



**NOTICE AND AGENDA
CITY COUNCIL
TUESDAY, MARCH 4, 2025, 6:00 P.M.
CITY COUNCIL WORK SESSION**

Notice is hereby given that the City Council of the City of Glenn Heights, Texas will hold a Work Session on Tuesday, March 4, 2025, beginning at 6:00 P.M., in the City Hall, City Council Chambers, located at 1938-C South Hampton Road, Glenn Heights, Texas, 75154, as prescribed by Vernon's Texas Civil Statutes, Government Code Section §551.041, to discuss the following agenda items. Items do not have to be taken in the same order as shown in this meeting Notice and Agenda.

Pursuant to Texas Government Code Sec. 551.127, on a regular, non-emergency basis, members may attend and participate in the meeting remotely by video conference. Should that occur, a quorum of the members, including the presiding officer, will be physically present at the location noted above on this Agenda.

This Notice and Work Session Agenda, and the Agenda Packet, are posted online at <https://www.glennheightstx.gov/129/Agendas-Minutes>.

This City Council Meeting will be live-streamed at <https://www.glennheightstx.gov/229/City-Council-Meeting-Videos>.

CALL TO ORDER

PUBLIC COMMENT

The public is invited to address City Council on any topic. Speakers should complete a Public Comment form and submit it to the City Secretary prior to the beginning of the meeting. The Texas Open Meetings Act prohibits City Council from discussing or taking action on issues not posted on the agenda; however, the Mayor, City Manager or designee may provide specific factual information, recite an existing policy, or schedule a discussion of the issue for possible placement on a future agenda. Speakers are limited to a maximum of three (3) minutes.

AGENDA

1. City Manager's Office
 - A. Discussion regarding a proposal for an Economic Development Strategic Plan. (Clifford Blackwell, City Manager)
 - B. Animal Shelter Facility update. (Clifford Blackwell, City Manager)

ADJOURNMENT

In accordance with the Americans with Disabilities Act, if you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodations, please contact the City Secretary at least 48 hours in advance of the event at 972-223-1690 ext. 125 or email

brandi.brown@glennheightstx.gov. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

I, Brandi Brown, City Secretary, do hereby certify that the above Meeting Notice and Agenda was posted in a place convenient to the Public at Glenn Heights City Hall, 1938-C South Hampton Road, Glenn Heights, Texas by 5:00 P.M. on Friday, February 28, 2025.

Pursuant to Section 551.071 of the Texas Government Code, the City Council reserves the right to consult in closed session with its attorney at any time during the course of this meeting and to receive legal advice regarding any item listed on this agenda.

Brandi Brown, City Secretary

AGENDA SUMMARY SHEET

March 4, 2025

AGENDA, ITEM A

Discussion regarding a proposal for an Economic Development Strategic Plan. (Clifford Blackwell, City Manager)

Motion	
Second	
For	Brown, Benford, Mosley, Garrett, Bruton, Hale, and Lightfoot
Against	Brown, Benford, Mosley, Garrett, Bruton, Hale, and Lightfoot
Abstain	
Approve/ Deny/ Table	

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ECONOMIC DEVELOPMENT STRATEGIC PLAN PROPOSAL

City of Glenn Heights
March 4, 2025



PINNAKLE 
STRATEGIES

ABOUT

Mission: Elevate local municipalities to new heights of economic prosperity and sustainable economic growth by delivering tailored and comprehensive strategies utilizing various approaches.

Over 15 years of experience in Economic Development.

- Retail Attraction
- Business Retention & Expansion (BRE)
- Small Business Development
- Economic Development Strategic Planning
- Policy Development
- Public-private Engagement

INTRODUCTION

This document outlines a proposed work plan for developing an Economic Development Strategic Plan for the City of Glenn Heights (City).

This work plan serves as a framework to guide our collaborative efforts in shaping a comprehensive and actionable strategy that aligns with the City's long-term goals and vision for economic growth tailored to the city's unique characteristics and current initiatives.

PROPOSED APPROACH

1

Data-Driven Analysis

This will include assessing key economic trends, demographic shifts, and industry clusters specific to Glenn Heights.

2

Stakeholder Engagement

We will engage a wide range of stakeholders, including local business leaders, land and property owners, residents, community organizations, and city officials.

3

SWOT Analysis

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis will provide a foundational framework to inform strategic priorities.

4

Alignment with Existing Plans

The strategic plan will align with the City of Glenn Heights' existing Comprehensive Plan and other relevant documents.

5

Policy Recommendations

We will propose formalized economic development policies that outline clear, transparent guidelines for providing incentives to attract and retain businesses as well as provide opportunities for redevelopment.

6

Recommended Resources

Funding sources (grants), Software solutions, professional associations and regional organizations, and optionally, industry-specific contacts of potential business prospects tailored to the City's top target industries.

EXPECTED OUTCOMES AND DELIVERABLES



Customized Economic Development Strategy

A tailored Economic Development Strategic Plan designed to serve as a practical guide for decision-making and prioritization.



Implementation Roadmap

The strategy will include a detailed implementation roadmap outlining specific initiatives, timelines, and resource requirements.



Measureable KPIs

Measurable Key Performance Indicators (KPIs). That will allow the city to evaluate the effectiveness of initiatives and make data-informed adjustments as needed.



PHASED APPROACH

The development of the Economic Development Strategic Plan will follow a phased approach designed to ensure thorough research, community collaboration, and actionable outcomes.

Discovery & Research 30 – 45 days

- Conduct a comprehensive data collection effort, including economic metrics, workforce
- analysis, and local benchmarking.
- Schedule site visits to understand the physical and logistical landscape of Glenn Heights.
- Host stakeholder interviews and focus groups to gather insights from community leaders, businesses, and residents

Strategy Development 45 – 60 days

- Synthesize data and community input to identify key initiatives and strategic priorities.
- Draft the strategic framework, outlining goals, objectives, and preliminary recommendations.
- Host a feedback session to gather input and refine the framework before finalization.

Implementation 60 + days

- Develop an actionable implementation roadmap with clear timelines, responsible parties, and
- resource requirements.
- Establish measurable Key Performance Indicators (KPIs) to monitor progress and evaluate success.
- Present the final strategic plan for approval and adoption.

NEXT STEPS

Finalize Scope and Agreement

Schedule a meeting with city leadership to discuss the proposed approach, gather input, and align on priorities.

Based on feedback from city leadership, finalize the scope of work and establish an agreement to proceed with the project.



Initiate Discovery Phase:

Begin the Discovery & Research phase, including stakeholder engagement, data collection, and site visits.

QUESTIONS



kay@pinnaklestrategies.com

AGENDA SUMMARY SHEET

March 4, 2025

AGENDA, ITEM B

Animal Shelter Facility update. (Clifford Blackwell, City Manager)

Motion	
Second	
For	Brown, Benford, Mosley, Garrett, Bruton, Hale, and Lightfoot
Against	Brown, Benford, Mosley, Garrett, Bruton, Hale, and Lightfoot
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[illegible]