



City of Sugar Land

Joint Sugar Land Development Corporation and Sugar Land 4B Corporation Agenda

Sugar Land City Hall
2700 Town Center
Boulevard North
Sugar Land, TX 77479

Wednesday, December 17, 2025

Joint Sugar Land Development Corporation and Sugar Land 4B Corporation Meeting

Cane Room 161

3:30 PM

I. Attention

Members of the City Council, Board and/or Commission may participate in deliberations of posted agenda items through video conferencing means. A quorum of the City Council, Board and/or Commission will be physically present at the above-stated location, and said location is open to the public. Audio/Video of open deliberations will be available for the public to hear/view; and are recorded as per the Texas Open Meetings Act.

The meeting will live stream at <https://youtube.com/live/pUEE3KiLFsU?feature=share>

II. Call to Order

III. Public Comment

Pursuant to Texas Government Code section 551.007, citizens are permitted to address the City Council, Board and/or Commission in person with regard to matters posted for consideration on the agenda. Each speaker must complete a "Request to Speak" form and give it to the City Secretary or designee, prior to the beginning of the meeting.

Each speaker is limited to 3 minutes, speakers requiring a translator will have 6 minutes, regardless of the number of agenda items to be addressed. Comments or discussion by City Council, Board, and/or Commission members, will only be made at the time the subject is scheduled for consideration.

For questions or assistance, please contact the Office of the City Secretary (281) 275-2730.

IV. Workshop - Joint

A. FY 26 PUBLIC RELATIONS MARKETING PROGRAM

Review of and discussion on the proposed FY 26 Public Relations Marketing Program and the associated contract with Lou Hammond Group for the Office of Economic Development & Tourism and the Department of Redevelopment.

Jordan Cutler, Senior Marketing Manager, Emily Pollard, Communications Manager

V. Annual Ethics Training - Sugar Land 4B Corporation

A. ANNUAL ETHICS TRAINING

Receive annual training related to the Sugar Land Code of Ethical Conduct and state laws regulating ethics and reporting responsibilities of City Officials.

Meredith Riede, City Attorney

VI. Election of Officers - Sugar Land 4B Corporation

A. SL4B FY 26 ELECTION OF OFFICERS

Consideration of and action on the election of officers for the Sugar Land 4B Corporation, including the President and Vice President, to serve a one-year term.

Ana Rodriguez, Community Development Coordinator

VII. Workshop - Sugar Land 4B Corporation

A. **FY 26 F.U.N. GRANT PROGRAM APPLICATIONS**

Review of and discussion on FY 26 Fostering Unique Neighborhoods (F.U.N.) Grant Program applications.

Ana Rodriguez, Community Development Coordinator

VIII. Adjournment

The Sugar Land 4B Corporation and The Sugar Land Development Corporation reserve the right to adjourn into Executive Session at any time during this meeting for the purpose of consultation with the Attorney as authorized by Texas Government Code Sections 551.071 to discuss any of the matters listed above.

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact the City Secretary, (281) 275-2730. Requests for special services must be received 48 hours prior to the meeting time. Reasonable accommodations will be made to assist your needs.

The agenda and supporting documentation is located on the [City Website](#) under meeting agendas.

Posted on this 11th day of December, 2025 at 12:30 P.M.



Sugar Land 4B Corporation Agenda Request December 17, 2025

Agenda Request No: IV.A.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Alison Brooks, Assistant Director of Tourism

Presented by: Jordan Cutler, Senior Marketing Manager, Emily Pollard, Communications Manager

Responsible Department: Economic Development

Agenda Caption:

FY 26 PUBLIC RELATIONS MARKETING PROGRAM

Review of and discussion on the proposed FY 26 Public Relations Marketing Program and the associated contract with Lou Hammond Group for the Office of Economic Development & Tourism and the Department of Redevelopment.

Recommended Action:

Review and discussion of the proposed Fiscal Year 2026 Public Relations Marketing Program and associated contract with Lou Hammond Group for the Sugar Land Office of Economic Development and Tourism and Department of Redevelopment.

Executive Summary:

The City of Sugar Land has engaged the Lou Hammond Group since January 2025 to manage the Public Relations for its Economic Development, Tourism and Redevelopment efforts. This PR contract with Lou Hammond focused on increasing brand awareness efforts by enhancing media relations with a focus on regional and national earned media, hosting mission and FAM tours for media representatives, elevating thought leadership, and increasing awards and accolades in various publications.

In this workshop, staff will review the past year of work with the Lou Hammond Group and a summary of the FY26 contract's objectives, strategy, and deliverables.

The Sugar Land Office of Economic Development Department would fund this contract with the total amount of \$120,000.00, with the cost split equally among the Hotel Occupancy Tax (HOT) Fund, Sugar Land 4B Corporation (SL4B), and SLDC, each contributing \$40,000.00.

Budget

Expenditure Required: \$120,000

Current Budget: \$120,000, with costs split equally among the Hotel Occupancy Tax (HOT) Fund, Sugar Land 4B Corporation (SL4B), and Sugar Land Development Corporation (SLDC), each contributing \$40,000.00.

Additional Funding: None

Funding Source: SLDC 1041185-561005-11905 \$40,000

SL4B 7041190-561005-11905 \$40,000

Hotel Occupancy Tax 2051175-561005-11905 \$40,000

Account Number (ORG-OBJ-Project): SLDC 1041185-561005-11905 \$40,000

SL4B 7041190-561005-11905 \$40,000

Hotel Occupancy Tax 2051175-561005-11905 \$40,000

Attachments

None



Sugar Land 4B Corporation Agenda Request December 17, 2025

Agenda Request No: V.A.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Nicole Fontenette, Public Meeting Coordinator

Presented by: Meredith Riede, City Attorney

Responsible Department: Admin

Agenda Caption:

ANNUAL ETHICS TRAINING

Receive annual training related to the Sugar Land Code of Ethical Conduct and state laws regulating ethics and reporting responsibilities of City Officials.

Recommended Action:

Receive annual training on state and local ethics rules

Executive Summary:

Ordinance 2095, adopted in May 2017, revised the Code of Conduct for City Officials elected to council or appointed to boards or commissions in the City of Sugar Land. This Ordinance requires the City to provide annual training to city officials on their ethical obligations under state law and the Code of Ethical Conduct. This presentation will satisfy those requirements.

Budget

Expenditure Required: n/a

Current Budget: n/a

Additional Funding: n/a

Funding Source: n/a

Account Number (ORG-OBJ-Project): n/a

Attachments

None



Sugar Land 4B Corporation Agenda Request December 17, 2025

Agenda Request No: VI.A.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Ana Rodriguez, Community Development Coordinator

Presented by: Ana Rodriguez, Community Development Coordinator

Responsible Department: Redevelopment

Agenda Caption:

SL4B FY 26 ELECTION OF OFFICERS

Consideration of and action on the election of officers for the Sugar Land 4B Corporation, including the President and Vice President, to serve a one-year term.

Recommended Action:

Election of officers for the Sugar Land 4B Corporation, including President and Vice President, to serve a one-year term.

Executive Summary:

According to the Corporation's bylaws, each year the Board will elect a President and Vice President of the Corporation for a one-year term. Each officer holds the office until a successor is elected.

Pursuant to the provisions of the Sugar Land 4B Corporation Bylaws, Article III Officers, Sections 3.01 through 3.05, the officers of the Corporation include the President, Vice President, Secretary, and Treasurer. The following is a description of the officer positions which will be elected annually:

- **President** - The president presides at all Board meetings and performs any other duties required by these bylaws or the Board. The president may appoint directors and other persons to serve on standing or ad hoc committees to make recommendations to the Board.
- **Vice President** - The vice president performs the duties of the president if the president is absent or is unable or refuses to act, and any other duties as assigned by the Board.
- **Secretary** - The City's City Clerk serves as the Corporation's secretary. The secretary is the custodian of the Corporation's records and keeps all votes and minutes of Board meetings. The secretary performs other duties as directed by the president, the general manager, or as required by these bylaws. The secretary may designate another City employee to perform the duties of the secretary from time-to-time.

- **Treasurer** - The City's City Manager will designate a City employee to serve as the Corporation's treasurer. The treasurer will perform the duties specified in these bylaws. The treasurer may designate another City employee to perform the duties of the treasurer from time-to-time.

Therefore, it is recommended that the Board elect a President and Vice President to serve a one-year term.

Budget

Expenditure Required: N/A

Current Budget: N/A

Additional Funding: N/A

Funding Source: N/A

Account Number (ORG-OBJ-Project): N/A

Attachments

None



Sugar Land 4B Corporation Agenda Request **December 17, 2025**

Agenda Request No: VII.A.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Ana Rodriguez, Community Development Coordinator

Presented by: Ana Rodriguez, Community Development Coordinator

Responsible Department: Redevelopment

Agenda Caption:

FY 26 F.U.N. GRANT PROGRAM APPLICATIONS

Review of and discussion on FY 26 Fostering Unique Neighborhoods (F.U.N.) Grant Program applications.

Recommended Action:

Review of and discussion on Fiscal Year 2026 Fostering Unique Neighborhoods (F.U.N.) Grant Program applications.

Executive Summary:

The Sugar Land 4B Corporation's (SL4B) Fostering Unique Neighborhoods (F.U.N.) Grant program is an opportunity for community-based organizations to enhance the community through public capital improvement projects in which SL4B participation will increase the quality or scope and/or decrease the time of development. The program was established by City Council Resolution No. 23-28. This policy establishes the use of SL4B funds and a budget for the program, subject to available funds. The policy also establishes guidelines that \$75,000.00 is the maximum dollar amount awarded per project and that the SL4B funding participation is limited to no more than 50% of the total project budget. Furthermore, projects must comply with the policy and State statute, not conflict with any other City policies or plans, must be located within the City's corporate limits, must be located on, adjacent to or visible from a minor collector street, major collector street, arterial street, state highway or freeway, and can be located on public property or private property if the SL4B determines that private ownership does not diminish or change the public benefit of the project.

For the Fiscal Year 2026 period, the program opened for applications on October 1, 2025, and closed on November 30, 2025. During this application period, staff conducted robust marketing efforts in partnership with Community Engagement to effectively communicate the program to homeowners associations (HOAs), property owners associations (POAs), and other recognized community groups (RCGs).

Staff received a total of eight applications. A committee of City staff reviewed the projects and determined that many projects complied with the program criteria and were eligible to move forward for SL4B consideration.

The purpose of this workshop is to review the applications and their associated eligibility and seek feedback on the applications that will be brought forward for funding consideration.

Budget

Expenditure Required: N/A

Current Budget: N/A

Additional Funding: N/A

Funding Source: N/A

Account Number (ORG-OBJ-Project): N/A

Attachments

None