



NOTICE OF A CALLED MEETING OF THE SUNSET VALLEY
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, APRIL 14, 2021
6:00 P.M.

This meeting will be held virtually. To actively participate in the meeting, please register at:

Registration URL: <https://attendee.gototraining.com/r/9023561501594461698>

Training ID: 274-542-188

Long Distance: +1 (510) 365-3332

Access Code: 454-563-822

Notice is hereby given that the Community & Economic Development Committee of the City of Sunset Valley, Texas will hold a called meeting on Wednesday, April 14, 2021 at 6:00 P.M. virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen/Public Comments
3. Approval of the minutes from the February 3 and March 10, 2021 meetings.
4. Council Liaison Report
5. Discuss and possibly act on the Small Business Grant Program by providing a recommendation to the City Council on grant criteria.
6. Discuss the HDL Sales Tax Report including requests for specific information contained in the reports.
7. Discuss and possibly act on setting a date and time to facilitate a virtual round-table for Sunset Valley businesses.
8. Consider and possibly act on recommendations to the FY2022 Budget Discussion
9. Consider and possibly act on adopting Robert's Small Meeting Rules.
10. Proposed Items for Next Meeting Agenda
11. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 10th day of April 2021 at 2:00 P.M.

Sylvia Carrillo
City Administrator

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.

COMMITTEE MEETING DATE: APRIL 14, 2021



CED AGENDA ITEM #5

STAFF PREPARER/CONTACT INFORMATION: Sylvia Carrillo, City Administrator
scarrillo@sunsetvalley.org

SUBJECT: FINANCE/GRANT DEVELOPMENT

BACKGROUND:

At the April 6 meeting, the City Council directed staff to move forward with the creation of a grant program and develop an RFQ for grant administration.

Chapter 35 of the City of Sunset Valley Code of Ordinances, approved in 2017, allows for an economic development program to be created for the purposes of:

- A. To improve the efficiency, competitiveness, and the sustainability of businesses.
- B. To improve the community's ability to retain local dollars.
- C. To attract new employers and employees.
- D. To encourage or incentivize business formation and local business ownership.
- E. To encourage inter-business cooperation.
- F. To develop the city as a destination, capturing resident and non-resident dollars.
- G. To improve or create infrastructure that will retain or create business enterprises.

Using the codified criteria under Chapter 35, staff has reviewed the City of Austin's Legacy program whereby the City has partnered with PeopleFund as the 3rd party administrator of the grant program.

The grant amount under the City of Austin program was up to \$40,000, however, many businesses struggled to provide adequate information for funding.

Staff is seeking committee input on:

- Amount of award
- Types of business to target, if any
- Metrics
- Clawback provisions
- Requirements (length of time in business, etc)

Austin Program Information:

Industries Served

Industry	# of Businesses
Restaurants, Commercial Kitchens, and Other Eating Places (Including Drinking Places)	521
Arts, Entertainment, and Recreation	298
Other Services	282
Personal Care Services (Barber Shops, Beauty Salons, Nail Salons, etc.)	269
Retail Trade	219
Health Care and Social Assistance	183
Professional, Scientific, and Technical Services	159
Educational Services	115
Information (Software, Telecommunications, Media, etc.)	77
Construction	72
Finance and Insurance, Real Estate Rental and Leasing	72
Manufacturing	63
Live Performance/Music Venues	62
Accommodation	51
Transportation and Warehousing	42

A list of eligible and ineligible expenses is shown below.

Eligible Expenses	Ineligible Expenses
Payroll, Employee Retention	Lost sales, donations or sponsorships
Rent/Mortgage for Business Property incurred between March 1, 2020 and July 7, 2020	Merchandise for sale for marketing purposes
COVID-Compliance Facility Modifications	Costs incurred prior to March 1, 2020
Personal Protective Equipment Purchases/Rentals/Plastic Shielding	Costs that have also been paid for by other COVID-19 grants/loans
Sanitation/Cleaning	
Business Personal Property for Existing Businesses	
Inventory	
Business Insurance	
Technology	
Worker Training	
Business response and adaptation to pandemic conditions	
Modifications to business site or operations to support enhanced public health and safety standards	
Operational Costs	

Potential Funding: The City of Sunset Valley, under the latest COVID relief bill, has an allocated amount of \$200 per resident, per the latest census of 660 people, for a total of \$132,000. As per the most recent information provided to Mayors and Managers, the method, timeline, or requirements for funding have not yet been released. The opportunity may lie in alleviating expenses in the General Fund and providing those monies into a proposed grant program.

APPLICABLE CODE SECTIONS: City of Sunset Valley Code of Ordinances, Chapter 35 – Economic Development.

DOCUMENTS PROVIDED: YES, BY HYPERLINK

- [AUSTIN PROGRAM METRICS](#)
- [AMERICAN RESCUE PLAN](#)
- [City of Austin Legacy Program](#)

COMMITTEE MEETING DATE: APRIL 14, 2021



CED COMMITTEE AGENDA ITEM #6

STAFF PREPARER/CONTACT INFORMATION: Matt Lingafelter, mlingafelter@sunsetvalley.org

SUBJECT: MARCH SALES TAX REPORTS

DESCRIPTION: Review the new format of the HDL sales tax reports

BACKGROUND: The committee approved a proof of concept with HDL companies. Attached are the March sales tax numbers. As of the printing of this document, the engagement letter had not been signed so more detailed reports will be provided at the meeting.

STAFF RECOMMENDATION: N/A

SUPPORTING MATERIALS PROVIDED: NONCONFIDENTIAL MARCH REPORTS.

Sunset Valley Crm Cont
SALES TAX PAYMENT DETAIL

Mar-21

Fiscal Year: Jan-Dec

COLLECTIONS	Mar-20	Mar-21	Chg. \$ Chg. %	Prior FYTD	Current FYTD	Chg. \$ Chg. %
Current Period	28,735	28,508	(228) -0.8%	108,883	104,992	(3,891) -3.6%
Prior Period	119	96	(23) -19.5%	246	554	308 125.6%
Future Period	2,007	0	(2,007) -100.0%	2,701	100	(2,602) -96.3%
Audit	3	233	230 6979.3%	3	281	278 8011.0%
Unidentified	4	6	2 43.0%	14	18	4 32.3%
Single Local Tax Rate	145	256	111 76.9%	585	944	359 61.5%
TOTAL	31,013	29,098	(1,915) -6.2%	112,432	106,890	(5,542) -4.9%
Service Fee	(620)	(582)	38 -6.2%	(2,249)	(2,138)	111 -4.9%
Current Retained	(608)	(570)	38 -6.2%	(2,204)	(2,095)	109 -4.9%
Prior Retained	903	871	(32) -3.5%	2,278	2,157	(121) -5.3%
NET PAYMENT	30,688	28,817	(1,871) -6.1%	110,257	104,813	(5,444) -4.9%

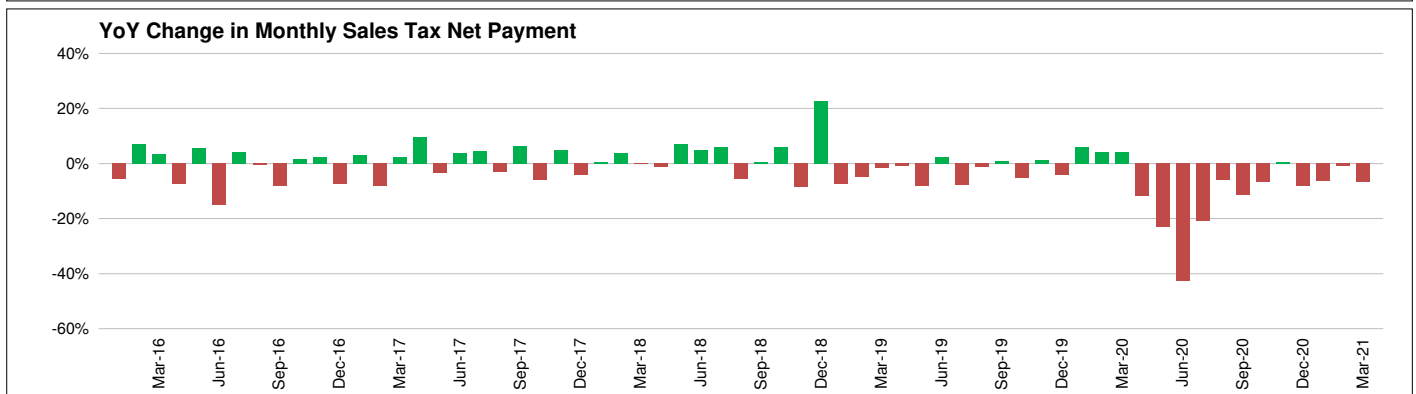
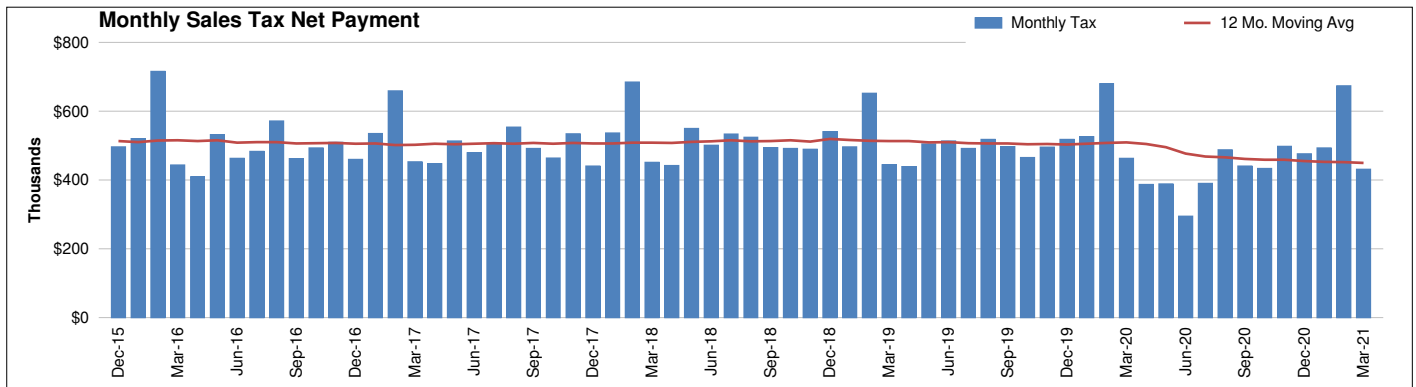
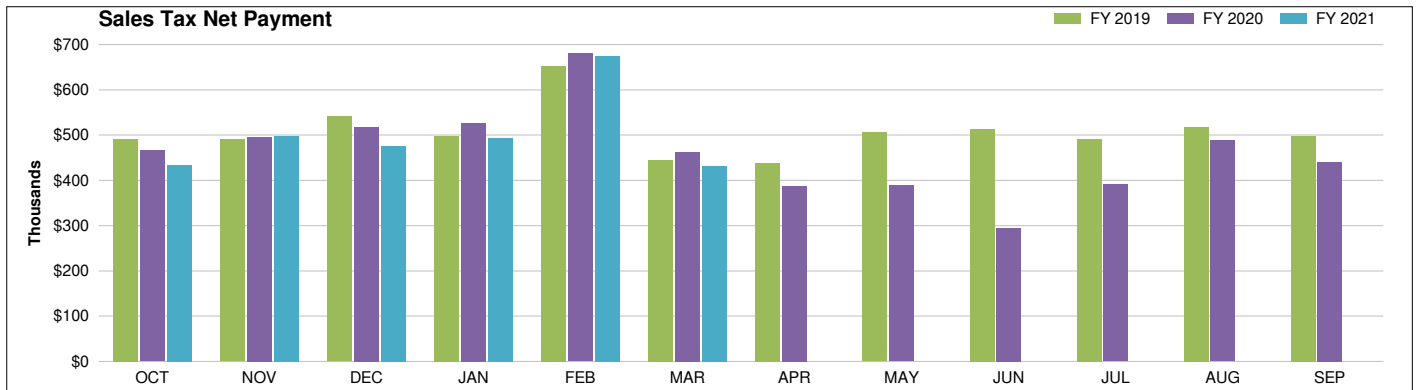
HdL Companies
Sunset Valley Crm Cont
SALES TAX PAYMENT DETAIL REPORT
Tax Rate = 0.125%

PERIOD	Current Prd Collections	Prior Prd Collections	Future Prd Collections	Audit Collections	SLT Collections	Unidentified	Total Collections	Service Fee	Current Retained	Prior Retained	Net Payment
01/2019	32,535	157	695	(1)	-	4	33,391	668	654	714	32,782
02/2019	44,271	2	-	1	-	6	44,281	886	868	654	43,182
03/2019	29,424	139	-	10	-	3	29,576	592	580	868	29,273
04/2019	28,842	142	408	11	-	7	29,410	588	576	580	28,825
05/2019	33,738	(52)	401	2	-	4	34,093	682	668	576	33,320
06/2019	32,628	143	1,720	36	-	8	34,535	691	677	668	33,836
07/2019	31,696	665	723	(0)	-	5	33,090	662	649	677	32,456
08/2019	34,582	460	-	(98)	-	6	34,950	699	685	649	34,214
09/2019	33,153	108	168	0	-	7	33,435	669	655	685	32,796
10/2019	31,132	82	-	0	-	4	31,218	624	612	655	30,637
11/2019	33,008	251	0	-	-	3	33,263	665	652	612	32,557
12/2019	34,218	386	5	54	118	4	34,787	696	682	652	34,061
01/2020	35,147	49	-	0	170	3	35,368	707	693	682	34,649
02/2020	45,001	78	695	0	270	7	46,051	921	903	693	44,920
03/2020	28,735	119	2,007	3	145	4	31,013	620	608	903	30,688
04/2020	25,946	5	-	1	135	10	26,098	522	512	608	25,672
05/2020	25,496	551	-	2	168	3	26,220	524	514	512	25,693
06/2020	18,753	916	1	0	130	1	19,801	396	388	514	19,531
07/2020	25,955	380	-	22	178	3	26,539	531	520	388	25,876
08/2020	32,070	303	461	39	256	4	33,133	663	649	520	32,341
09/2020	29,223	321	0	6	216	8	29,775	596	584	649	29,246
10/2020	28,903	241	1	1	222	3	29,371	587	576	584	28,791
11/2020	33,362	140	1	1	252	4	33,760	675	662	576	32,999
12/2020	31,910	78	-	(11)	259	3	32,238	645	632	662	31,623
01/2021	32,890	140	0	3	314	6	33,354	667	654	632	32,665
02/2021	43,595	318	99	45	374	6	44,437	889	871	654	43,331
03/2021	28,508	96	-	233	256	6	29,098	582	570	871	28,817

Sunset Valley - Sales Tax Net Payment Trend

	FISCAL YEAR				
	2017	2018	2019	2020	2021
Oct	\$ 493,183	\$ 463,808	\$ 491,236	\$ 465,420	\$ 433,705
Nov	\$ 509,333	\$ 533,899	\$ 489,434	\$ 495,228	\$ 497,739
Dec	\$ 459,870	\$ 440,419	\$ 540,146	\$ 517,793	\$ 476,091
Jan	\$ 535,108	\$ 536,750	\$ 496,433	\$ 525,321	\$ 492,702
Feb	\$ 659,119	\$ 684,587	\$ 652,244	\$ 679,963	\$ 673,293
Mar	\$ 452,440	\$ 451,270	\$ 444,118	\$ 462,568	\$ 430,956
Apr	\$ 447,500	\$ 442,078	\$ 438,610	\$ 387,192	
May	\$ 513,096	\$ 549,709	\$ 504,872	\$ 388,573	
Jun	\$ 478,966	\$ 501,082	\$ 512,957	\$ 294,578	
Jul	\$ 503,723	\$ 533,027	\$ 491,551	\$ 390,053	
Aug	\$ 553,650	\$ 523,730	\$ 518,181	\$ 487,412	
Sep	\$ 491,445	\$ 493,832	\$ 497,138	\$ 440,434	
YEAR	\$ 6,097,435	\$ 6,154,191	\$ 6,076,919	\$ 5,534,536	\$ 3,004,486
YoY Change		0.9%	-1.3%	-8.9%	na

Change: FY '21/'20			
Month		Year-to-Date	
\$	%	\$	YTD %
\$ (31,714)	-6.8%	\$ (31,714)	-6.8%
\$ 2,510	0.5%	\$ (29,204)	-3.0%
\$ (41,703)	-8.1%	\$ (70,907)	-4.8%
\$ (32,619)	-6.2%	\$ (103,526)	-5.2%
\$ (6,670)	-1.0%	\$ (110,196)	-4.1%
\$ (31,612)	-6.8%	\$ (141,808)	-4.5%



Sunset Valley
SALES TAX PAYMENT DETAIL

Mar-21

Fiscal Year: Oct-Sep

COLLECTIONS	Mar-20	Mar-21	Chg. \$ Chg. %	Prior FYTD	Current FYTD	Chg. \$ Chg. %
Current Period	433,111	429,257	(3,854) -0.9%	3,141,595	3,000,084	(141,511) -4.5%
Prior Period	1,810	1,452	(358) -19.8%	15,710	15,524	(187) -1.2%
Future Period	30,102	0	(30,102) -100.0%	40,602	1,541	(39,061) -96.2%
Audit	143	22	(121) -84.5%	773	22,669	21,895 2830.9%
Unidentified	70	75	6 8.0%	391	302	(89) -22.7%
Single Local Tax Rate	2,179	3,821	1,642 75.3%	10,644	25,406	14,763 138.7%
TOTAL	467,415	434,628	(32,787) -7.0%	3,209,716	3,065,526	(144,189) -4.5%
Service Fee	(9,348)	(8,693)	656 -7.0%	(64,194)	(61,311)	2,884 -4.5%
Current Retained	(9,161)	(8,519)	643 -7.0%	(62,910)	(60,084)	2,826 -4.5%
Prior Retained	13,662	13,539	(123) -0.9%	63,683	60,354	(3,329) -5.2%
NET PAYMENT	462,568	430,956	(31,612) -6.8%	3,146,294	3,004,486	(141,808) -4.5%

HdL Companies
Sunset Valley
SALES TAX PAYMENT DETAIL REPORT
Tax Rate = 1.875%

PERIOD	Current Prd Collections	Prior Prd Collections	Future Prd Collections	Audit Collections	SLT Collections	Unidentified	Total Collections	Service Fee	Current Retained	Prior Retained	Net Payment
10/2018	500,305	116	-	740	-	59	501,219	10,024	9,824	9,865	491,236
11/2018	496,081	955	-	2,297	-	53	499,386	9,988	9,788	9,824	489,434
12/2018	504,416	4,703	43,120	(105)	-	93	552,227	11,045	10,824	9,788	540,146
01/2019	492,797	2,364	10,443	1	-	27	505,632	10,113	9,910	10,824	496,433
02/2019	668,614	70	-	55	-	79	668,819	13,376	13,109	9,910	652,244
03/2019	446,162	2,135	0	439	-	44	448,781	8,976	8,796	13,109	444,118
04/2019	437,144	2,152	6,119	2,020	-	100	447,536	8,951	8,772	8,796	438,610
05/2019	510,499	(782)	6,023	766	-	50	516,556	10,331	10,124	8,772	504,872
06/2019	494,009	2,189	25,808	1,478	-	81	523,565	10,471	10,262	10,124	512,957
07/2019	480,133	9,998	10,846	83	-	74	501,134	10,023	9,822	10,262	491,551
08/2019	524,502	6,939	17	(2,194)	-	55	529,319	10,586	10,375	9,822	518,181
09/2019	503,431	1,957	2,515	(1,183)	-	114	506,834	10,137	9,934	10,375	497,138
10/2019	472,832	1,377	-	7	-	50	474,267	9,485	9,296	9,934	465,420
11/2019	501,478	4,162	1	287	-	42	505,969	10,119	9,917	9,296	495,228
12/2019	519,701	6,088	77	1,082	1,801	69	528,817	10,576	10,365	9,917	517,793
01/2020	533,497	864	-	(783)	2,582	31	536,190	10,724	10,509	10,365	525,321
02/2020	680,977	1,410	10,423	37	4,082	129	697,057	13,941	13,662	10,509	679,963
03/2020	433,111	1,810	30,102	143	2,179	70	467,415	9,348	9,161	13,662	462,568
04/2020	391,289	125	-	3	2,042	159	393,618	7,872	7,715	9,161	387,192
05/2020	384,588	8,272	-	1,085	2,546	71	396,562	7,931	7,773	7,715	388,573
06/2020	282,774	13,813	12	51	1,959	23	298,631	5,973	5,853	7,773	294,578
07/2020	391,011	5,966	-	339	2,689	36	400,041	8,001	7,841	5,853	390,053
08/2020	483,438	4,567	6,919	517	3,865	40	499,346	9,987	9,787	7,841	487,412
09/2020	440,189	4,838	4	20	3,260	92	448,403	8,968	8,789	9,787	440,434
10/2020	435,226	3,809	19	12	3,340	30	442,437	8,849	8,672	8,789	433,705
11/2020	503,227	2,137	18	24	3,794	33	509,233	10,185	9,981	8,672	497,739
12/2020	480,355	1,195	7	(156)	3,897	30	485,329	9,707	9,512	9,981	476,091
01/2021	495,973	2,160	4	161	4,743	72	503,113	10,062	9,861	9,512	492,702
02/2021	656,047	4,770	1,493	22,606	5,810	61	690,787	13,816	13,539	9,861	673,293
03/2021	429,257	1,452	0	22	3,821	75	434,628	8,693	8,519	13,539	430,956

COMMITTEE MEETING DATE: APRIL 14, 2021



CED COMMITTEE AGENDA ITEM #7

STAFF PREPARER/CONTACT INFORMATION: Matt Lingafelter,
mlingafelter@sunsetvalley.org

SUBJECT: ADMINISTRATION/SMALL BUSINESS ASSISTANCE

DESCRIPTION: Discuss and possibly act on setting a date and time to facilitate a virtual round-table for Sunset Valley businesses.

BACKGROUND: The committee has discussed a business round table. Staff would like to finalize details for the first event.

COMMITTEE MEETING DATE: APRIL 14, 2021



CED COMMITTEE AGENDA ITEM #8

STAFF PREPARER/CONTACT INFORMATION: Matt Lingafelter, mlingafelter@sunsetvalley.org

SUBJECT: FINANCE

DESCRIPTION: Discuss and possibly recommend to the Budget and Finance committee, and ultimately the City Council, any committee requests affecting the City's FY 22 Budget.

- i. Action Sought: Vote on any possible budget recommendations to the Budget and Finance Committee, as well as the City Council.
- ii. Action Approved:
- iii. Next Meeting Steps:
- iv. Adoption:
- v. Supporting Documents:

BACKGROUND: All requests regarding fund requests in the budget must be submitted to City staff, the Budget and Finance Committee, as well as the City Council for approval.

STAFF RECOMMENDATION: N/A

SUPPORTING MATERIALS PROVIDED: NO

COMMITTEE MEETING DATE: APRIL 14, 2021



CED COMMITTEE AGENDA ITEM #9

STAFF PREPARER/CONTACT INFORMATION: Matt Lingafelter, mlingafelter@sunsetvalley.org

SUBJECT: MEETING ORGANIZATION/ADMINISTRATION

DESCRIPTION: Adopt Robert's small meeting rules

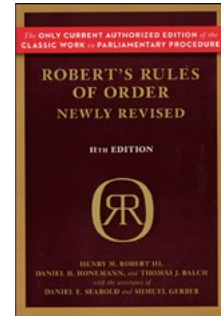
- i. Action Sought: Possible adoption of committee rules modeled after Robert's Small Meeting Rules.
- ii. Action Approved:
- iii. Next Meeting Steps:
- iv. Adoption:
- v. Supporting Documents:

BACKGROUND: Robert's Rules of order has been used to manage meetings of the Council. While not formally adopted, the Mayor organized parliamentary training for all committee chairs and vice chairs. One of the items discussed was small meeting rules. The committee should decide whether it would like to adopt the meeting rules to its meeting format. While not required, it does assist with meeting structure and ease of managing the meeting.

STAFF RECOMMENDATION: N/A

SUPPORTING MATERIALS PROVIDED: SMALL RULES GUIDE.

Small board rules are different



The different rules for small boards are one of the best-kept secrets of Robert's Rules of Order. If you serve on a small board (up to about 12 people) you may benefit from the flexibility that the rules for small boards offer.

Robert's Rules of Order Newly Revised, 11th edition ([the only current valid version of Robert's Rules](#)) says on page 487, "some of the formality that is necessary in a large assembly would hinder business" in small boards.

The book goes on to list seven significant bullet points about the ways that the rules for small boards are different.

Jurassic Parliament agrees with some of these rules, but not all of them. Read our thoughts on this below.

If your bylaws say that "meetings shall be run according to *Robert's Rules of Order Newly Revised*, latest edition," and your board has 12 or fewer members, you are fully entitled to use Robert's rules for small boards.

If you have a slightly larger board, up to about 20 people, you may also find the small board rules useful. In that case, you must adopt the rules you wish to use, which is easy to do. To learn how, see our post on "[What are special rules of order?](#)"

ROBERT'S RULES FOR SMALL BOARDS <i>Robert's Rules of Order Newly Revised</i> , 11th edition, pp. 487-488.	JURASSIC PARLIAMENT COMMENTS <i>"Yes" means we like the rule.</i> <i>"No" means we disagree with Robert.</i>
Members are required to obtain the floor before making motions or speaking, which they can do while seated.	Yes. It is always useful to require members to obtain the floor before making motions or speaking. This allows the chair to ensure that everyone has a chance to speak once before anyone speaks a second time. Yes to remaining seated, of course.
Motions need not be seconded.	No. We prefer that a second be required for any motion. Before a proposal takes up the group's time, there should be at least two people who want to talk about it.



ROBERT'S RULES FOR SMALL BOARDS <i>Robert's Rules of Order Newly Revised, 11th edition, pp. 487-488.</i>	JURASSIC PARLIAMENT COMMENTS <i>"Yes" means we like the rule. "No" means we disagree with Robert.</i>
There is no limit to the number of times a member can speak to a question, and motions to close or limit debate generally should not be entertained.	Yes, provided that the rule that everyone has a chance to speak once before anyone may speak twice is strictly enforced.
Informal discussion of a subject is permitted while no motion is pending.	Yes, though it's useful to ask for a motion just as soon as the chair senses that the group is ready to formulate one.
Sometimes, when a proposal is perfectly clear to all present, a vote can be taken without a motion's having been introduced. Unless agreed to by unanimous consent, however, all proposed actions of a board must be approved by vote under the same rules as in other assemblies, except that a vote can be taken initially by a show of hands, which is often a better method in such meetings.	Yes, provided that someone, eventually, states in clear terms what is about to be voted on. What is "perfectly clear" to some members may be rather murky to others. This also relieves the secretary from having to guess just what the motion was when composing the minutes.
The chairman need not rise while putting questions to the vote.	Yes.
The chairman can speak in discussion without rising or leaving the chair; and, subject to rule or custom within the particular board (which should be uniformly followed regardless of how many members are present), he usually can make motions and usually votes on all questions.	<p>Yes as far as discussion goes. We believe that in most small boards, members want to hear what the chair thinks, and the chair should participate in debate.</p> <p>We suggest that boards adopt a rule that the chair debates and votes last, after others have spoken. This allows them to summarize discussion and to remain more impartial. Their voice and vote are heard, but are not given too much weight.</p> <p>No for making motions. We believe it is always better for the chair not to propose motions, because of the human tendency to show undue deference to the leader of a group. Motions should come from the members.</p> <p>As for voting, we leave it to the rule and custom of the particular board. In many small boards it makes sense for the chair to vote.</p>

Article: Small board rules are different

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P.O. Box 77553, Seattle, WA 98177

TEL 206.542.8422 | EMAIL info@jurassicparliament.com

www.jurassicparliament.com