digital Magazine

- Over 535,000 page views last year
- Can be shared globally through social media and email

- Texas One loading them on to jump drives and passing out at trade shows

4. Tablet Version/App

- All of this info can be accessed on iPads, Kindle, Nook, iPhone,
- Android devices....etc.

Other Points

1. This is the main tool used by the Governor's Office of Economic Development and Texas One to promote Texas globally and attract and recruit businesses to the State
2. It gives you the ability to have your message in front of every prospect looking at Texas for relocation or expansion
3. They pass it out to the legislatures so it's great way to deliver your message to those in Austin and it shows you're proactive

Attached is the rate card and the summary sheet that highlights their Target Audience and Distribution Methods.

I contacted several EDC's and Cities regarding their experience with the publication and their experiences varied as follows:

Kate Silvas, Executive Director, Converse EDC, indicated that she has not obtained any new prospects from their advertisement but it has led to other media promotions of their city in getting their name out there and she feels that in itself is worth the investment.

Johnny Casias, Assistant City Administrator, City of Selma, indicated "We have placed our ad in the TX Wide Open for Business Magazine for the last few years. Given the exposure and reach that this magazine has, we think it is a great way to getting the City's name across the U.S. and internationally as well. To that point, I think it is a great use of hotel/motel tax."

Phil Brewer, Economic Development Director, City of Cedar Park indicated "We do this ad and a couple of others and have no expectations regarding prospect generation. If we should get a lead it's viewed as "icing on the cake" from our perspective. This is a publication that is widely distributed by the Governor's Office in responding to general inquiries and handed out at trade shows and other events they sponsor. Many of the cities we compete with not only around the state but also in our region advertise in this publication so as result we feel we need to be represented. In this case it is more about our image and wanting to make sure Cedar Park's name is out there with our competition."

Dan Rogers, President/CEO, Kendall County EDC, indicated that he has not seen any prospects from this publication that he is aware of. However, they advertise to show support of the Governor's Office and to promote their name to the public.

Kasey Coker, Director of Economic Development, Muleshoe EDC, indicated that she has not received any prospects from the advertisement that she is aware of, however, their ad has only been out for 3 to 4 months so she is looking to see how things go over the next few months. At this point in time, she is choosing not to renew their ad for this year but if she sees results from their current ad over the next few months, she may consider placing another ad in the future.

3. FINANCIAL IMPACT

\$2,460 for a third-page vertical space or other amount and media space as determine by the Board.

4. FUNDING SOURCE

Promoting Windcrest. See attached chart.

5. ACTION OPTIONS/RECOMMENDATION

Staff recommends action is taken by the WEDC Board of Directors to consider and approve the purchase of a third-page vertical space or other media space as deemed appropriate in the Texas Wide Open For Business publication as a means to get Windcrest's name out there nationally and internationally. Since the City of Windcrest and the Windcrst EDC are always looking for new ways to promote our city, Staff recommends that the WEDC test the water with a smaller advertisement such as the one suggested (see attached third-page ad for Muleshoe EDC) and see how things go over the next year before it considers a larger advertisement, if any.



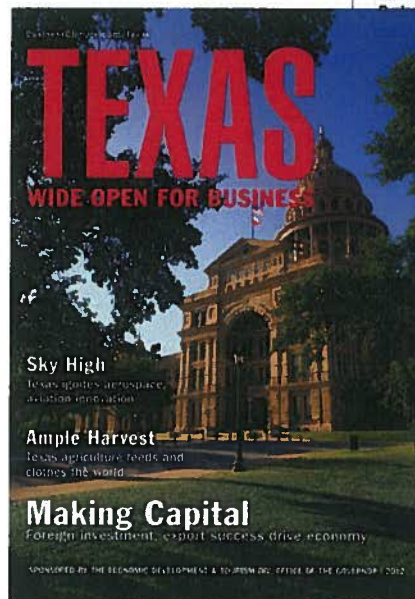
Promoting Texas as the premier location for business expansion, retention and recruitment while helping create jobs for Texans

TARGET AUDIENCE

- Corporate Site Selectors
- Corporate Decision Makers
- Relocation Consultants
- Business Media

STRATEGIES FOR DISTRIBUTION

- Direct Mail to Domestic and Foreign Businesses and Site Consultants
- One-on-One Meetings
- Governor's Office Marketing Packets
- Mission Trips
- Trade Shows
- Website
- SIOR Mailing
- E-Marketing
- Social Media
- Geo-Targeted Campaigns
NY, CA, FL, MI
- International Campaigns
- Digital Magazine
- Speaking Engagements
- BusinessClimate.com
- Cross Promotion on Regional Economic Development Websites



KEY INDUSTRY CLUSTERS

- Manufacturing and Advanced Technology
- Aerospace, Aviation and Defense
- Energy
- Biotechnology and Life Sciences
- Information and Computer Technology
- Petroleum Refining and Chemical Products

TEXAS CONFERENCES AND EVENTS

- Texas One Annual Meeting
- Regional EDC Events
- Workforce Services Conference
- Statewide Associations
- Recruiting Events

TEXAS

WIDE OPEN FOR BUSINESS

ADVERTISING RATES

Magazines are the MOST EFFECTIVE MEDIUM in driving online searches.

2013, Vol. 4 • Frequency: Annual

PLEASE NOTE IMPORTANT ABBREVIATIONS: HP = Home Page/IBC = Inside Back Cover/FP = Full Page/TOC = Table of Contents/DM = Digital Magazine/CP = Community Profile

PREMIUM INTEGRATED MEDIA RATES

(Annual rates)

	INTEGRATED MEDIA	100% SOV DISPLAY UNITS		INTEGRATED MEDIA	100% SOV DISPLAY UNITS
Front Cover Gatefold + Page One		\$19,330	Following TOC Spread - FP + 2/3V Bleed		\$11,475
with Animated HP Med Rectangle	\$18,245		with HP Leaderboard	\$9,840	
Back Cover Gatefold + Facing IBC		\$19,125	Following TOC - FP		\$7,335
with Animated HP Med Rectangle	\$18,040		with HP Leaderboard	\$5,700	
Front Cover Gatefold		\$14,375	Following TOC - 2/3V Bleed		\$6,725
with Animated HP Med Rectangle	\$13,290		with HP Leaderboard	\$5,090	
Back Cover Gatefold		\$14,375	Facing Online TOC Spread - FP + 1/3V Bleed		\$9,590
with Animated HP Med Rectangle	\$13,290		with HP Leaderboard	\$7,955	
Interior Gatefold		\$14,375	Facing Online TOC - FP		\$7,335
with Animated HP Med Rectangle	\$13,290		with HP Leaderboard	\$5,700	
Opening Two-Page Spread		\$11,485	Following Online TOC - 1/3V Bleed		\$4,840
with Animated HP Med Rectangle	\$10,400		with HP Leaderboard	\$3,205	
Center Two-Page Spread		\$11,485	Facing DM Guide Spread - FP + 2/3V Bleed		\$11,475
with Animated HP Med Rectangle	\$10,400		with HP Leaderboard	\$9,840	
Four Consecutive Full Pages		\$17,445	Facing DM Guide - FP		\$7,335
with Animated HP Med Rectangle	\$16,360		with HP Leaderboard	\$5,700	
Two 2-Page Spreads		\$17,445	2/3 V Bleed Premium		\$6,725
with Animated HP Med Rectangle	\$16,360		Following DM Guide, Top 100 Hospitals, Top 100 Golf Course, Made in-State Food Products		
Feature Jump Sponsor		\$9,175	with HP Leaderboard	\$5,090	
with Animated HP Med Rectangle	\$8,090		Core Section Sponsor - FP		\$7,335
Back Cover		\$8,360	Business Almanac, Overview, Business Climate, Transportation, Education, Health, Energy, Technology, Livability, Economic Profile, Photo Gallery, Economic Development Associations, Higher Education, Fortune 500 Companies		
with Med Rectangle	\$6,575		with Med Rectangle	\$5,550	
Inside Front Cover		\$8,160	Section Sponsor - 1/2H Bleed		\$5,450
with Med Rectangle	\$6,375		Business Climate, Transportation, Education, Health, Energy, Technology, Livability		
Inside Back Cover		\$7,947	with Leaderboard	\$3,465	
with Med Rectangle	\$6,162		Economic Profile - 1/4H Bleed		\$4,020
Page One		\$7,540	with Half Rectangle	\$1,935	
with HP Leaderboard	\$5,905				
Facing Inside Back Cover		\$7,335			
with HP Leaderboard	\$5,700				
Facing TOC		\$7,335			
with HP Leaderboard	\$5,700				

Media synergy is important.

ALLOW THE TEXAS WIDE OPEN FOR BUSINESS MAGABRAND TO

DRIVE YOUR CUSTOMERS ONLINE.



SPECIAL SECTION RATES

(Annual rates)

	Program A	Program B	Program C
16-Page Special Section	\$34,000	\$37,500	\$44,500
8-Page Special Section	\$20,000	\$23,500	\$30,500

BUSINESSCLIMATE.COM/TEXAS

(Annual rates)

100% SOV Home Page Video Sponsorship & 100% SOV Video Channel Sponsorship		\$6,000
100% SOV Video Channel Sponsorship & 100% SOV Display Ad Package		\$5,085
100% SOV Home Page Video Sponsorship		\$3,500
100% SOV Video Channel Sponsorship (Demographics)		\$2,500
100% SOV Tablet & Digital Magazine Sponsorship		\$3,500
100% SOV Display Ad Package	Level 1	\$2,585
Business Climate, Top Industries, Cool Companies, Livability, Education, Health Care, Demographics, Transportation	Level 2 (includes animation)	\$3,335
Full Banner		
Home Page Placement		\$2,500
Facts, Photos & Video Placement		\$2,000

TEXAS

WIDE OPEN FOR BUSINESS

ADVERTISING RATES

INTEGRATED MEDIA RATES

(Annual rates)

Two-Page Spread with Medium Rectangle	\$8,230
Full Page with Medium Rectangle	\$4,925
Two-Thirds Page Bleed with Leaderboard	\$4,200
Half-Page Vertical with Leaderboard	\$3,610
Half-Page Horizontal with Leaderboard	\$3,090
Third-Page Vertical with Half Rectangle	\$2,460
Third-Page Horizontal with Half Rectangle	\$2,460
Eighth-Page with Half Rectangle	\$1,345

BUSINESSCLIMATE.COM/TEXAS

(Annual rates)

Medium Rectangle	
Home Page Placement With Animation (required)	\$1,500
General Placement	\$800
Content-Specific Placement	+15%
Leaderboard	
Home Page Placement	\$950
General Placement	\$600
Content-Specific Placement	+15%
Half Rectangle	
General Placement	\$500
Content-Specific Placement	+15%
Rich Media (Animation)	
Submitted Files	No Charge
JCI-Produced Ads (per ad)	\$250
Other Guaranteed Positioning (Print and/or Online)	+15%

Additional online advertising opportunities available - ask your sales representative.



RESERVE YOUR MAGAZINES TODAY!

MAGAZINES	10	25	50	100	200	300	300+
SHIPPING & HANDLING	\$15	\$25	\$45	\$60	\$86	\$105	\$1.50 each + S & H

Limited amounts of complimentary copies are available to advertisers for the cost of shipping and handling.

Reserve complimentary copies for marketing your business. In the rare case our distribution web doesn't reach as far as you'd like, we'll give you the magazines - so you can ensure that you are reaching your target.

Magazines Top Media in Driving Online Searches Among Adults 18 and Over

"WHICH MEDIUM INFLUENCES YOU TO START A SEARCH FOR MERCHANDISE ONLINE?"

TOP 10 MEDIA THAT TRIGGER AN ONLINE SEARCH (ADULTS 18+)

Medium (percent)	Overall	M	F	18-24	25-34	35-44	45-54	55-64	65+
Magazines	52%	52%	51%	60%	56%	50%	48%	50%	48%
TV/Broadcast	44	47	41	45	46	45	45	45	39
Newspapers	41	42	40	30	34	40	43	49	52
TV/Cable	36	40	31	55	45	35	30	28	24
Face-to-Face	35	39	32	49	40	37	33	31	24
E-mail Advertising	30	30	31	37	33	30	29	29	26
Direct Mail	29	28	31	26	29	30	30	31	30
Radio	28	32	25	31	35	30	27	24	20
Internet Advertising	27	31	24	41	33	26	25	23	18
Outdoor	11	12	10	16	16	11	11	8	5

Source: BIGresearch, July 2007, for the Retail Advertising & Marketing Association (Sample Size: 15,439, age 18+)

ADDITIONAL INFORMATION

- Submitted online display units may be updated at \$50 per change, or \$100 per hour for JCI-produced ads.
- View samples of animated online ads and select one of our many portfolio options at www.jnlcom.com/ads.
- Additional information regarding submission of print and online materials on the Digital Submission Guidelines form.

PAYMENT TERMS

Payment is required with contract.

businessclimate.com/texas
THE DEFINITIVE RELOCATION RESOURCE



Cowpokes Welcome

WORKING RANCHES LET YOU HARNESS YOUR INNER COWBOY

Texas has more than 70 working ranches, and many welcome visitors to enjoy vacations in their rustic, outdoor settings. The ranches offer an authentic experience and the chance to see Texas longhorns, horses, sheep and beautiful scenery, plus watch real cowboys tend to the stock. One popular destination is Beaumont Ranch in Grandview, which actually has the old Chisholm Trail running through the middle of its acreage. "We are a kind of resort for couples or families who like a rustic nature experience," says Donna Martin, Beaumont Ranch spokesperson. "Guests can watch cowboys work the horses and cattle, and visitors will also enjoy our spa and salon, a cafe, ATV rides and the longest zip line in Texas."

HEY, DUDE

One of most recognized destination cities in Texas for a working ranch experience is Bandera, known as the Cowboy Capital of the World. One of its venues, Dixie Dude Ranch, has welcomed visitors from all over the world for more than 50 years. Guests have access to horseback riding, western meals and comfortable lodging, while watching cowboys work the longhorn cattle, Spanish goats and pigs. The 725-acre expanse is a popular destination for school trips, summer family vacations and even Texas Hill Country honeymoons.

IN A SHADED RIVER

One in Bandera is Twin Elm Guest Ranch, where visitors ride horses on horseback with a horse best suited to their age and ability - including youngsters. Visitors to Twin Elm can fish a shaded river, swim in a private pool, play basketball, or go indoors to play air hockey or ping pong. Other activities include tubing, hiking trails, birding and even a Friday Night Rodeo. For more information on the ranch experience in Texas, go to www.visitdtx.com.

- Kevin Litwin

MULESHOE, TEXAS



"Where Progress is Routine"

BUSINESS FRIENDLY COMMUNITY

- Atmosphere that welcomes growth and innovation
- Access to three major highways and railroad



RICH IN HERITAGE & PRESERVATION

- Muleshoe Heritage Center
- Muleshoe Wildlife Refuge
- "Old Pete" - Only national memorial to the mule



COMMUNITY

- New water park
- Golf course
- Disc golf
- Recognized school district



AGRICULTURE

- Beef cattle
- Dairy cattle
- Crop production
- Established businesses to support industry



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