

Officers:

Anthony Richardson, President  
Stan Carver, Vice-President  
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director  
Taylor Lough, Economic Development Manager



**Anna Community Development Corporation and Anna Economic Development Corporation Meeting Minutes**

**Thursday, March 5, 2020 at 6:00 pm**

**Inc-Cube Building, Conference Room**

**312 N. Powell Parkway, Anna, Texas 75409**

**CDC and EDC Board Members Present:** Anthony Richardson, Bruce Norwood, Stan Carver, Michelle Hawkins, and Doris Pierce. **Board Members Absent:** Rocio Gonzalez and Terry Farrell. **Others present:** Joey Grisham (Economic Development Director), Taylor Lough (Economic Development Manager), Clark McCoy (CDC/EDC Legal Counsel), and Lee Miller (City Council Member).

1. **Call to Order. Roll Call and Establishment of Quorum.**

The meeting was called to order by Anthony Richardson, Board President, at 6:03 p.m.

2. **Invocation and Pledge.**

Invocation and pledge of allegiance led by Anthony Richardson.

3. **Citizen Comments.**

There were no citizen comments.

4. **Consider/Discuss/Act on approving minutes from the February 6, 2020 CDC Meeting.**

5. **Consider/Discuss/Act on approving minutes from the February 6, 2020 EDC Meeting.**

*Bruce Norwood made a motion on behalf of the Community Development Corporation and the Economic Development Corporation to approve the minutes from the February 6, 2020 CDC and EDC Meeting. Doris Pierce seconded the motion with one edit – replace “of” with “on” under Item 6. A. All were in favor with Michelle Hawkins abstaining. Motion passed.*

6. **Consider/Discuss/Act on a Resolution adopting the Economic Development Strategic Plan.**

Joey Grisham explained next steps regarding the Economic Development Strategic Plan. The City Council will adopt the Economic Development Strategic Plan at their March 24<sup>th</sup> meeting. Staff is adding metrics, creating a one-pager as discussed in the plan, and prioritizing items such as the incentive policy, target industry analysis, tagline/marketing, etc. Some items in the plan are contingent on available resources. Several items in the plan,

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such as seeking land for Collin College, building relationships with landowners and developers, events, and marketing, are already underway.

Michelle Hawkins noted some typos and grammatical errors that need to be revised. The board agreed to suggest a proof-reader to edit the grammar, spelling, spacing, etc.

Doris Pierce noted that counting the number of meetings would not provide the measurements needed. She would like to include ratios and rates in success factors. For example, how many meetings result in new restaurant / retail? How many website hits turn into subscribers? What additional benchmarks, data, and sources can be included?

Joey explained that the number of jobs, for example, can be difficult to track because they change rapidly and that some firms will not share that information. A company can have 10 jobs one day then 25 the next. Staff will review the success factors and adjust. Stan Carver stated the title "success factors" may be misleading because we do not want to force staff into a bunch of meaningless meetings, for example.

Bruce Norwood agreed that he would like more measurable items that can be tracked annually on the scorecard. Some like change in sales tax are good, but projected and actual number of meetings do not give the Board the information they want. Michelle Hawkins suggested adding another box for 'outcome' to the scorecard. The scorecard would show 10 meetings were projected, but 15 were held, and 3 meetings led to new developments.

Lee Miller suggested a special called meeting to discuss edits to the plan, so it is ready before sending to the City Council. Bruce Norwood is not available next Thursday.

Clark McCoy explained a committee, less than a quorum (four members), could meet without posting the meeting to review the strategic plan as long as the committee members do not communicate with other board members. Clark McCoy shared the contract with Catalyst states that all drafts are owned by Jason Claunch. The final document is owned by the Boards and can be changed at that point.

Doris Piece would like to change the title "success factors" to "KPIs." She would like to reduce the number of success factors. The board agreed to change the title of success factors to "Measurables." The board also agreed to combine the first four factors for a business acquisition rate (the meetings divided by the number of commercial permits issued). The board agreed to remove the last success factor.

The Board agreed to suggest switching core values and success factors within the document. Replace Economic Development with "Robust" and add "exceptional" to quality of life in the core values.

The board agreed to send their edits to Jason for his review and meet next Thursday to consider/discuss/act on the updated plan. Anthony asked members to send any further edits to Taylor Lough tomorrow by noon so they can be sent to Jason and reviewed by him. Next steps will be developed, and a new copy will be sent to the board next Wednesday.

*Anthony Richardson made a motion to table the item. Stan Carver seconded the motion. All were in favor. Motion passed.*

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7. **Consider/Discuss/Act on updating the expenditure of funds for maintenance and operation of the Inc-Cube security system. (EDC)**

Joey Grisham stated that the not to exceed amount needed to be increased to \$3,750 annually with the recent changes to the Inc-Cube Building.

*Doris Pierce made a motion on behalf of the Economic Development Corporation to update the expenditure of funds for funds, not to exceed \$3,750 annually, with Stanley Convergent Security Solutions, Inc. for maintenance and operations of the Inc-Cube security system. Bruce Norwood seconded the motion. All were in favor. Motion passed.*

8. **Director's Report**

**A. Report on current financial status—Discussion Only**

Joey updated the Board on financials from January. Sales tax revenue continues to increase.

**B. Bisnow Event on March 26**

The event begins at 8:00 a.m. at the Sheraton in McKinney. Industry, medical, and mixed-use developers as well as engineering firms will be in attendance. The focus of the presentation is on the 121 Corridor. Doris Pierce stated she planned to attend.

**C. March 24<sup>th</sup> Economic Development update to City Council**

Staff will provide a presentation to the City Council at 6:30 p.m. at City Hall sharing what the department has accomplished over the past year. An overview of the strategic plan will also be presented. A notice of possible quorum is posted as the Board is encouraged to attend.

9. **CLOSED SESSION (exceptions):**

A. Deliberate regarding the purchase, exchange, lease or value of real property. **(Tex. Gov't Code §551.072)** possible property acquisition; possible land sale/purchase;

B. **Consult with legal counsel** on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code **(Tex. Gov't Code §551.071)**; Discuss contract concerning Revolving Loan Fund; promotional contract.

C. **Discuss or deliberate Economic Development Negotiations:**

(1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or,

(2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). **(Tex. Gov't Code §551.087)** Anna Business Park Property; potential retail and medical projects.

*Stan Carver made a motion for the Community Development Corporation at 8:11 pm to enter closed session. Michelle Hawkins seconded the motion. All were in favor. Motion passed.*

10. **Reconvene into open session and take any action on closed session items.**

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*Stan Carver made a motion to reconvene into open session at 8:55 p.m. Doris Pierce seconded the motion. All were in favor. Motion passed.*

*No action was taken.*

11. Receive reports from staff or Board Members about items of community interest.

*Items of community interest include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen (but not including a change in status of a person's public office or public employment); a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.*

- The Anna Sports Group is having a basketball tournament Friday from 6 to 9 p.m. at the Anna Middle School
- May 7<sup>th</sup> will be the National Day of Prayer
- A blood drive will be held on Saturday from 11 a.m. to 3:00 p.m. at Frazzy's Popcorn

12. **Adjourn.**

*Anthony Richardson made a motion to adjourn the meeting at 8:58 pm. Bruce Norwood seconded the motion. All were in favor. Motion passed.*

APPROVED:



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Anthony Richardson  
President of CDC/EDC

ATTESTED:



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Rocio Gonzalez  
Secretary of CDC/EDC