



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, November 2, 2010

6:00 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	..	..	..	
Board Member Barbara Norwood	..	..	..	
General Manager Gary Broz	..	..	..	

II. ACKNOWLEDGEMENT OF GUESTS AND VISITORS / CITIZENS FORUM

III. CONSENT AGENDA

All consent items listed are considered to be routine by the LCDC and will be enacted by one motion. There will be no separate discussion of these items unless a Board Member so requests, and if such a request is made, the item will be removed from the Consent Agenda and considered in a normal sequence on the agenda.

A. Minutes Approval

1. Tuesday, October 05, 2010

IV. REGULAR AGENDA

A. Regular Session

1. LCDC Corporation Action (ID # 1845)

Consider Approval of a Contract with Paul Goodwin to Provide LCDC Grant Assistance for the Demolition of the Structure at 2106 Martin Luther King Drive.

2. LCDC Corporation Action (ID # 1846)

Discussion, and Possible Action, on Retail Coach LLC Recommendations Resulting from the Downtown Analysis and Strategy Program.

- Retail Coach Presentation 10 05 2010 to LCDC (PDF)

3. LCDC Corporation Action (ID # 1847)

Consider Approval of Contract Verbiage for the Real Property Sale of the Old Mercy Hospital Site Located at 521 Travis Street.

B. Executive Session

Deliberation Regarding Real Property. Gov. Code §551.072

1. Deliberation regarding real property purchase; river frontage.

V. 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 28th day of October, 2010 at 4:00 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 Council 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
www.cityofliberty.org

Meeting

~ Minutes ~

Dianne Tidwell
City Secretary
(936) 336-3684

Tuesday, October 5, 2010

6:00 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

The Meeting was called to order on October 5, 2010 at the City Council Chambers, 1829 Sam Houston, Liberty, TX at 6:00 PM by President Dennis Beasley.

Attendee Name	Title	Status	Arrived
Dennis Beasley	President	Present	
Mike McCarty	Vice-President	Absent	
Billy Page	Board Member	Present	
Louie Potetz	Board Member	Present	
Juan Venegas	Board Member	Absent	
Robert Ward	Board Member	Absent	
Barbara Norwood	Board Member	Present	
Gary Broz	General Manager	Present	

II. ACKNOWLEDGEMENT OF GUESTS AND VISITORS / CITIZENS FORUM

President Beasley welcomed guests and visitors, opening the floor for public comment to those individuals wishing to address the Board regarding non-agenda items. There were no comments.

III. CONSENT AGENDA

All consent items listed are considered to be routine by the LCDC and will be enacted by one motion. There will be no separate discussion of these items unless a Board Member so requests, and if such a request is made, the item will be removed from the Consent Agenda and considered in a normal sequence on the agenda.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Louie Potetz, Board Member
SECONDER:	Billy Page, Board Member
AYES:	Dennis Beasley, Billy Page, Louie Potetz, Barbara Norwood
ABSENT:	Mike McCarty, Juan Venegas, Robert Ward

A. Minutes Approval

- Tuesday, September 07, 2010
- Tuesday, September 21, 2010

IV. REGULAR AGENDA

A. Regular Session

1. LCDC Public Hearing (ID # 1829)

PUBLIC HEARING on the Annual Review and Update of the Community Development Capital Improvement Program.

COMMENTS - Current Meeting:

At 6:03 p.m., President Beasley opened the Public Hearing on the Annual Review and Update of the Community Development Capital Improvement Program. General Manager Gary Broz commented on the progress made in the 20/10 Fiscal Year and the work being done to promote and retain retail business in the community.

Mr. Broz reported that the FY 2009-2010 actual figures for the LCDC were \$953,360 in revenues, \$292,368 in expenses, with a fund balance for the fiscal year of \$660,992. Mr. Broz further reported that the LCDC fund balance, as of September 30, 2010 was \$2,100,332.74. Mr. Broz further reviewed projects paid for thru the Liberty Community Development Corporation as follows:

1) Retail Coach-Retail Gap Analysis	\$30,000
2) Fire Substation Property Purchase	\$123,808
3) Mercy Hospital Purchase	\$1,689
4) Mercy Hospital Demolition	\$109,160
5) Legal Fees	\$17,658
6) Workforce Academy	\$8,333
7) New Street Project-Preliminary Engineering Plan	\$11,000
8) Levee Maintenance	\$12,000
9) Retail Coach-Downtown Analysis & Strategy Program	\$14,000
10) Provide interim financing for City for purchase of GM Bldg.	\$496,000 (repaid)
11) Architect, travel, Meetings, Meals, etc.	\$43,546

Mr. Broz further reviewed current ongoing projects as follows:

1) Airport Improvements	\$450,000
2) Fire Substation Building	\$150,000
3) New Street Project-Engineering	\$223,000
4) Workforce Academy	\$10,000

Minutes Acceptance: Minutes of Oct 5, 2010 6:00 PM (Minutes Approval)

Mr. Broz expressed his appreciation for the cooperation among the taxing entities in working together on the Mercy Hospital Demolition Project.

At 6:08 p.m., President Beasley closed the Public Hearing.

2. LCDC Information Item (ID # 1834)

Report by Retail Coach LLC Representative(S) on the Downtown Analysis and Strategy Program.

COMMENTS - Current Meeting:

Mr. Sean Garretson, Retail Coach LLC was present to discuss market opportunities and revitalization strategies for downtown Liberty. Mr. Garretson reviewed the scope of his work which included conducting stakeholder interviews, analyzing the condition of the downtown area, sketches of proposed improvements, a vision for the future, and recommendations to implement the vision. The vision created for Liberty is as follows:

"Downtown Liberty is a walkable, safe and lively destination for the community and region."

Mr. Garretson discussed the downtown study area, its strengths and weaknesses, various opportunities and threats to revitalization.

Proposed projects for enhancement of the downtown area include:

- 1) Market Pavilion - New depot and caboose on the square,
- 2) Gateway Enhancement - signage, monument, and cleanup,
- 3) Streetscape Improvements - sidewalks, streets, marked crossings, and
- 4) Business Assistance - facade grant assistance, business loans.

Mr. Garretson reviewed the various conceptual drawings and presented preliminary recommendations for improvement by the use of zoning ordinances and enforcing codes, signage, Adopt-a-Street Programs, cleanup, and creation of an RV Park at the River/Gateway to the City.

Mr. Garretson's final presentation will be delivered November, 2010.

3. LCDC Public Hearing (ID # 1828)

PUBLIC HEARING on Project to Provide Grant Assistance to Mr. Paul Goodwin, for the Demolition of the Structure Located at 2106 Martin Luther King Drive.

COMMENTS - Current Meeting:

At 7:05 p.m., President Beasley opened the Public Hearing on the proposed project to provide grant assistance to Mr. Paul Goodwin for demolition of a structure at 2106 Martin Luther King Drive.

Mr. Broz reviewed, with the Board, previous discussion on the proposed process for providing assistance, by use of the Texas Capital Fund as a guideline for criteria. The criteria includes job creation, property to remain on the tax roll, various time frames for these issues, and providing for the recovery of funds in case of default.

Further discussion involved the structural integrity of the building, process for demolition, asbestos removal, and cost.

At 7:10 p.m., President Beasley closed the Public Hearing.

4. LCDC Corporation Action (ID # 1831)

Discussion, and Possible Action, on Retail Coach LLC Recommendations Resulting from the Downtown Analysis and Strategy Program.

RESULT: NO ACTION TAKEN

5. LCDC Corporation Action (ID # 1830)

Consider Approval of a Contract with Paul Goodwin to Provide LCDC Grant Assistance for the Demolition of the Structure at 2106 Martin Luther King Drive.

COMMENTS - Current Meeting:

Discussion was held regarding the proposed terms of the contract, to include the employment of three job positions for a continuous six months, property to remain on the tax roll for twenty years regardless of change in ownership, sale of property, breach of contract, property liens, and other related issues.

This item will be brought back to the Board upon drafting of the final document.

RESULT: NO ACTION TAKEN

6. LCDC Corporation Action (ID # 1832)

Consider Approval of Contract Verbiage for the Real Property Sale of the Old Mercy Hospital Site, Located at 521 Travis Street.

COMMENTS - Current Meeting:

The Board discussed specifics for the bid package for future sale of the old Mercy Hospital site, located at 521 Travis Street. Discussion included keeping the taxable value of the property on the tax roll for the future, partial commercial/residential use, and structure orientation. City Attorney Randy Gunter will draft the bid documents for the sale of this property.

RESULT: NO ACTION TAKEN

7. LCDC Corporation Action 2010-18

Consider Approval of Participation in the International Council of Shopping Centers (ICSC) Convention in Grapevine, Texas.

COMMENTS - Current Meeting:

Mr. Broz reported that the State's conference of the International Council of Shopping Centers (ICSC) will be held November 17-19, in Grapevine, Texas. Mr. Broz would like to see the City represented by taking an opportunity to gain additional knowledge regarding economic development and ways in which to pursue and retail development in the community. This conference covers various topics to include how retail works, deal making, buying and selling property, capital market symposium, winning in a tough environment, round-table discussions, and other related issues.

Cost is \$750 per person and proposed attendance is by General Manager Gary Broz, President Dennis Beasley, and Adm. Asst. April Reiss.

Motion was made to approve the attendance of Gary Broz, Dennis Beasley, and April Reiss.

RESULT: APPROVED [UNANIMOUS]
MOVER: Louie Potetz, Board Member
SECONDER: Barbara Norwood, Board Member
AYES: Dennis Beasley, Billy Page, Louie Potetz, Barbara Norwood
ABSENT: Mike McCarty, Juan Venegas, Robert Ward

V. ADJOURNMENT

A. Motion To: Adjourn

COMMENTS - Current Meeting:

There being no further business before the Board, the meeting was adjourned at 7:15 p.m.

RESULT: APPROVED [UNANIMOUS]
MOVER: Louie Potetz, Board Member
SECONDER: Dennis Beasley, President
AYES: Dennis Beasley, Billy Page, Louie Potetz, Barbara Norwood
ABSENT: Mike McCarty, Juan Venegas, Robert Ward

Dennis Beasley, President

Minutes Acceptance: Minutes of Oct 5, 2010 6:00 PM (Minutes Approval)

ATTEST:

Dianne Tidwell, City Secretary

Minutes Acceptance: Minutes of Oct 5, 2010 6:00 PM (Minutes Approval)



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

4.A.1

Meeting: 11/02/10 06:00 PM

Department: Administration
Category: Project

LCDC CORPORATION ACTION (ID # 1845)

DOC ID: 1845



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

4.A.2

Meeting: 11/02/10 06:00 PM

Department: Administration
Category: LCDC Miscellaneous

LCDC CORPORATION ACTION (ID # 1846)

DOC ID: 1846

TheRetailCoach®

Market Opportunities and Revitalization Strategies for Downtown Liberty, TX



October 5, 2010

Presented by

Sean Garretson, AICP

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that combines experience, strategy, technology and creative expertise to develop and execute high-impact retail recruitment and development strategies.

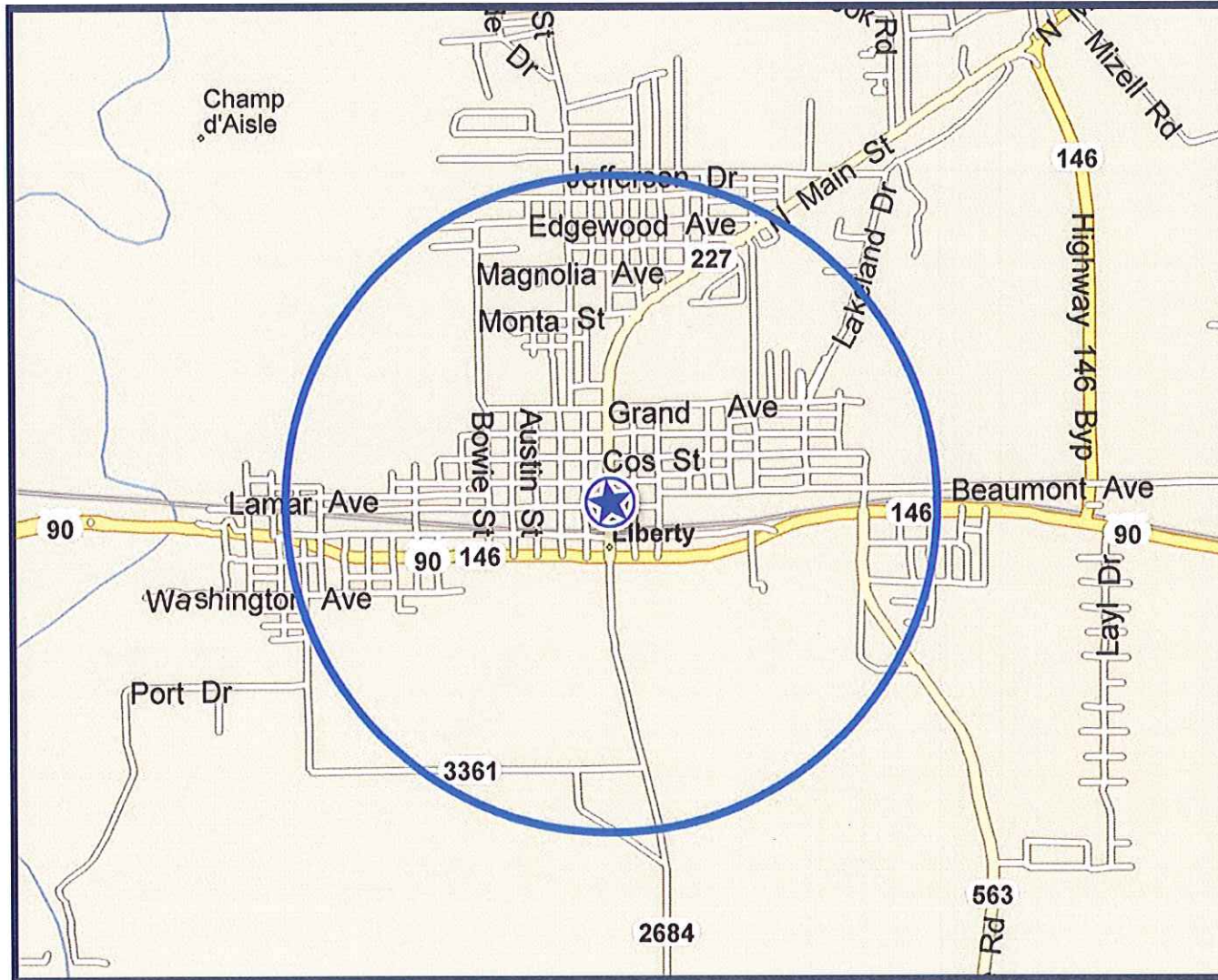
Our Expertise:

- Corporate site selection with national retailer
- Retail real estate brokerage specializing in retailer & restaurant site identification
- Retail leasing
- Development/Redevelopment
- Land development with investment firm
- Market analysis & land strategy

Scope of Work – *“Liberty Downtown Visioning Project”*

- Conduct stakeholder interviews
- Analyze physical condition of downtown
- Analyze market opportunities
- Create 1-2 sketches of potential improvements
- Prepare vision for downtown
- Develop recommendations to implement vision

Downtown Study Area



Downtown Study Area



Downtown Liberty SWOT

STRENGTHS

- City and County Offices
- Improvements (City hall, Square)
- High Occupancy Rate
- Library/Cultural Center
- Population growth
- Traffic Volume on Hwy 90/Main
- Fish & Wildlife Land Assets/Preserve
- Regional Center/Hub

WEAKNESSES

- Way finding / Signage
- Gateway / Entrance
- Current parking situation
- Lack of retail choices
- Lack of people
- Pedestrian Environment (handrails, sidewalks, crosswalks)

OPPORTUNITIES

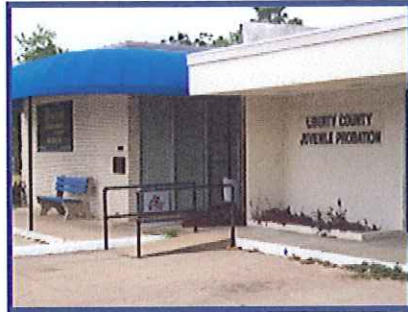
- Vacant land created by torn down hospital (potential legal space)
- Trinity Riverfront / Park
- New US Fish and Wildlife facility
- Traffic Volume on Hwy 90
- Retail Leakage
- Land on Square

THREATS

- Lack of coordination among key stakeholders on specific areas
- Public and private investment away from downtown
- Balance of Retail vs Office in downtown

TheRetailCoach®

Downtown Study Area



Downtown Study Area

Pedestrian experience



TheRetailCoach®

Downtown Study Area

*Vehicle
circulation*



Vision

Downtown Liberty is a walkable, safe and lively destination for the community and region.

Priority Projects:

1. Market Pavilion

- *“New” Depot & Caboose on Square*

2. Gateway Enhancement

- *Monument, Signage, and Cleanup*

3. Streetscape Improvements

- *Sidewalks, Streets, Marked Crossings*

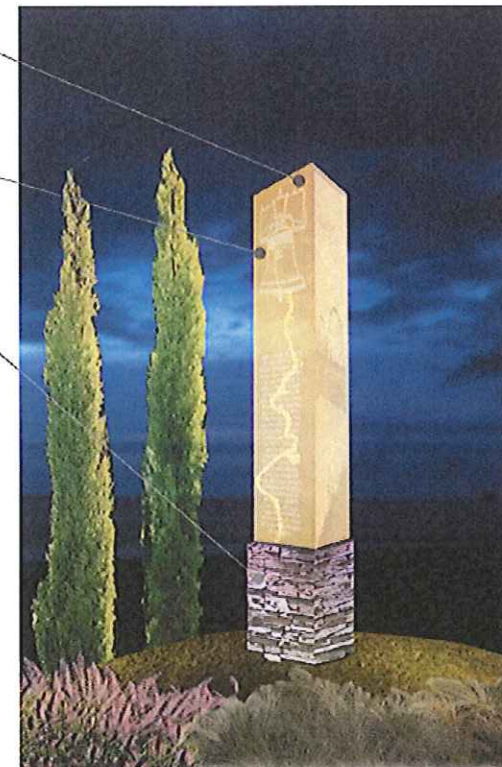
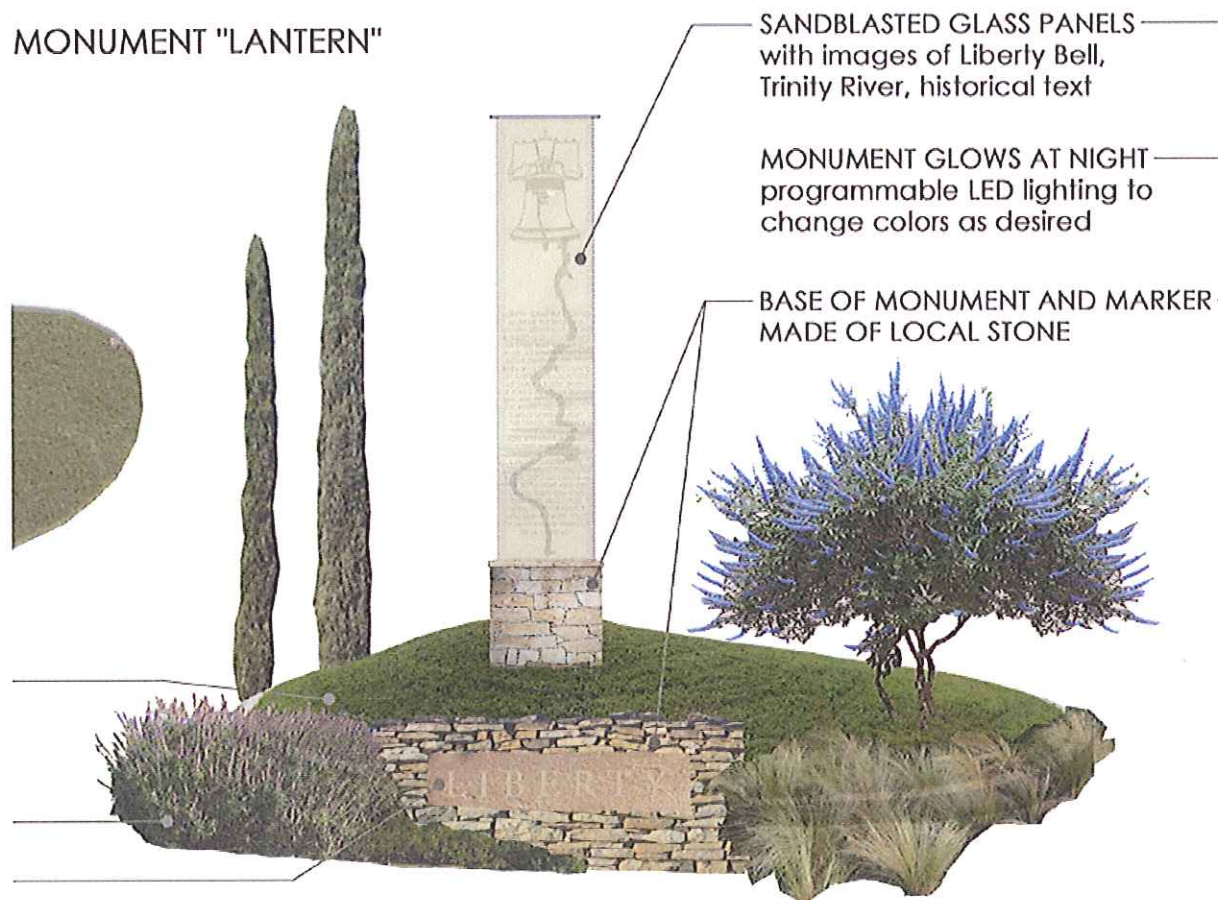
4. Business Assistance

- *Façade Grant Assistance, Business Loans, Incubator*

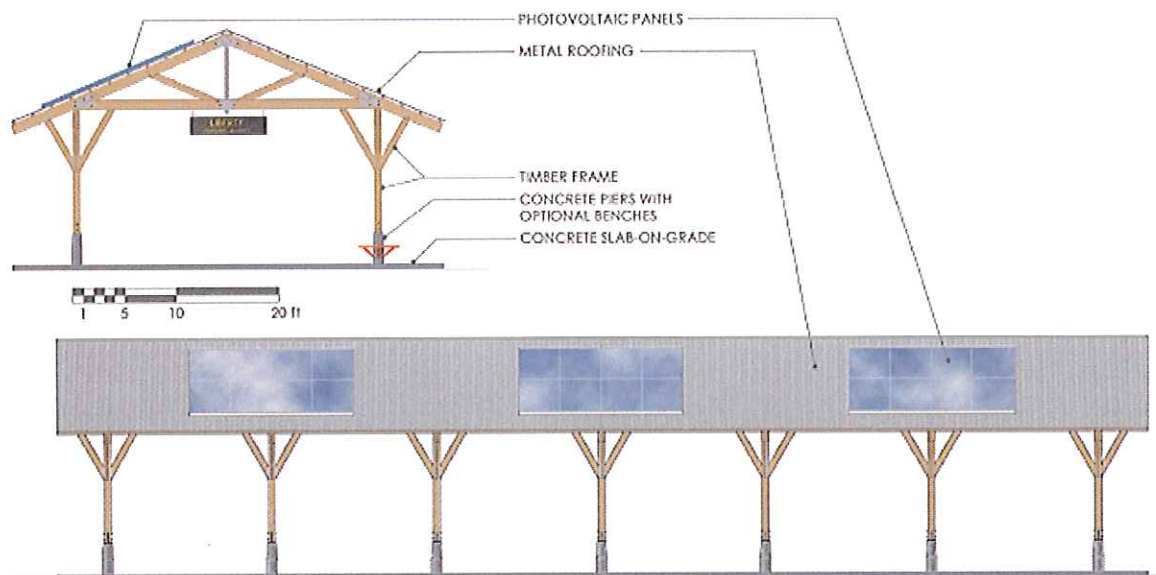


Vision Concept #1

MONUMENT "LANTERN"



Vision Concept #2



PROPOSED LOCATION OF PAVILION
AND VISITORS INFORMATION CABOOSE



TheRetailCoach®

FARMERS MARKET AND DEPOT ON THE SQUARE

Market Opportunities and Revitalization
Strategies for Downtown Liberty, Texas

October 4, 2010

HERZBAU DESIGN COLLECTIVE

Preliminary Recommendations

- Create Zoning/ Development Codes
- Enforce Codes
- City lead by example (signage, cleanup)
- Adopt-A-Street Programs
- Signage, signage, signage
- Public Works – Fix trouble spots
- RV Park at River/Gateway

Next Steps

- Refine Vision
- Create Recommendations
- Final Presentation – late October
- Final Deliverable - early November

TheRetailCoach®
The logo features the word "The" in white, "Retail" in orange, and "Coach" in white, followed by a registered trademark symbol (®). The text is set against a dark blue background.

Market Opportunities and Revitalization Strategies for Downtown Liberty, TX

October 5, 2010

Presented by

Sean Garretson, AICP

Cell 512/300-7270

sgarretson@theretailcoach.net





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

4.A.3

Meeting: 11/02/10 06:00 PM

Department: Administration
Category: Project

LCDC CORPORATION ACTION (ID # 1847)

DOC ID: 1847