

Agenda
Regular Meeting
Bellville Economic Development Corporation

Date of Meeting: February 5, 2015
Time of Meeting: 5:00 P.M.
Location: Council Meeting Room, Bellville City Hall
30 South Holland St., Bellville, TX 77418

1. Call to Order, Invocation and Pledge
2. Roll Call and Certification of Quorum **Present: Bob Buckner, Pat Burns, Monte Byrd, Paul Jones, Clark McKinley, Bruce Harrison, Danny Jacob. Quorum certified**
3. Consideration and Action to Approve the Agenda as Posted **Mr. Jones motion to approve, Mr. McKinley 2nd. Motion approved unanimously.**
4. Public Comment (3-Minute Remarks of Speakers who have completed Sign-in Sheet) AND Receipt of Grant Applications. **None**
5. Questions and Comments from Board Members (discussion is limited to statements of policy or statements of factual matters, or the request that a matter be placed on the next meeting's agenda). **Mr. Jacob welcomed Mr. Harrison to his first board meeting.**
6. Consideration and Action to Approve Minutes of Previous Meeting held. **Mr. McKinley motion to approve, Mr. Jacob 2nd. Motion approved unanimously.**
7. Consideration and Action to Approve Treasurer's Report, Payment of Outstanding Bills, and Investments. **Mr. Jacob presented report. January had \$22,223.38 in sales tax income. Total current assets are \$668,320.22. Mr. Jacob pointed out the largest payment is the annual payment for interest and principal for the Clark Park Bonds. Mr. Burns also requested the addition of the payment for the Storefront improvement grant to Wendt Flooring. Their project is complete. After reviewing receipts, Mr. Burns said they are eligible for a total of \$2,843.79 for storefront and signage improvements to be paid in 2 installments. Mr. Buckner pointed out on the bill from JMA living landscapes the EDC was being charged for sales tax, which it is exempt from. Mr. Jacob said he would correct the bill. Bills presented for payment were: \$18.50 to Brown and Hofmeister for legal services, \$150.40 and \$58.41 to City of Bellville for utilities, \$63,053.52 to City of Bellville for Clark Park Bond interest and principle, \$135 to JMA Living Landscapes for maintenance, \$411.80 to Bellville Times for notices, \$87.07, \$900 and \$232.30 to Renee Sullins for cell phone, marketing contract hours and mileage reimbursement, \$200 to LeAnn Luedeker to monthly contract, and \$1,421.90 to Wendt Flooring for Storefront grant first payment. Mr. Burns made motion to approve report and pay bills as presented. Mr. Jones 2nd. Motion approved unanimously.**

8. Marketing Consultant's report. Discussion and Action as needed. **Ms. Sullins presented report. She said she had just returned from a seminar on Marketing Main Street which was filled with great, actionable ideas. Ms. Sullins also presented results of a survey promoted through Facebook. There were 56 respondents, most said they were very likely, or likely to attend beer-tastings, wine-tastings, historic home tours and street dances that would be held in Bellville. The majority also supported efforts to bring a hotel to Bellville. Ms. Sullins also requested funds from the Marketing Budget be spent on banners for the upcoming Car Show and Farmers Market. After discussion, Mr. Burns made a motion to approve spending \$1376 for 2 "over the road" banners, \$700 for 2 banners to be placed at the Pavilion (1 for Car Show, 1 for Farmer's Market) and \$500 on Facebook ads promoting Bellville. Mr. McKinley 2nd. Motion approved with Mr. Jacob abstaining because of his involvement with car show. Ms. Sullins and Mr. Jacob also said they would talk with City Administrator to get the pole banners reorganized and back on schedule.**
9. Rock the Square request for marketing funding. Discussion and Action as needed. **Meaghan Lancaster from Southern Trends outlined plans for a "Rock the Square" street dance to be held on Friday, March 27th. Ms. Lancaster has already raised \$4,600 for the event, and has secured Bleu Edmondson, a regional Country Music performer for the event. Plans call for a stage to be set up on the north side of the Square. Original plans called for the event to begin around 11 am, with vendors on the Square and live music. Ms. Lancaster was to meet with Bellville Police to finalize security arrangements. Board members strongly urged Ms. Lancaster to consider starting event after the Courthouse closed or move to Saturday to avoid parking issues. Mr. Burns made a motion to allocate \$922.85 from the Marketing budget to promote the event on KTEX and the Bellville Times. Mr. McKinley 2nd. Motion approved unanimously.**
10. Discussion and Action as needed on Bell Street Redevelopment project. **Moved to later**
11. Discussion and Action as needed on maintenance for Statue/Pavilion **Mr. Buckner said packets for bid were ready to go out. The board also looked over the agreement with Txdot to take over maintenance of the area around the statue. Mr. Buckner objected to a word in the contract covering any "proposed" improvements. He will talk with Txdot about changing the language.**
12. Discussion and Action as needed on Farmer's Market. **Mr. Burns asked Mr. Jacob as Treasurer to talk with Ms. Luedeker about the best way to handle the money from the Farmer's Market, whether it should be a separate account because there would be cash and checks coming in, and the Manager's fees to be paid. Mr. Burns said he wanted to make sure that everything was in compliance. Mr. Jones said he had thought the Farmer's Market was an outside entity. Mr. Burns reminded the board that this was an EDC project, set up by EDC board vote. Mr. Burns and Mr. Jacob will discuss options with Ms. Luedeker and present plan to the board.**

13. Executive Session under Govt. Code Sec. 551.071, 551.072 and 551.087 to discuss legal matters with attorney, real property negotiations, and/or economic development negotiations. **Executive Session began at 6:13. Ended at 6:23**
14. Action on matters considered in Executive Session. **Coming out of Executive Session, the board agreed to amend the Bell Street Redevelopment agreement. The EDC will agree to pay for the improvements to the alley behind the Neely building as laid out in the original plan, and in exchange the City will retain ownership of the alley. The additional cost will be \$16,128.75. Mr. Jones made motion to approve change, Mr. McKinley 2nd. Motion approved unanimously.**
15. Adjournment **6:25**