

City of Windcrest



AGENDA CITY COUNCIL & WINDCREST ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS JOINT MEETING 5:30PM FEBRUARY 11, 2026

**HONORABLE STEPHEN P. TAKAS, JR. COURTROOM
CITY HALL - 8601 MIDCROWN**

SCCM & WEDC MEETING @ 5:30PM

NOTICE IS HEREBY GIVEN THAT THE CITY OF WINDCREST CITY COUNCIL AND WINDCREST ECONOMIC DEVELOPMENT CORPORATION (WEDC) BOARD OF DIRECTORS WILL HOLD A JOINT MEETING AT WINDCREST CITY HALL LOCATED AT 8601 MIDCROWN, WINDCREST, TEXAS ON WEDNESDAY, FEBRUARY 11, 2026, STARTING AT 5:30 PM. ONE OR MORE OF THE CITY OF WINDCREST ECONOMIC DEVELOPMENT BOARD MEMBERS WILL BE PARTICIPATING BY VIDEOCONFERENCE. THE PRESIDING BOARD MEMBER AND BOARD QUORUM WILL BE PARTICIPATING IN-PERSON.

THE CITY COUNCIL AND THE WEDC RESERVES THE OPTION TO RECESS THE MEETING DURING THE EVENING OF WEDNESDAY, FEBRUARY 11, 2026, AND TO RECONVENE THE MEETING ON THE FOLLOWING BUSINESS DAY, THURSDAY, FEBRUARY 12, 2026, AT 9:00 A.M. AT THE WINDCREST CITY HALL, 8601 MIDCROWN, WINDCREST, TEXAS.

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

The City of Windcrest Council Chambers are wheelchair accessible, and accessible parking spaces are available. In compliance with Americans with Disabilities Act, the City of Windcrest will provide reasonable accommodations for persons attending the meeting. To better serve you, requests should be received 48 hours prior to the meeting. Please contact the City Secretary's Office, at 210-655-0022 ext. 2150 or Fax 210-655-8776, or 711 Texas Relay.

I. CALL TO ORDER

II. ROLL CALL OF WINDCREST CITY COUNCIL

III. ROLL CALL OF THE WEDC BOARD OF DIRECTORS

- a) Vote to excuse absent board member(s), if applicable.

IV. PLEDGE OF ALLEGIANCE AND INVOCATION**THE FOLLOWING ITEMS MAY BE CONSIDERED AT ANY TIME DURING THE REGULAR COUNCIL MEETING:****V. CITIZENS TO BE HEARD/CITIZEN PARTICIPATION**

- Citizens may address the City Council and the Windcrest Economic Development Corporation Board of Directors on topics not on the agenda for no more than three (3) minutes.
- Citizens shall also have the opportunity to address the City Council and the Windcrest Economic Development Corporation Board of Directors during consideration of posted agenda items for no more than six (6) minutes.
- A City Official may make a statement of specific factual information in response to an inquiry made by a member of the public, or a recitation of existing policy in response to an inquiry made by a member of the public.

VI. OPENING COMMENTS BY MAYOR DAN REESE, AND PRESIDENT OF THE WINDCREST ECONOMIC DEVELOPMENT CORPORATION, JENNIFER NEWMAN**VII. WINDCREST ECONOMIC DEVELOPMENT CORPORATION EXECUTIVE DIRECTOR'S REPORT**

- a) Mario Hernandez, Executive Director, will present on current, ongoing, forecasted economic development projects, business activity, and provide a financial update of the WEDC.

VIII. DISCUSSION AND ACTION

- a) City Council and the WEDC will receive an update and may have discussion on the city and economic comprehensive master plan project.

IX. EXECUTIVE SESSION

The City Council of the City of Windcrest and the WEDC Board of Directors reserves the right to adjourn into executive session at any time during the course of the meeting to discuss any matter listed below. After the conclusion of the executive session, the City Council and the WEDC Board of Directors will reconvene into open session and may take action on any items discussed in executive session.

- a) Pursuant to Govt. Code §551.087 (economic development) on the status of Windcrest International Business Park, Industrial Commerical Properites, and related economic incentives

X. GENERAL ANNOUNCEMENTS & FUTURE AGENDA ITEMS REQUESTED

Per Ordinance No. 618, repealing Ordinance No. 593; Section 9: Every agenda shall include an item entry granting a member the opportunity to propose an item for consideration of future agendas for Regular or Special Meetings. Any member may request the inclusion of such items at any meeting.

XI. ADJOURNMENT

DECORUM REQUIRED: Any disruptive behavior, including shouting or derogatory statements or comments may be ruled out of order by the Presiding Officer. Continuation of this type of behavior could result in a request by the Presiding Officer that the individual leave the meeting, and if refused, an order

of removal.

ACTION BY COUNCIL AND/OR WINDCREST ECONOMIC DEVELOPMENT CORPORATION

AUTHORIZED: The City Council and the WEDC may vote and/or act upon any item within this Agenda. The Council and the WEDC reserves the right to retire into executive session concerning any of the items listed on this Agenda, pursuant to and in accordance with Texas Government Code § 551.072 (Deliberations about Real Property); § 551.073 (Deliberations about Gifts & Donations); § 551.076 (Deliberations about Security Devices); §551.087 (Economic Development); §551.074 (Personnel Matters); and § 551.071 (Consultation with Attorney) to seek the advice of its attorney about pending or contemplated litigation, settlement offer or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas conflict with the Open Meetings Act and may invoke this right where the City and WEDC Attorney, the Mayor or a majority of the Governing Body (City Council/WEDC) deems an executive session is necessary to allow privileged consultation between the City Attorney and the governing body, if considered necessary and legally justified under the Open Meetings Act. The attorney may appear in person or appear in executive session by conference call in accordance with applicable state law.

EXECUTIVE SESSIONS APPROVED BY CITY AND WEDC ATTORNEY: This agenda has been reviewed and approved by the City's and WEDC's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of Texas Government Code Chapter 551 by legal counsel for the body and constitutes an opinion by the attorney that the items discussed therein may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion.

ATTENDANCE BY OTHER ELECTED OR APPOINTED OFFICIALS: It is anticipated that members of other city boards, commissions and committees may attend the meeting in numbers that may constitute a quorum of such other city boards, commissions and committees, so that notice is hereby given that the meeting is also a meeting of the other city boards, commissions and committees whose members are in attendance. The members of the other city boards, commissions and committees may participate in discussions which occur at the meeting, but no action will be taken by the other boards, commissions, and committees whose members are in attendance.

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the City Council of the City of Windcrest and the Windcrest Economic Development Corporation Board of Directors is a true and correct copy of said Notice and was posted on the bulletin board at City Hall of said City in a convenient place to the public and said Notice was posted more than three (3) business days prior to the meeting on February 11, 2026.

BY:



Rachel C. Dominguez, TRMC
City Secretary

WEDC Year in Review 2025

A Transformative Year - Summary of Activity, Results, and Events

Jennifer Newman, President, WEDC

February 11, 2026

Sales Tax Trend

This year, we have seen new businesses begin to affect the community's sales tax revenue.

Just five businesses (Noodles and Dumplings, Zaxby's, D&R Signs, Chipotle, and Goodwill) are now bringing in over \$200,000 per year.

Additionally, companies that were located in 2025 and have already generated over \$53,000.

New Businesses Located

- Kings Discount Store
- Ability Backflow
- Wesley Nurse Program
- Helados Cremi
- Armor Insurance Solutions, Inc.
- Bare Skin by Scarlettte
- Farmers Insurance (Szakacs)
- Rise from the Ashes Beauty Chamber, LLC
- Farmers Insurance (Maynor)
- Nextgen Laboratory, Inc.
- Texas Tax Group
- Burger Boy
- Westwinds Wholesale Doors Holdings, LLC
- RPB Jiu-Jitsu Windcrest
- Crunch Fitness
- Romo Door Supply
- Cuspid Realty & Modello Construction
- LD Systems

Businesses Closed

- TA-CU Counseling & Administration
- Texas Family Orthodontics
- Kuk Sool Won of Alamo Heights
- Halfen USA, Inc. (Leviat)
- Farmers Insurance (Newton)
- Benny's Pools, LLC / Four Season Pools & Spa
- Mama Lou's Soulfood Kitchen
- Pizza Hut (#006194)
- Dipsticks Oil Change
- Windcrest Nutrition Center
- Crunch Fitness (Office)
- Thai Walzem & Sushi (previously: Thai Walzem Cuisine)
- Essence of Dance
- Cricket Wireless (Greenlight Mobile)

Business Retention and Expansion and Technical Assistance

Our BRE continuing efforts resulted in 91 businesses receiving assistance.

Our efforts include cold calling identified targets, reviewing business publications, engaging regional partners, the Governor's Office of Economic Development and Tourism, Real Estate Brokers, and Location Consultants.

Lead Generation Efforts

Our efforts, including targeting and cold calling, generated 86 leads

Lead Generation Efforts Continued

- Placer.ai – Data-Driven Growth Enhanced Lead Generation with Advanced Analytics
- WEDC Board will vote on the adoption of the Placer.ai location intelligence platform for deeper insights
- Anonymized mobile data → foot traffic patterns, visitor demographics, migration trends
- Tools: Void analysis (identify retail gaps), trade area insights, sales tax forecasting
- Used for: Retail recruitment, event ROI, tourism/economic planning
- Results: Stronger prospect targeting
- Master Plan: Placer.ai data informs strategic decisions → directly supports the upcoming Comprehensive City Master Plan for long-term revitalization, Walzem Road focus, and sustainable growth

Real Estate Update

- Industrial market: San Antonio vacancy ~12.7% (up from 3.4% in 2022); rates softened (~\$8.00 NNN)
- WIBP advantage: 640,000 sq ft vacant industrial space; competitive edge with low operating costs (~\$1 to 1.25 sq ft via MEIA)
- Retail/office/multi-use: ~90,000 sq ft available (small spaces, Four Winds Towers ~100,000 sq ft vacant)
- Vacant land: Limited premium sites (few acres max)
- Key properties: Monitoring Luby's, Windsor Park Centre, Rough Rider corridor
- Broker partnerships: Ongoing inventory updates for prospects

Social Media & Marketing

- Social media: In-house management → 1,200+ followers, 500+ posts (continued growth from 2024)
- Engagement: Regular updates on business openings, events, and WIBP progress
- Marketing efforts: Targeted ads (e.g., Light Up activities, Ho Ho Ho Market sponsorship)
- Events: Two business grand openings
- Branding focus: Positioning Windcrest as a unique small city with big opportunities.
- Future: Realistic options for city-wide branding, 'front door' improvements, Walzem Road revitalization partners

Financial Update

- At the end of the calendar year 2025, the WEDC cash position was approximately \$1.6 million
- Total Expenditures for FY 2025 (ended in September) were \$390,000, well within budget
- Revenues from sales tax for the fiscal year totaled \$699,099, above the projected income of \$650,000
- Fixed expenses in salaries, contracts, and administrative costs were at \$280,953 for the fiscal year as compared to \$276,271 for the past year; an increase of less than 1.7%
- Only legal expenses were over-spent for the fiscal year at \$73,196, or 83% primarily due to the access issues with the Builder's Mark property
- **NOTE:** WEDC reserves at First Public hold the majority of the cash, and we adhere to the city investment policy

Looking Ahead

- Future Focus
- Master Plan implementation
- WIBP tenant attraction & sales tax growth
- Walzem Road & community enhancements
- Sustained partnerships for a vibrant Windcrest