

Anna Community Development Corporation Meeting Minutes

Thursday, March 7, 2019 at 6:30 pm

Anna City Hall, Council Chambers

111 N. Powell Parkway, Anna, Texas 75409

CDC Board Members Present: Anthony Richardson, Shelby Miles, James Gurski, Rocio Gonzalez, Stan Carver, Bruce Norwood, Josh Vollmer. **No Board Members were absent. Staff Members present:** Jim Proce (City Manager), Joey Grisham (EDC Director), Ashley Stathatos (CAO), and Clark McCoy (CDC/EDC Legal Counsel)

1. **Call to Order. Roll Call and Establishment of Quorum.**
The meeting was called to order by Anthony Richardson, Board President, at 6:37 pm.
2. **Invocation and Pledge.**
Invocation and pledge of allegiance led by Anthony Richardson.
3. **Citizen Comments.**
No citizens came forward for citizen's comments.
4. **Consider/Discuss/Action approving minutes from the CDC meeting from January and February 2019.**
Josh Vollmer made a motion to approve the minutes from the January and February 2019 meetings. Jim Gurski seconded the motion. All were in favor. Motion passed.
5. **Consider and Discuss Residential Strategies Market Summary Reports.**
Joey Grisham stated that the CDC had commissioned a MetroStudy report in 2018 and that the CDC needs more updated housing data including housing starts, active subdivisions, vacant lots, future lots, occupied homes, and median home price. This info is supplied to developers, brokers, prospective businesses and home builders and is especially useful when recruiting retailers and restaurants.

Mr. Grisham recommended using a different firm called Residential Strategies, which looks at a larger trade area than MetroStudy. The cost of the report is \$1,750.
6. **Consider/Discuss/Action approving a resolution authorizing payment for Residential Strategies Reports.**
Stan Carver made a motion to approve the resolution authorizing an agreement and expenditure of funds for a residential market summary report with Residential Strategies. Jim Gurski seconded the motion. All were in favor. Motion passed.

7. Consider and Discuss Real Massive to finish out the CDC's online property database.

Joey Grisham provided an overview of Real Massive, which is an online real estate solutions company that provides an extensive listing of commercial properties. He stated that the Zoom Prospector tool that the CDC uses provides the platform and Real Massive populates it with commercial properties allowing us to finish out the CDC's online property database. Real Massive works closely with real estate brokerage firms and others to maintain an accurate database of properties and updates them twice weekly.

8. Consider/Discuss/Action approving a resolution authorizing payment for Real Massive.

Anthony Richardson made a motion to approve the resolution authorizing an agreement and expenditure of funds on a quarterly basis, subject to approval by legal counsel, with Real Massive to provide commercial real estate listing data. Josh Vollmer seconded the motion. All were in favor. Motion passed.

9. Consider and Discuss Community & Economic Development marketing pieces.

Joey Grisham and Ashley Stathatos both stated that the CDC needs several marketing tools including a new website, brochures, trade show booth, promotional items, professional photos, and updated aerial maps. At the last meeting, staff requested that \$15,000 be released to begin the creative work, however, after reassessing the phasing of design work, interviewing additional firms, and receiving more quotes, staff is requesting that the remaining unallocated promotional funds be released. Ashley Stathatos said that \$90,000 was allocated in the FY 2019 budget for promotional expenses and that approximately \$45,000 was available. She also stated that staff would research how much the CDC and EDC had in unexpended promotional funds in past years which by law can be used with approval from the Board and City Council. Lastly, staff believed that Misfit Brands had the most thorough proposal and offered the most experience in dealing with Economic Development Corporations and Cities.

10. Consider/Discuss/Action approving a resolution authorizing payment for the design of new marketing pieces.

Josh Vollmer made a motion to approve the resolution authorizing an agreement and expenditure of funds not to exceed \$45,000 for marketing and promotional purposes to provide professional graphic design services. Shelby Miles seconded the motion. All were in favor. Motion passed.

11. Consider/Discuss/Action on ICSC RECON.

Joey Grisham reminded the Board that the ICSC RECON Show was coming up in May which is the world's largest retail real estate convention. He stated that in the FY 2019 budget, only two people were budgeted to attend and that additional funds would need to be identified if more people were to attend. He also stated that he needs to know soon who would be attending so that travel arrangements could be made. No action was taken.

12. CLOSED SESSION (exceptions):

- a. **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**);
- b. **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 projects.

The CDC Board did not go into closed session.

13. Act on closed session items

No action was taken.

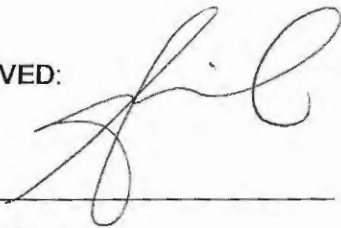
14. Announcements:

Ashley Stathatos stated that city board member applications were due on April 1st.

15. Adjourn.

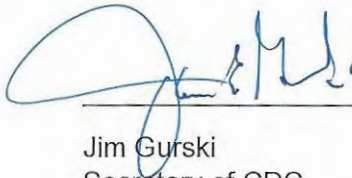
Anthony Richardson made a motion to adjourn the meeting at 8:28 pm. Stan Carver seconded the motion. All were in favor. Motion passed.

APPROVED:



Anthony Richardson
President of CDC

ATTESTED:



Jim Gurski
Secretary of CDC