



College Station, TX

Meeting Agenda

City Council City Council Economic Development Committee
1207 Texas Ave, College Station, TX 77840

Internet: www.microsoft.com/microsoft-teams/join-a-meeting

Meeting ID: 267 179 200 500 | Passcode: UDP9AQ

Phone: 469-480-7460 | Phone Conference: 483 329 864#

The City Council may or may not attend this meeting.

May 1, 2024

3:00 PM

**Visit College Station Large
Conference Room**

1. Call meeting to order and consider absence requests.

2. Hear Visitors.

At this time, the Chairperson will open the floor to citizens wishing to address issues not already scheduled on today's agenda. Each citizen's presentation will be limited to three minutes in order to allow adequate time for the completion of the agenda items. Comments will be received and city staff may be asked to look into the matter, or the matter may be placed on a future agenda for discussion. A recording may be made of the meeting; please give your name and address for the record.

3. Agenda Items

- 3.1. Presentation, discussion and possible action on the Tourism Advisory Committee.
- 3.2. Presentation, discussion, and possible action on a policy for advertising events outside the city limits.
- 3.3. Presentation, discussion, and possible action on an entrepreneurial and/or a business accelerator program.
- 3.4. Presentation, discussion, and possible action on City-owned properties in business/industrial parks.

4. Discussion and possible action on future agenda items.

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

5. Adjourn.

The Board or Commission may adjourn into Executive Session to consider any item listed on the agenda if a matter is raised that is appropriate for Executive Session discussion.

I certify that the above Notice of Meeting was posted on the website and at College Station City Hall, 1101 Texas Avenue, College Station, Texas, on April 26, 2024 at 5:00 p.m.

Deputy City Secretary

This building is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need accommodations, auxiliary aids, or services such as interpreters, readers, or large print are asked to contact the City Secretary's Office at (979) 764-3541, TDD at 1-800-735-2989, or email adaassistance@cstx.gov at least two business days prior to the meeting so that appropriate arrangements can be made. If the City does not receive notification at least two business days prior to the meeting, the City will make a reasonable attempt to provide the necessary accommodations.

Penal Code § 30.07. Trespass by License Holder with an Openly Carried Handgun.

"Pursuant to Section 30.07, Penal Code (Trespass by License Holder with an Openly Carried Handgun) A Person Licensed under Subchapter H, Chapter 411, Government Code (Handgun Licensing Law), may not enter this Property with a Handgun that is Carried Openly."

Codigo Penal § 30.07. Traspasar Portando Armas de Mano al Aire Libre con Licencia.

"Conforme a la Seccion 30.07 del codigo penal (traspasar portando armas de mano al aire libre con licencia), personas con licencia bajo del Sub-Capitulo H, Capitulo 411, Codigo de Gobierno (Ley de licencias de arma de mano), no deben entrar a esta propiedad portando arma de mano al aire libre."

May 1, 2024
Item No. 3.1.

Sponsor: Jeremiah Cook

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion and possible action on the Tourism Advisory Committee.

Relationship to Strategic Goals:

Recommendation(s):

Summary:

Budget & Financial Summary:

Attachments:

1. Minutes - Tourism Advisory Committee - 20240327



COLLEGE STATION



Tourism Advisory Committee
Wednesday, March 27th, 2024, at 3:30 pm
1207 Texas Ave. College Station, TX 77840

Minutes

Present: Bob Holzweiss, Chris Park, Cortney Phillips, Jenny Davis, Salim Ismail, Greg Stafford (Virtual), Bill Peel, Hega Kalaouze

Absent: Hunter Goodwin, Rebekka Dudensing

Staff Attending: Bryan Woods, Michael Ostrowski, Jeremiah Cook, Daniel Smith, Brian Piscacek

- 1) Call to order.
- 2) Texas A&M Large Event Update
 - a. Staff presented an update on the upcoming George Strait concert as well as the MEXTour Soccer match, both occurring at Kyle Field in June.
 - b. Tourism Advisory Committee members discussed encouraging future events of this scale, the economic impacts of these events, and the exploration of city capitalization on these events.
- 3) FY25 Budget Discussion
 - a. Staff presented an update on the HOT (Hotel Occupancy Tax) Fund projections, FY24 SLAs (Service Level Adjustments) and budget, and prompted discussion on the proposed SLAs for FY25.
 - b. Tourism Advisory Committee members discussed the need for identifying competitive set budgets, and for increased budgets for the tourism division. Members also discussed the Hometown Tailgates and the vision of activating the 1207 Event Space.
- 4) Adjourn.

May 1, 2024
Item No. 3.2.

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action on a policy for advertising events outside the city limits.

Relationship to Strategic Goals:

Recommendation(s):

Summary: Staff has recently received a request from a business that is located outside the city limits of College Station to advertise an event on the Visit College Station website (<https://visit.cstx.gov/events>).

Our guidelines for event listings include:

GUIDELINES:

- Events must be open to the public, and of interest to potential visitors.
- Membership-only events will not be accepted.
- Events must be in College Station.
- Submissions should be received at least one month in advance, earlier is preferred.
- Please submit a brief 50-70 word description, along with a high-resolution photo, the event name, location, sponsoring organization, contact information, hours, ticket prices, and a valid website address.

Budget & Financial Summary:

Attachments:

None

May 1, 2024
Item No. 3.3.

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on an entrepreneurial and/or a business accelerator program.

Relationship to Strategic Goals:

Diverse and Growing Economy

Recommendation(s):

Summary: Staff has been exploring options to create or foster an entrepreneurial and/or business accelerator program to promote economic development activities. There are several options for municipalities to consider, but two that we would like to discuss include The Cannon (<https://www.thecannon.com/>) and Plug and Play (<https://www.plugandplaytechcenter.com/>).

Budget & Financial Summary:

Attachments:

None

May 1, 2024
Item No. 3.4.

Sponsor: Brian Piscacek, Economic Development Manager

Reviewed By CBC: Economic Development Committee

Agenda Caption: Presentation, discussion, and possible action on City-owned properties in business/industrial parks.

Relationship to Strategic Goals:

Diverse and Growing Economy

Recommendation(s):

Summary:

Budget & Financial Summary:

Attachments:

1. College Station Grow Flyer
2. College Station Business Center Flyer
3. Midtown Business Park Flyer



LIVE

No. 2

Most dynamic small metros in Texas
Heartland Forward (2022)

No. 5

Best U.S. cities for young families
Insurify (2022)

No. 15

Safest cities in America
SmartAsset (2022)

No. 14

Cities with the best public schools in America
Niche (2023)

SINGLE-FAMILY HOMES

OVER 4,800 PLANNED SINGLE-FAMILY LOTS

Southern Pointe

Greens Prairie

Brewster Point, Creek Meadows, Wellborn Settlement

Mission Ranch

Midtown Reserve

Pebble Creek

PROFESSIONAL APARTMENTS

1,098 NEW UNITS AVAILABLE

Caprock Crossing Apartments

Midtown Station

Soco @ Tower Point

The Ranch

LEARN

8 EDUCATION CENTERS

1 CHARTER SCHOOL

15 COLLEGE STATION INDEPENDENT SCHOOL DISTRICT (CSISD) CAMPUSES

COLLEGE STATION SCHOOL DISTRICT RANKS

Top 2% in Texas

AND

Top 3% in the Nation

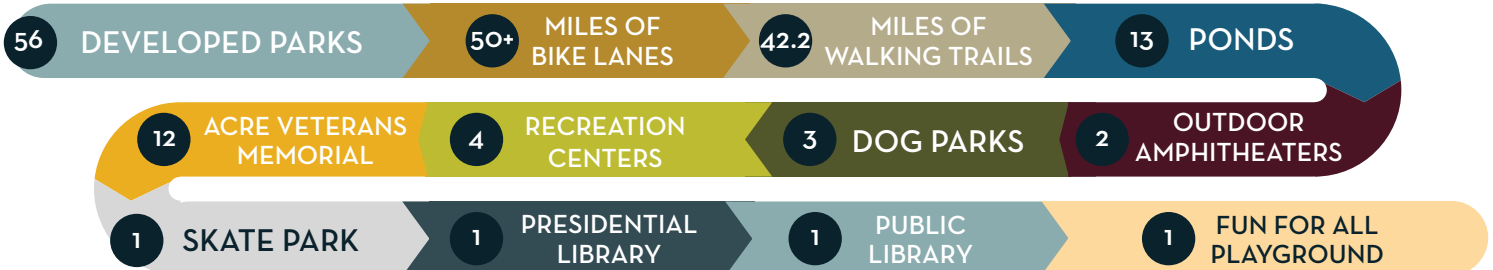
WITH AN A+ RATING.

-Niche.com

EDUCATED WORKFORCE

College Station businesses benefit from an ever-growing market of well-educated talent. Our elite public schools, junior college, and a world-class university produce hundreds of graduates each year.

PLAY



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COLLEGE STATION

Development

Planned Single Family Lots

COLLEGE STATION BUSINESS CENTER



MIDTOWN BUSINESS PARK



PROVIDENCE PARK



BIOCORRIDOR



RETAIL CORRIDOR



HOSPITAL



GROCERY



1	Southern Pointe	2,084
2	Greens Prairie	828
3	Brewster Point, Creek Meadows, Wellborn Settlement	203
4	Mission Ranch	672
5	Midtown Reserve	724
6	Pebble Creek	360



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COLLEGE STATION BUSINESS CENTER

CITY-OWNED BUSINESS PARK PROPERTY FOR SALE

23.55 ACRES OF DEVELOPMENT READY BUSINESS PARK PROPERTY

ZONING: M-1 Light Industrial

UTILITIES: College Station Utilities: electric, water and sewer in place. Atmos energy gas.

FLOOD PLAIN: None

BUILDINGS/SITE IMPROVEMENTS: None

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MIDTOWN BUSINESS PARK

CITY-OWNED BUSINESS PARK PROPERTY FOR SALE


49.58 ACRES OF DEVELOPMENT READY BUSINESS PARK PROPERTY

ZONING: *M-1 Light Industrial*

UTILITIES: *College Station Utilities: electric, water and sewer. Atmos Energy gas. All utilities are in place or in close proximity depending on site configuration.*

FLOOD PLAIN: *11.01 acres of land reserved for site detention and drainage*

BUILDINGS/SITE IMPROVEMENTS: *None*

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