

Minutes
Regular Meeting
Bellville Economic Development Corporation

Date of Meeting: April 7, 2016
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, Clark McKinley, Bruce Harrison, Danny Jacob. Absent: Paul Jones. Quorum certified.**
3. Consideration and Action to Approve the Agenda as Posted **Motion to approve by Mr. Jacob, 2nd by Mr. Buckner. 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 said he was upset to see in the Bellville Times that the Lions Club had a ribbon cutting for the new Welcome to Bellville sign, but did not invite anyone from the EDC, or acknowledge the EDC's contribution of \$5,000 of the \$10,000 cost. He noted the paper added a short article acknowledging the EDC payment in this week's paper. Mr. Jacob said the EDC should look for a way to include EDC signage in future projects, so the public knows how its money is being spent.**
6. Consideration and Action to Approve Minutes of Previous Meeting held. **Mr. Jacob made a motion to approve, Mr. McKinley 2nd. Motion approved unanimously.**
7. Consideration and Action to Approve Treasurer's Report, Payment of Outstanding Bills, and Investments. **Mr. Jacob presented report. Sales tax collections continue to be below budget, with revenue this month at \$18,584.14 vs. budgeted \$22,597.02. Total current assets are \$769,121.01. Bills presented for payment: \$229.41 & 50.57 to City of Bellville for utilities, \$580 to Glasco & Co for lawn maintenance, \$12,742.27 & \$790.35 for Bell Street project, plus \$826.69 for Courthouse study to KGA DeForest Design, \$63 to Bellville Times for notices, \$112.85 to Craven Office Supplies for office supplies, \$250 to LeAnn Luedeker for monthly contract. Mr. Burns also presented payment to Emily Pawlak for first payment on reimbursement for Storefront improvement grant of \$225. Mr. Burns made motion to approve report and pay bills as presented. Mr. Harrison 2nd. Motion approved unanimously.**

8. Consideration and Action as needed on semi-annual marketing contract authorization with Bellville Chamber of Commerce. **Mr. Ric Flores, Chamber President made the initial presentation. He outlined the Chambers work to build up a Marketing process. The Chamber has hired Tasty Placement of Austin to work as an internet marketing consultant to placing ads and tracking analytics, and hired Jerry Olson to manage advertising ad graphics. They will concentrate on Tourism, Events, Relocation and Business Development. Mr. Flores outlined the various volunteer committees working on the projects. They are coordinating with the City on banners, and replacing as needed. Mr. Flores introduced Cameron Slater, from First National Bank, who is heading up the Advertising and Tourism committee. He said as they move forward they are getting a better feel for the costs per event, and seeing from the analytics what is working, and what needs to be changed. He pointed out a recent Facebook ad on Market Day was seen by 25,000 people. He is also pleased that more non-profits are coming to the Chamber for help in their advertising. The Chamber is also bringing in the Houston First Executive team to tour Bellville to get familiar with all that Austin County has to offer on April 15th. It is a great opportunity to develop more day trips from Houston and boost tourism. Mr. Burns reminded the board that it had only been 4 months since the marketing agreement had been approved, and said he was pleased with the progress. The board had envisioned the agreement as providing a central place for the City's marketing, and that was happening. He also pointed out that a happy byproduct was that the Chamber was essentially serving as Economic Development Staff for the EDC as well. Mr. Byrd agreed, and noted that the Chamber had followed through on their commitments and complimented them for their hard work. Mr. Burns made a motion to reauthorize the marketing agreement for the next six months, and to release payments of \$12,000 for Marketing Consultant and \$13,000 to the marketing budget. Mr. Jacob 2nd. Motion approved unanimously.**
9. Consideration and Action as needed on Bell Street redevelopment and Downtown Revitalization Project. **Mr. Byrd stated that ground has been broken on the Hord's parking lot portion of the project, and that work should soon begin on the EDC's portion of the street redevelopment. Following up on Mr. Jacob's earlier comment about the lack of recognition on the Lions club project, Mr. Byrd said the EDC should look at placing plaques on our major projects, and even possibly window stickers as part of future Storefront grants. He said taxpayers deserved to know how their money is being spent. Mr. Jacob volunteered to work with Jerry Olson to look at possible signage.**
10. Consideration and Action as needed on bench replacement for Bishop Pavilion. **One of the benches at the Bishop Pavilion was destroyed by an unknown driver. Mr. Byrd said our insurance deductible is \$2,000, and the cost replacing the bench is \$2,150, so it probably didn't make sense to even make a claim, which could result in higher premiums. It was agreed to see if events like this are repeated to decide if it's worth even having the benches there. Mr. Burns made a motion to pay \$2,150 to replace**

the bench, Mr. Jacob 2nd. Motion approved unanimously.

11. 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. **None needed**
12. Action on matters considered in Executive Session.
13. Adjournment **5:37**