
MINUTES

Central Wichita Falls Neighborhood Revitalization Committee

May 13, 2025

PRESENT:

Ann Arnold-Ogden
Whitney Flack
Jose Garcia
Mike Mitchell

◆ Member
◆ Councilor
◆ Member
◆ Chairman

Terry Floyd, Development Services Director
Fabian Medellin, Planning Manager
Christal Cates, Neighborhood Revitalization Coordinator

◆ City Staff
◆ City Staff
◆ City Staff

ABSENT:

Robert Brooks
Wendy Browder

◆ Councilor
◆ Vice Chair

GUESTS:

Jack Browne, Planning & Zoning Commission
Fuago, Wichita Falls Alliance for Arts & Culture
Cherie Newman, Property Developer

◆ Guest
◆ Guest
◆ Guest

I. CALL TO ORDER

Chairman Mike Mitchell called the meeting to order at 1:34 p.m.

II. PUBLIC COMMENTS

Chairman Mitchell asked if any members of the public wished to speak. Mr. Jack Browne, Planning & Zoning Commission member, stated his trash had still not been picked up as he had reported at his rental property located at 2405 Tulunar. Chairman Mitchell stated he was having the same issues with trash not being picked up.

III. ADOPTION OF THE MINUTES

Mrs. Ann Arnold-Ogden made a motion to approve the minutes as presented from April 29th, 2025. Councilor, Whitney Flack seconded. Chairman Mitchell asked if there were any public comments regarding the minutes. There were no public comments. The motion passed unanimously, 4-0.

IV. REGULAR AGENDA

1. Take action on a recommendation concerning designating the boundaries the Heart of the Falls Neighborhood Revitalization Area as a Reinvestment Zone to the City Council

Chairman Mitchell turned the floor over to staff to discuss designation the boundaries of the Heart of the Falls Neighborhood Revitalization Area as a Reinvestment Zone. Staff advised the Committee had previously recommended the adoption of the Neighborhood Empowerment Zone (NEZ) to the City Council. One of the key elements of the NEZ is municipal tax abatement as an incentive. Staff advised under Texas Tax Law, to be able to offer tax abatements a City must designate and create a Reinvestment Zone before the NEZ could be adopted by the City Council and tax abatements offered.

The Committee asked if Reinvestment Zone designation was needed for the other incentives the NEZ offered and staff advised no, it was only for the tax abatement portion of the NEZ.

Councilor Flack made a motion to favorably recommend designation the boundaries of the Heart of the Falls Neighborhood Revitalization Area as a Reinvestment Zone to the City Council. Mr. Jose Garcia seconded the motion which passed with a vote of 4-0.

2. Take action on a recommendation concerning the designation and creation a Neighborhood Empowerment Zone (NEZ), located in the Heart of the Falls Neighborhood Revitalization Area, and directing staff to implement incentives, strategies, property maintenance codes, and design guidelines outlined, as an element to the Heart of the Falls Neighborhood Revitalization Plan as previously adopted by the City Council

Staff advised the Committee that the Neighborhood Empowerment Zone (NEZ) would be familiar to them as it and its key elements, incentives, Design Guidelines, and Property Maintenance Code had been discussed at length at many previous meetings. Staff stated they had brought this back to the Committee as they wanted a formal recommendation to present to City Council for adoption.

Staff advised they only changes since they had last seen the NEZ was verbiage clarification on the Lien Release Program.

Mrs. Ann Arnold-Ogden made a motion to favorably recommend the Neighborhood Empowerment Zone (NEZ) for adoption to City Council. Mr. Jose Garcia seconded the motion which passed with a vote of 4-0.

V. OTHER BUSINESS

1. Updates

A. City Council Update

Staff gave a brief update of Resolution No. 53-2025 passed by the City Council on May 6th, 2025 which allows for alternative notification methods for the Text Zoning

Amendment of the Heart of the Falls Neighborhood Overlay (HFNO) District set to go before the City Council on July 1st, 2025.

B. Artist Update – Wichita Falls Alliance for Arts & Culture

Mrs. Arnold-Ogden gave an update regarding the Bridwell Futsal court murals and the artist, Mr. Jeremy Jarvis who had to push back his arrival date due to in climate weather. Mrs. Arnold-Ogden stated Mr. Jarvis is tentatively scheduled to arrive June 2nd.

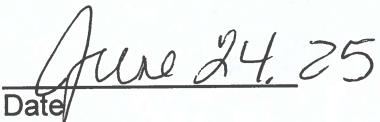
VI. ADJOURN

The next regularly scheduled meeting was set for Tuesday, May 27th at 1:30pm at the Travel Center Conference Room. Mrs. Cates advised she would be on vacation that day and would not be present as well as several other Committee members. Staff and Committee discussed canceling the meeting and having a planning session for a joint neighborhood event on June 7th. Staff stated they would contact the Committee with more information as that date neared.

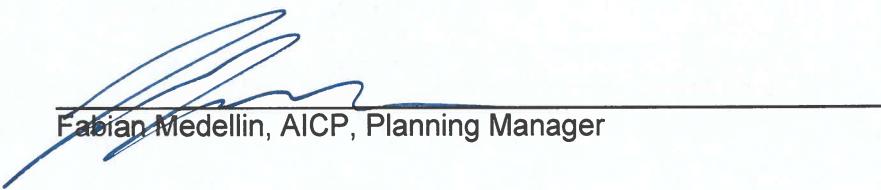
Chairman Mitchell adjourned the meeting at 2:17 p.m.



Wendy Browder, Vice-Chair



Date



Fabian Medellin, AICP, Planning Manager



Date