



City Council Meeting Agenda

Our Vision: A well-planned lakeside community of quality neighborhoods, distinctive amenities, diverse employment, and cultural charm. Rowlett: THE place to live, work and play.

Monday, March 2, 2026

6:00 PM

Municipal Building – 4000 Main

Pursuant to Texas Government Code, §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.

As authorized by §551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

Process for Public Input: If you are not able to attend in person, you may complete the [Public Input Form](#) on the City's website by 3:30 p.m. the day of the meeting. All forms will be forwarded to the City Council prior to the start of the meeting.

For in-person comments, request to speak forms/instructions are available inside the door of the City Council Chambers.

1. Call to Order

2. Citizens' Input

At this time, comments will be taken from the audience on any topic. No action can be taken by the Council during Citizens' Input.

3. Work Session

3.A. Receive an update regarding Economic Development Activities.

3.B. Receive a presentation regarding the Open Rewards Program.

4. Executive Session

4.A. The City Council will convene into closed executive session pursuant to Texas Government Code, §551.071 (Consultation with Attorney) to receive legal advice regarding the Open Rewards Program.

5. Reconvene Into Open Session and Take Any Necessary or Appropriate Action on Closed/Executive Session Matters

6. Discuss Consent Agenda Items for March 3, 2026, City Council Meeting

7. Adjournment

Deborah Sorensen

Deborah Sorensen, TRMC, MMC, City Secretary

I certify that the above notice of meeting was posted on the bulletin boards located inside and outside the doors of the Municipal Center, 4000 Main Street, Rowlett, Texas, as well as on the [City's website](#) on February 24, 2026, by 5:30 p.m.

City of Rowlett City Council meetings are available to all persons regardless of disability. If you require special assistance, contact the City Secretary at 972-412-6109 or write 4000 Main St., Rowlett, Texas, 75088, at least 48 hours in advance of meeting.

City of Rowlett ~ 4000 Main Street, Rowlett TX 75088 ~ www.rowlett.com



City of Rowlett City Council Agenda Item

Meeting Date: 3/2/2026

Agenda Item: 3.A.

Title

Receive an update regarding Economic Development Activities.

Staff Representative

Mailinh Nguyen, Economic Development Asst Director

Executive Summary

This update provides an overview of ongoing Economic Development Department activities supporting business growth, recruitment, and development coordination, along with recent efforts to strengthen evaluation practices, team capacity, and business-facing communication.

Strategic Priority and Goal(s)

Strategic Priority	Strategic Goal
 Foster Economic Vitality	5.1 Create and promote a positive brand identity. 5.2 Achieve regional, state, and national recognition. 5.3 Cultivate Bayside as a premier destination development. 5.4 Attract specialty retail development. 5.5 Develop the North Shore as a mixed-use urban environment. 5.6 Strengthen the City's employment base. 5.7 Forge public/private development partnerships. 5.8 Responsibly develop identified economic opportunity areas.

Background Information

The Economic Development Department serves as the City's primary point of contact for businesses, developers, and investment partners. The department provides customer service, coordinates development-related inquiries, supports economic development agreements, and facilitates business recruitment and expansion efforts.

As part of this role, the department serves as a project facilitator by coordinating communication, providing process guidance, and assisting businesses in navigating established City procedures.

Discussion

Ongoing Activities

The department provides daily support through:

- Responding to business inquiries and providing customer service
- Serving as a central point of contact to facilitate communication and help businesses navigate City processes
- Supporting economic development agreements and recruitment efforts
- Assisting new and expanding businesses
- Engaging existing businesses to support retention and reinvestment

Recent Focus

Recent efforts have included:

- Conducting SWOT and market analysis
- Applying a consistent ROI-based evaluation approach
- Identifying targeted business areas
- Strengthening team coordination and workflows
- Enhancing Economic Development branding and launching a new website

Financial/Budget Implications

No direct financial impacts are associated with this informational update.

Recommended Action

This item is presented for **information and discussion only**.

Attachments

None



City of Rowlett City Council Agenda Item

Meeting Date: 3/2/2026

Agenda Item: 3.B.

Title

Receive a presentation regarding the Open Rewards Program.

Staff Representative

Mailinh Nguyen, Economic Development Asst Director

Executive Summary

Staff will present a short-term Restaurant 10% Cash-Back Program funded through Hotel Occupancy Tax (HOT) revenues for Council discussion and feedback.

Strategic Priority and Goal(s)

Strategic Priority	Strategic Goal
 Foster Economic Vitality	5.1 Create and promote a positive brand identity. 5.2 Achieve regional, state, and national recognition. 5.3 Cultivate Bayside as a premier destination development. 5.4 Attract specialty retail development. 5.5 Develop the North Shore as a mixed-use urban environment. 5.6 Strengthen the City's employment base. 5.7 Forge public/private development partnerships. 5.8 Responsibly develop identified economic opportunity areas.

Background Information

NBC 5 recently highlighted a program offered by North Richland Hills that grants patrons of their local restaurants 10% cash back on the cost of their meals:

<https://www.nbcdfw.com/video/news/local/north-richland-hills-pushes-rewards-program-to-help-businesses-hit-by-winter-storm/3975553/>

Staff researched this program and will present the potential of implementing a similar program in Rowlett to Council for discussion.

Discussion

The program would be administered through the Open Rewards platform; an application

that customers would load onto their phones. Customers simply upload a photo of an eligible dining receipt and receive a 10% cash-back reimbursement through the application funded by resources placed on deposit with Open Rewards. Participating restaurants retain 100% of their sales revenue and there is no impact on their point-of-sale process.

Program Overview

The Open Rewards Program operates as follows:

- Customers dine at eligible Rowlett restaurants
- Receipts are uploaded through the Open Rewards app
- Customers receive a 10% cash-back reimbursement
- Restaurants retain full sales revenue

Proposed Business Eligibility

Participating restaurants must:

- Be independently owned
- Be located within Rowlett City limits
- Be members of the Rowlett Chamber of Commerce
- Be in good standing with the City

Administration

The vendor, Bludot, will manage program operations, including:

- Receipt verification
- Fraud prevention controls
- Customer reimbursement processing
 - Per customer incentive limits can be set
 - Program ends when funding is exhausted
- Program reporting and performance tracking

This structure minimizes staff workload while maintaining accountability and transparency.

Funding

Staff proposes to use Hotel Occupancy Tax (HOT) funding. To be consistent with that source, the program would be advertised regionally. The Bludot application tracks user location information allowing the City to track how many visitors utilize the program and where they are visiting from.

Benefits

Could stimulate local spending and support independently owned Rowlett restaurants that are members of the Chamber of Commerce.

Financial/Budget Implications

Proposed Funding

- Total Program Budget: **\$160,000 - \$10,000 for program administration and \$150,000 to fund incentives**

- Funding Source: Hotel Occupancy Tax (HOT) funds

Operational Budget Financial Table

Account Number	Account Title	Budget Amount	Available Amount	Proposed Amount
4035526 - 6525	Advertising	\$296,264	\$289,864	\$160,000
TOTAL		\$296,264	\$289,864	\$160,000

Projected Economic Impact

Based on similar programs, the initiative is expected to generate approximately **\$1.5 million in local restaurant spending**.

Cost Controls

To ensure fiscal responsibility, the program includes:

- A hard funding cap
- Per-user reimbursement limits
- A maximum reimbursement cap of \$250 per participant
- Automatic program closure once funds are fully utilized

The City will deposit funds into a secure vendor-administered account, from which reimbursements will be processed.

Recommended Action

For discussion only

Attachments

None