

MINUTES
FLORESVILLE ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING September 9, 2019 6:00 PM
FLORESVILLE CITY HALL CONFERENCE ROOM
1120 D STREET, FLORESVILLE, TEXAS 78114

Call meeting to order at 6:01 pm, by Daniel Tejada, President

Establish Quorum: Daniel Tejada, Ben Reed, Fred Gonzales, Sherry Castillo, Roy Idrach, Jacob Gaona, Charlotte Ximenez-Nelson, Henrietta Turner, City Manager, Sylvia Rodriguez, Attorney

Absent: Randy Bruett

Guests: Greg Ripps of Wilson County News, Bill and Gayle Gleeson, Councilman Jimenez and Sylvia Jimenez

Invocation by: Vice President Fred Gonzales

Recited U.S. Pledge of Allegiance & Texas Pledge by all in attendance

Citizen Comments: None

1. OLD BUSINESS

- a. C&A to approve meeting minutes for the Regular Meeting on August 12, 2019.
Fred Gonzales made a motion that we approve the minutes as presented.

MOTION BY: Fred Gonzales, **SECONDED BY:** Sherry Castillo

Vote: For: 5 Against: 0 Abstaining: _____

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

2. PRESENTATION/DISCUSSION

- a. Appreciation Plaque for Scott Gleason

Exec. Director: Ben Reed

Ben Reed presented the appreciation plaque to Bill and Gayle Gleeson in appreciation of their son, the late Scott Ryan Gleeson, who dedicated his time and intellect to the FEDC Board as a member for many years.

- b. FEDC Bylaws Update Vice President: Fred Gonzales

Fred Gonzales confirmed he presented to the City Council who voted 5-0 for the recommended changes presented regarding the FEDC Board term limits. Henrietta Turner will assure we receive from the City Secretary, a revised, certified copy of the FEDC By Laws, agreed hereto.

- c. IRS Refund Status City Mgr.: Henrietta Turner

City Manager Turner confirmed no update at this time but would like to be added to our agenda in October. In addition, she would like provide a presentation regarding the Parking Lot Project downtown which she anticipates will be completed at that time.

- d. Filming Guidelines for Film Friendly Texas Update Treasurer: Roy Idrach

Roy Idrach confirmed we have 3 different buildings in the Community and we will be doing a short advertisement and the photos will be submitted to the Texas database. Roy confirmed he is coordinating with the Texas Filming Commission for guidance.

Councilman Jimenez added it would be wise to provide multiple photos of the interior and exterior of our buildings and landscapes for the database.

Discussion of a pamphlet with mention of the 8 large movies filmed in our Town to provide as a kick off of the Film Friendly database inclusion for Floresville. Permitting and notices will be coordinated with our City Attorney Sylvia Rodriguez.

- e. Financial Overview for August 2019 Treasurer: Roy Idrach

Roy explained in August we received a higher revenue than in the past. He anticipates a surplus for the end of September.

- f. Lodi Park Update Asst.: Charlotte Ximenez-Nelson

Charlotte confirmed that the park equipment has been ordered and most have been received and we are currently receiving bids for the slab, covering and installation of the permanent park equipment. We anticipate to have the park completed by end of October or early November. There is a homeowner who is accessing their property through the easement that the City owns and we will propose to provide them an access easement prior to the park completion.

3. NEW BUSINESS

- a. C&A to approve sponsorship of the Old Time Christmas Downtown Shopping
Citizen Comment: None Exec. Director: Ben Reed

We met with Wilson County News (WCN) who will be hosting late night shopping for Christmas on Friday, December 5th. The Downtown Tree lighting will be held on the same evening. The sponsorship is \$250 a week to advertise the downtown businesses and the businesses inside the 181 Corridor near downtown. The advertising campaign will run for 2 weeks and the EDC will be listed as the host Sponsor for the ads. The advertising sponsorship total is \$500.

MOTION BY: Jacob Gaona, SECONDED BY: Roy Idrach

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- b. C&A to approve Citizen Shopping Card Project
Citizen Comment: None Exec. Director: Ben Reed

This is an opportunity to market the downtown area for growth. We propose to purchase business gift cards to award to the customers who get cards stamped at their business visits. The filled cards are then eligible for a gift card from FEDC to use at the business drawn out of the Santa bag. Sherry Castillo made a motion to promote downtown businesses with the community marketing budget for an amount not to exceed \$5000.

MOTION BY: Sherry Castillo, SECONDED BY: Roy Idrach

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			

Jacob Gaona	X	
Roy Idrach	X	
Randy Bruett		X

- c. C&A to approve FEDC advertisement in the Goober Gazette
 Citizen Comment: None Asst.: Charlotte Ximenez-Nelson

This year we will revise the ad to highlight FEDC. With the revision to the ad Fred Gonzales made a motion to approve the advertisement in the Wilson County News; total ad cost \$954.

MOTION BY: Fred Gonzales, SECONDED BY: Roy Idrach

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- d. C&A to approve Feed the Boys, Floresville Tigers on Sept. 26
 Citizen Comment: None Exec. Director: Ben Reed

Feed the Boys is coordinated by the Team Mothers and Ben Reed expressed the importance to support our youth. By providing a meal to the Football team, we can speak to the boys to promote our City and how they are important to the City's future. Motion for \$350 to purchase a pregame meal to sponsor the Floresville Football Youth made by Sherry Castillo.

MOTION BY: Sherry Castillo, SECONDED BY: Jacob Gaona

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- e. C&A to approve National Night out Oct 1st with City Police Dept
 Citizen Comment: None Exec. Director: Ben Reed

Ben explained in the State of Texas National Night Out (NNO) is hosted on October 1st. We have not in the past, hosted as a community and think this is a great way to bridge the gap between the Law Enforcement and First Responders to show our gratitude and appreciation for their service. We have been approved by the City to host the activity at the Event Center. Our post report to get recognition for our City is due to the State by October 29th.

Move to approve the inaugural National Night Out on October 1, 2019 with a marketing budget up to \$2000 by Sherry Castillo.

MOTION BY: Sherry Castillo, SECONDED BY: Roy Idrach

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- f. C&A to change the October Board meeting from the 14th to the 21st
 Citizen Comment: None Exec. Director: Ben Reed

Ben Reed requested the meeting be moved from the 14th to the 21st due to the upcoming TML conference. Sherry Castillo advised she would not be in town on that evening.

MOTION BY: Fred Gonzales, SECONDED BY: Jacob Gaona

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- g. C&A to discuss the Wells Fargo credit card limits

Citizen Comment: None

Exec. Director: Ben Reed

Due to the current limitations when purchasing on behalf of FEDC we have had to call Wells Fargo to expedite the payments when limits are met. Ben made a recommendation to increase the limits for the Wells Fargo Account Credit Cards; Ben Reed up to \$5000 and Charlotte Ximenez-Nelson up to \$3000.

MOTION BY: Sherry Castillo, SECONDED BY: Fred Gonzales

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- h. C&A to approve Façade Grant for Ray Lamberth Properties

Citizen Comment: None

Exec. Director: Ben Reed

Ben Reed described the building/warehouse on 107 Turner Lane owned by Ray Lamberth. Step One Technology is going to bring 11-15 jobs. The building is 5000 sf and the façade will be updated. Presented before photos for the upcoming façade signage grant once the building remodeled and completed the façade grant will be in need. Fred Gonzales mentioned the business owner would need be present but we have made exceptions in the past. Fred Gonzales made a motion for the façade not to exceed \$7,500.

MOTION BY: Fred Gonzales, SECONDED BY: Sherry Castillo

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- i. C&A to approve amended Façade Grant for Sylvia's Hair Salon

Citizen Comment: None

Exec. Director: Ben Reed

Ben Reed explained that in the past, under prior Executive Director leadership, the board had approved the façade signage grant. Sylvia Jimenez presented the photos of before and after and the project was completed December 2018. The motion to approve the signage to the façade grant. Our share not to exceed 50% of 15,000. Motion made to approve by Fred Gonzales.

MOTION BY: Fred Gonzales, SECONDED BY: Sherry Castillo

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

4. EXECUTIVE DIRECTOR'S FORUM

- a. Retail Live Update – We met with Aaron Farmer who is to provide a platted lots and land available plan for developers. We currently have 2 businesses we may see come to fruition in 2020. In communication with the developers, business owners and brokers all set to build and lease reputable businesses.
- b. USDA/Rural Business Development Grants (RBDG) - Ben Reed and Henrietta Turner met with USDA. Since Floresville is low social economic community, our current teachers or anyone that makes less than \$50,000 they are eligible for low interest loans. If the homeowner is 62 or older, then you become eligible for a grant to update your home for \$10,000. The process can take 6-8 weeks. We want to have a couple of successes for our City. This will drive rooftops.
- c. Christmas Downtown Lighting – We are currently getting bids for the downtown buildings to be outlined with lights for Christmas to include some of the trees.
- d. Downtown Committee – Ben Reed has spoken to 7 different business owners and we are getting a committee to brand our “Downtown”. This is a new volunteer committee.
- e. Rancho Grande Industrial Park – Ben Reed advised there is a 10-acre retention pond that needs to be cut and maintained moving forward. The easements along the road are also being cut and will be maintained. The new companies will appreciate the maintenance.
- f. Search available properties on the Floresvilleedctx.gov website - Ben discussed the search engine we are spending approximately \$4000 to maintain. It is a search engine for available properties in Floresville, in the city and county and we should

limit this to our vision. Moving forward we want this to be EDC only site and not for the realtors and brokers to list their available properties.

- g. River Bend Community Development Corporation (RBCDC) – The Tiff Board has in the past had City and EDC representatives: As we grow, we need to become a part of that board.
- h. Census Training – We are census for 7500 but approximately 20% undercounted. We need to meet our 10,000 population. By being in that population level we can then apply for additional grants. We will become a part of the process to get an accurate count for Census 2020.

5. FUTURE ITEMS FOR CONSIDERATION OR ACTION

- a. C&A to create a Workshop for FEDC Goals - Ben Reed expressed the need for us to have the brainstorming workshop on October 14th at 5:00 pm. City Hall is open that day.

MOTION BY: Fred Gonzales, SECONDED BY: Sherry Castillo

Vote: For: 5 Against: 0 Abstaining: None

<u>B.O.D. Names</u>	<u>For</u>	<u>Against</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Tejada	X			
Fred Gonzales	X			
Sherry Castillo	X			
Jacob Gaona	X			
Roy Idrach	X			
Randy Bruett				X

- 6. **ADJOURNMENT:** Having no further business to discuss the meeting was adjourned 8:18 pm.



Benjamin T. Reed, FEDC Executive Director