



The City of Liberty
Liberty Community Development Corporation

1829 Sam Houston Street
Liberty, TX 77575
www.cityofliberty.org

Meeting

~ Agenda ~

Dianne Tidwell
City Secretary
(936) 336-3684

Tuesday, July 13, 2010

5:00 PM

City Council Chambers

The Liberty Community Development Corporation of Liberty, Texas reserves the right to meet in closed session on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551 of the Texas Government Code.

I. CALL TO ORDER

Attendee Name	Present	Absent	Late	Arrival
President Dennis Beasley	..	..	..	
Vice-President Mike McCarty	..	..	..	
Board Member Billy Page	..	..	..	
Board Member Louie Potetz	..	..	..	
Board Member Juan Venegas	..	..	..	
Board Member Robert Ward	..	..	..	
General Manager Gary Broz	..	..	..	

II. ACKNOWLEDGEMENT OF GUESTS AND VISITORS / CITIZENS FORUM

III. REGULAR AGENDA

A. Regular Session

1. LCDC Corporation Action (ID # 1728)

Consider Action on Acquisition and Demolition of Mercy Hospital, 521 Travis Street, as Part of a Joint Effort of Taxing Authorities to Address Dangerous Condition of a Building Pursuant to General Direction Received at Joint Meeting of Taxing Authorities Held Thursday, May 6, 2010, at City Hall and Authorize the General Manager to Negotiate Acquisition of Building from Taxing Authorities and Begin Demolition Upon Execution of Appropriate Agreements.

2. LCDC Corporation Action (ID # 1727)

Consider Approval of a Downtown Analysis and Strategy Program.

- Downtown Analysis and Strategy Program (PDF)

3. LCDC Corporation Action (ID # 1749)

Discuss Approval of a Process for Evaluation of the Engineering Proposals for the Texas Street Extension Project.

IV. ADJOURNMENT**A. Motion To:** Adjourn

CERTIFICATION

I certify that the attached Notice of Meeting was posted on the bulletin board and in the Message Centers located on the east and west sides of the City Hall Administration Building, located at 1829 Sam Houston on the 8th day of July, 2010 at 3:00 p.m. This notice will remain so posted continuously for at least 72 hours preceding the scheduled time of said meeting in accordance with Chapter 551 of the Texas Government Code.

Dianne Tidwell, City Secretary

Notice given to The Vindicator, Liberty Gazette, and KSHN Radio.

NOTICE

In compliance with the Americans with Disabilities Act, the City of Liberty will provide reasonable accommodation for persons attending and/or participating in this Corporation Meeting. To better serve you, requests must be made at least 24 hours prior to the meeting. Contact the City at (936) 336-3684 or by Fax at (936) 336-9846. The building is wheelchair accessible, with parking available, on the west side of the building.

I certify that the attached Notice and Agenda of items to be considered by the City Council was removed by me from the bulletin board at the City Hall on the _____ day of _____, 2010.



The City of Liberty
Liberty Community Development Corporation
1829 Sam Houston Street
Liberty, TX 77575

3.A.1

Meeting: 07/13/10 05:00 PM

Department: Administration
Category: Project

LCDC CORPORATION ACTION (ID # 1728)

DOC ID: 1728

Consider Action on Acquisition and Demolition of Mercy Hospital, 521 Travis Street, as Part of a Joint Effort of Taxing Authorities to Address Dangerous Condition of a Building Pursuant to General Direction Received at Joint Meeting of Taxing Authorities Held Thursday, May 6, 2010, at City Hall and Authorize the General Manager to Negotiate Acquisition of Building from Taxing Authorities and Begin Demolition Upon Execution of Appropriate Agreements.



The City of Liberty
Liberty Community Development Corporation
1829 Sam Houston Street
Liberty, TX 77575

3.A.2

Meeting: 07/13/10 05:00 PM

Department: Administration
Category: LCDC Miscellaneous

LCDC CORPORATION ACTION (ID # 1727)

DOC ID: 1727

Consider Approval of a Downtown Analysis and Strategy Program.

Downtown Analysis and Strategy

A PROPOSAL FOR
THE CITY OF LIBERTY, TX

TheRetailCoach.TM

APRIL 28, 2010

TheRetailCoach.TM
Retail Recruitment & Development Strategies

Notes

THIS AGREEMENT is made and entered into as of the ____ day of _____ 2010, by and between a limited liability entity, The Retail Coach, L.L.C. (hereinafter "TRC") and The City of Liberty, Texas (hereinafter "COL").

WITNESSETH:

WHEREAS, COL is seeking to attract retail and retail development for through the completion of market analysis services and a retail recruitment and development strategy; and

WHEREAS, TRC desires to provide assistance to COL with market research services and the assessment, development and execution of a retail recruitment and development strategy; and

WHEREAS, the parties hereto desire to set forth their mutual understandings and agreements regarding the services to be performed by TRC.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

PROJECT TEAM

With national experience, the TRC team excels in: 1) developing market-based, community-specific approaches to retail recruitment, development and redevelopment strategies; 2) directing retail economic development and community development projects; 3) executing the strategy on behalf of our clients; and 4) equipping and coaching our clients in their ongoing and future retail development efforts.

The directors for this project will be C. Kelly Cofer, CCIM, Sean Garretson, AICP and Aaron Farmer. Mr. Cofer, Mr. Garretson and Mr. Farmer are active coaches to numerous economic development organizations throughout the United States with market research services and comprehensive retail recruitment, development and redevelopment plans that are uniquely market-based and community-driven. Nancy Dees, Director of Communications, will aid Mr. Cofer Mr. Garretson and Mr. Farmer with the development and execution of the strategies developed for this project.

3-month Process
3-Trips
PP Analysis
SWAT Analysis
Assess - Education
Recruit - Educate
Strategize

PROJECT APPROACH

TRC will closely examine Liberty's downtown for physical and market issues and opportunities, and will make recommendations to improve the downtown.

TRC proposes the following two-phase process for completing our work:

PHASE I: ASSESSMENT

- TRC will meet with public, private and community stakeholders (to be selected by the Client) to gain a better understanding of Liberty's revitalization needs and opportunities.
- TRC will meet individually with businesses and property owners in downtown to gain an understanding of overall market dynamics, current business environment, property availability and market lease and sales prices.
- TRC will review the City's future land use plan, zoning map/code, and land development code.
- TRC will perform a SWOT Analysis specific to the downtown and gateways into the downtown.
- At the end of Phase I, TRC will develop a power point presentation summarizing our market assessment, SWOT analysis, and physical assessment. We will identify main issues to address and opportunities to consider.

PHASE II: ~~ASSESSMENT~~ Recommendations

TRC develops strategies and recommendations based on our analysis and observations, and client feedback from the Phase I presentation. During Phase II TRC will develop strategies and recommendations in the following areas:

- Best market opportunities for downtown buildings.
- Any major physical improvements necessary.
- Specific markets (end users, such as tourists, local residents) on which marketing collateral should be focused.
- Land use and land development code modifications necessary to accommodate growth in the downtown.
- Organizational recommendations – which organization (City, Liberty-Dayton Chamber of Commerce, and others) should spearhead downtown revitalization, and appropriate roles for all entities.

Landscape

Sketches

How you can fix it up

Specific Retailers
Office
Resident
Compliment
Present

How to Attract

Recommendation

Who Does what

Pauly Posue

- Potential funding mechanisms that may be necessary to put into place to ensure steady funding for marketing and incentives.
- Incentives that should be created to stimulate revitalization (may include façade grant enhancements, streamlined permit processing, and grants to stimulate economic activity).

COMMUNITY VISITS

We will make approximately three (3) trips to Liberty during the project. During trips, we will meet with key public, private and community stakeholders to discuss this project and to ascertain specific information that will help the TRC team in its analyses and retail strategy development.

PROJECT SCHEDULE

The TRC team is available to begin this work immediately upon agreement of terms. We will carry out the work plan within ninety (90) business days upon agreement of terms.

FEES AND EXPENSES

The total fee for completion of this work is \$12,000, plus actual expenses. The total cost including expenses will not exceed \$14,000.

- \$4,000 upon execution of the Agreement;
- \$4,000 upon completion of Market and SWOT Analysis; and
- \$4,000 upon completion and presentation of final report.

OPTION

TRC also has the ability to provide 2-3 Sketches/Drawings representing physical improvements to streetscapes or buildings, or the creation of a community gathering place in the downtown for an additional fee of \$2,000.

Not much
GIS work
Current Uses
No Mapping

Private Sector
to Understand
What City is Doing or
What Director to Go

IN WITNESS WHEREOF, the parties have executed this agreement as
of the ____ day of _____, 2010.

The Retail Coach, L.L.C.

By: _____

C. Kelly Cofer, President/CEO

City of Liberty, Texas

By: _____



The City of Liberty
Liberty Community Development Corporation
1829 Sam Houston Street
Liberty, TX 77575

3.A.3

Meeting: 07/13/10 05:00 PM

Department: Administration
Category: Project

LCDC CORPORATION ACTION (ID # 1749)

DOC ID: 1749

Discuss and Take Action, If Any on a Process for Evaluation of the Engineering Proposals for the Texas Street Extension Project.