

STATE OF TEXAS §

COUNTIES OF POTTER §  
AND RANDALL §

CITY OF AMARILLO §

On the 26<sup>th</sup> day of April 2006, the Center City Development Committee met in a regular meeting at 3:00 p.m. in Room 1119, Santa Fe Building, 900 S. Polk Street, Amarillo, Texas, with the following members present:

Member	Present	Meetings Attended	Meetings Held Since Appointment
Richard Ware, Chair	Yes	2	2
Richard Brown, Vice Chair	No	1	2
Les Simpson, Secretary	Yes	2	2
Paul Harpole, City Commissioner	Yes	2	2
Gary Pitner, Center City	Yes	2	2
Richard Constancio	Yes	2	2
Joe Ted Davidson	Yes	2	2
Ed Davis	Yes	2	2
Oscar Gamboa	Yes	2	2
Bill Gilliland	Yes	2	2
Jerry Hodge	Yes	1	2
Glen Parkey	No	1	2
Freda Powell	No	1	2
Chris Storm	No	1	2
Jeffery Tidmore	Yes	2	2
<b>Ex Officio Members</b>			
Debra McCartt, Mayor	Yes	2	2
Doris Alexander, City Center Chair	No	1	2
Arthur Ware, Judge, Potter County	Yes	2	2

Staff Present: Alan Taylor, City Manager, Beth Duke, Center City Executive Director, Vicki Covey, Director of Community Services

Others Present: Media and approximately 15 citizens

Richard Ware, Chairman, opened the meeting of the Center City Development Committee at 3:05 pm and established a quorum. The following items were discussed:

**Item 1. Approval of the minutes of March 22, 2006**

**Motion** to approve minutes was made by Ed Davis, seconded by Richard Constancio, carried unanimously.

**Item 2. Discuss the Stakeholders Disclosure to be completed by each committee member.**

Richard Ware explained the importance of disclosing all interests members have in property or financial matters related to downtown. He asked members to send the disclosure forms to Beth Duke to be placed on file at both the Center City office and City Hall. The forms will be available for public and media review.

**Item 3. Consider establishing standing committees and appointment of Committee Chairs as recommended by the Executive Committee.**

Richard Ware proposed the committees to be the public outreach piece of the development process. The Committees are Incentives, chaired by Glen Parkey; Hotel, chaired by Bill Gilliland; Residential Living, chaired by Jeffrey Tidmore; Public Relations, chaired by Freda Powell; and Urban Lifestyle, chaired by Joe T. Davidson. Mr. Ware asked members to select a committee of their interest. The consultants may recommend other committees.

**Motion** to approve the committee structure as recommended was made by Jerry Hodge, seconded by Bill Gilliland, carried unanimously.

**Item 4. Consider recommending to the Center City of Amarillo Board of Directors the selection of Gideon Toal of Fort Worth as the consultant for the Center City Development Plan.**

Les Simpson presented the qualifications and experience of Gideon Toal of Fort Worth. The executive committee met with the company's principals to discuss the Amarillo plan. Gideon Toal has extensive experience in planning as well as project implementation. Gideon Toal is a Texas based firm who has worked for smaller cities as well as large cities and major corporations. Mr. Simpson described the firm's experience and references. The expertise of the firm includes:

- Economic development research and planning
- Packaging tax incentive projects and proposal review
- Environmental remediation
- Consensus building within the community

Mr. Simpson reported that Gideon Toal like what they see in Amarillo. Our downtown is more than a ring of parking lots. Gideon Toal insist on a public process to gain public buy-in of the vision for Center City. Mr. Simpson reported the firm could also do the planning for a minor league baseball stadium. The Fort Worth Star Telegram gave a good report on the firm's work in Fort Worth describing them as a catalyst for community change.

Bill Gilliland said Amarillo could relate to Ft. Worth. Richard Constancio knows Gideon Toal. They have a good reputation. He is excited about working with them. Alan Taylor said the Gideon Toal has performed all of Bell Helicopter's work in Amarillo.

Gary Pitner advised the committee to develop a clear, concise understanding of the scope of services with specific expectations and timeline before opening negotiations with the firm. The scope of services will be the basis for a contract. It should define work elements, implementation tools and steps. Richard Ware commented the consultant would produce an action plan with implementation actions. Mr. Ware asked Gary Pitner to Chair the committee to work with the consultants to develop the scope of work. Other members of the committee include Alan Taylor, Richard Constancio, Jeffery Tidmore and Ed Davis.

Ed Davis gave a report on Fort Worth and development accomplishments of the past few years. There are now 25 restaurants, 17 shops in a 20-block area. Fort Worth is an exciting place to be.

Before asking for a motion, Richard Ware indicated the Center City Development Committee would recommend to the Center City Board of Directors that they contract with Gideon Toal and seek approval from the City.

**Motion** to approve to recommend the Center City Development Committee pursue a consultant agreement with Gideon Toal through Center City of Amarillo was made by Les Simpson, seconded by Paul Harpole, carried unanimously.

**Item 5. Discuss a long-range public relations plan.**

Beth Duke presented public relations activities that have occurred since March. She encouraged members to be involved in promoting the Center City project and in gathering ideas and public input. Brief talking points were distributed to the members.

**Item 6. Report by Richard Brown on tax increment financing, tax abatement and public improvement districts.**

Richard Ware explained Richard Brown was unable to attend the meeting. Discussion of Public Improvement Districts (PIDs) and Tax Increment Financing (TIFs) will be presented at a public hearing held by the Incentives committee. This public meeting will be held before the next meeting of the committee.

**Item 7. Consider agenda items for the next meeting.**

Richard Ware asked for suggestions for agenda topics for the next meeting. Primary items will be reports from the Committee on Consultant Services and the Incentives Committee on the public meeting on forms of incentives.

**Item 8. Public Comments**

Richard Ware opened the floor for public comments. Jayson Kozar, Bodegas, asked the Committee to consider actions to make customers and visitors to downtown feel safer. He shared stories of panhandling and individuals from the bus station who hang out around 7<sup>th</sup> & Polk St. People are hiding out in the parking garage of the Fisk Building. Lizzie Mason, Zen 721, spoke about homeless people who have broken into the Barfield Building to sleep at night. There are also many cats in the building. Laura Moran, Butler's, is opening a new piano bar at 7<sup>th</sup> & Polk in May. She repeated the need for security. Alan Taylor said the City would work to control the problem within the City's legal boundaries.

Allen Feingold urged the committee to consider improvements to the area north and south of downtown if the downtown effort is to be successful. Without improvements to living conditions in these adjacent areas, the downtown efforts would not be complete. Paul Harpole commented development efforts would be in stages.

Jerry Hodge asked Alan Taylor to review the City's ordinances that may impact the downtown, including - sidewalks, landscaping, and nuisances. Alan Taylor commented the City is currently reviewing all utility services downtown to identify locations and the estimated costs of relocation.

Several comments were made about the homeless who are downtown. People have witnessed fights around 4<sup>th</sup> & 3<sup>rd</sup> Aves. Many thought other cities are sending their homeless to Amarillo. Alan Feingold suggested an area be created for the homeless to gather during the day. Jeffery Tidmore suggested teams to work on clean up projects. He thought an increased police presence could be helpful.



With no other business to come before the committee, Richard Ware adjourned the meeting at 4:20 pm.