

WELCOME TO THE FUTURE OF

Retail



**A HOUSTON-GALVESTON AREA COUNCIL EVENT
FRIDAY, SEPTEMBER 21, 2018**

Much more than offering one-stop shopping, vibrant retail areas can be both a destination for visitors and an amenity for residents.

Agenda

8:30 a.m. **Registration and Breakfast**

9:00 a.m. **Welcome and Introductions**
Jeff Taebel, Houston-Galveston Area Council

9:10 a.m. **Retail Trends**
Steven R. Spillette, CDS Community Development Strategies

9:30 a.m. **Local Examples**
Brad Stafford, City of Navasota
Bret Gardella, City of Rosenberg
Aron Kulhavy, City of Huntsville

10:30 a.m. **Break**

11:00 a.m. **Discussion and Toolbox**
Austin Farmer, The Retail Coach

11:40 a.m. **Panel Discussion**
All Speakers

12:20 p.m. **Closing Remarks**
Jeff Taebel, Houston-Galveston Area Council

Today's presentations will be available at
www.h-gac.com/livablecenters. Click on "Events."

Speakers

JEFF TAEBEL



Jeff Taebel, FAICP, is the Director of Community and Environmental Planning at H-GAC where he oversees the agency's community and environmental planning, socioeconomic modeling, economic development, community enhancement, disaster recovery, and sustainable development initiatives. He has 35 years of experience in urban and regional planning, including 31 in his current position. He is a past President of the Texas Chapter of the American Planning Association and served on the Urban Land Institute Houston District Council Executive Committee. His work has received local, state and national awards. In 2008, he was named a Fellow of the American Institute of Certified Planners and in 2013, he received Houston Tomorrow's inaugural Community Catalyst Award for his contributions to quality of life in the Houston region.

STEVEN R. SPILLETTE



Steven R. Spillette, President of CDS Community Development Strategies, is an urban development strategist providing real estate and urban planning guidance to both public and private sector clients. He evaluates the options available for obtaining desired market-supported results to create better developments, districts, towns, and cities. Mr. Spillette has engaged in a wide range of services and products for his clients, including market analysis, economic development agreements, special district planning, and public development and planning policy. He holds economics, city planning, and business administration degrees from Stanford University, UC Berkeley and Texas A&M University. His 28 years of work experience includes positions with the national research and analysis firm Economics Research Associates, the Uptown Houston Improvement District, and the Real Estate Research Center at Texas A&M University. He headed his own firm for 12 years and in 2013 merged with CDS Market Research, a Houston firm with nearly 40 years of experience in real estate market research and urban development economics.

Speakers

BRAD STAFFORD



Brad Stafford has been the City Manager of Navasota since 2006. A west Texas native, he was raised on a cotton farm in Whitharral Texas. He earned his bachelor's degree in Physical Education with an emphasis in Recreation and Parks Administration in May 1989 from Texas Tech University and received his Certified Public Manager designation in 2004. Mr. Stafford began his municipal career in 1990 with the City of Morton, Texas, serving as Director of Community Services and in 1994 was appointed City Manager. In 1997, he accepted the position of City Administrator for the City of Sundown, Texas, where he served until his appointment as City Manager for the City of Navasota. Mr. Stafford is involved in regional and statewide organizations, he currently serves on the Texas Municipal League Small Cities Advisory Council and is a member of Texas City Management Association, currently serving on the City Managers of Tomorrow Task Force, Regional Transportation Planning Committee, and the Highway 249 Partnership. Mr. Stafford was recognized as Administrator of the Year by the Texas City Management Association in June of 2015.

ARON KULHAVY



Aron Kulhavy, AICP, has been the City Manager for the City of Huntsville since June 2018 and has been with the City for 10 years and was recently highlighted in the American Planning Association's July 2018 magazine. Prior to becoming City Manager, he served in many different capacities in Huntsville, including Director of Community and Economic Development, Public Works Director, and City Planner. Mr. Kulhavy began his career in municipal government at the City of Nacogdoches and was appointed as City Planner in 1999. He moved to Huntsville in 2008 to serve as its City Planner. He is working with city staff to execute the 2016 bond program and working closely with the City Council to achieve the community's economic development goals. Mr. Kulhavy graduated from Stephen F. Austin University with a bachelor's degree in Environmental Science and a Master's in Public Administration.

Speakers

BRET GARDELLA



Bret Gardella is the Economic Development Director for the City of Rosenberg. He was hired this January and brings his 12+ years of economic development experience to southeast Texas. Mr. Gardella's entrepreneurial spirit led him down the path of owning several small businesses, and he uses his unique perspective gained in business ownership with his economic development skills to help the City grow, attract, and retain quality businesses. Mr. Gardella's economic development career has spanned five states and five municipalities. In addition to business retention and expansion, he has handled marketing, tourism, commercial and residential development, industrial development, and entrepreneurship creation. He has worked to attract or create new retail opportunities including establishing a small business incubator that worked to build retail businesses with local citizens. Mr. Gardella is a member of International Council of Shopping Centers and participates in yearly events and trainings, including attendance at regional and national retail conventions.

AUSTIN FARMER



Austin Farmer is the Director of Retail Strategy at The Retail Coach - a national retail consulting firm that combines strategy, technology, and creative expertise to develop retail recruitment and development strategies for local governments and economic development organizations. He helps communities throughout the United States drive economic growth by attracting new retailers and developers. Prior to joining The Retail Coach, Austin founded Catalyst Growth Partners, a strategic marketing firm that specializes in supporting startups and high growth companies, and served as Vice President of Global Marketing for an international tax advisory firm where he led domestic and international marketing initiatives and oversaw international market development. A graduate of Texas A&M University, Mr. Farmer received a bachelor's degree in Marketing with a concentration in Entrepreneurial Leadership and was a member of the distinguished Mays Fellows Program.



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