

**MINUTES**  
**CUERO DEVELOPMENT CORPORATION**  
**REGULAR MEETING**  
**TUESDAY, FEBRUARY 21, 2023, 5:00 P.M.**

The Cuero Development Corporation Board of Directors met Tuesday, February 21, 2023, at 212 E. Main Street, Cuero, Texas.

PRESENT: Board Members: Tyler McClellan, Lynn Falcone, Brian Gomez, Mayor Sara Post Meyer, David Scott, and Ben Zimmerman

ABSENT: Greg Freeman

CDC STAFF: CDC Executive Director Maggie Cromeens and CDC Coordinator Samantha Bayfus

GUESTS: City of Cuero Parks Director David Danish

**I. CALL TO ORDER**

President Tyler McClellan called the meeting to order at 5:00 P.M.

**II. OPEN PUBLIC HEARING AND HEAR PUBLIC COMMENT ON THE PROPOSED CITY OF CUERO MUNICIPAL GOLF COURSE PROJECT**

President Tyler McClellan opened the Public Hearing at 5:01 P.M.

Mrs. Cromeens explained that the Board approved the City of Cuero's Golf Course project in the amount of \$177,250.00 to install new Platinum Paspalum grass by RGR Golf Services, LLC. and for the installation of contours to the greens to help with standing water. Upon completion of this project, RGR Golf Services will re-grass all of the greens and the surrounding areas.

**III. CLOSE PUBLIC HEARING**

President Tyler McClellan closed the Public Hearing at 5:05 P.M.

**IV. CITIZENS INPUT**

None.

**V. MONTHLY FINANCIALS**

Mr. Scott gave the financial report for the period ending January 31, 2023. Mr. Scott stated that the financials were in good standing and he would recommend approval.

MOTION MADE BY LYNN FALCONE, SECONDED BY BEN ZIMMERMAN, TO ACCEPT THE JANUARY FINANCIAL REPORTS AS PRESENTED. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

**VI. BUSINESS**

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR ARBEN DOCI (LA BELLA TAVOLA) 213 N. ESPLANADE

Mrs. Cromeens stated that Mr. Docci has applied for assistance for a roof replacement at his restaurant located at 213 N. Esplanade. It was mentioned that leaks in the restaurant roof have created numerous problems in the kitchen area, requiring immediate repairs. Mr. Docci plans to start work immediately upon approval.

Mr. Gomez questioned if the Docci's owned the building. Mrs. Cromeens noted that they purchased the building from Mr. Robert Oliver, and it is reflected on the tax statements.

Mayor Meyer questioned if there could be a stipulation added to the grant application that would require the business owner to display a sign stating that the project was partially funded by the Cuero Development Corporation. Mrs. Cromeens mentioned that it was a requirement of the Community Services Program, but staff would add this stipulation to all the CDC grant applications.

MOTION MADE BY DAVID SCOTT, SECONDED BY BRIAN GOMEZ, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR ARBEN DOCI IN THE AMOUNT OF UP TO \$9,750.00 TO BE UTILIZED TOWARDS A ROOF REPLACEMENT AT 213 N. ESPLANADE. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR TERLOCHAN SINGH (CHURCH'S CHICKEN) 1203 N. ESPLANADE

Mrs. Cromeens explained that Church's Chicken applied for a Business Retention and Expansion Program Grant on November 28, 2022, for a roof replacement. Based on the suggestion of the Board, a local quote was received from Cox Brother's Roofing in the amount of \$33,000.00. It was in the best interest of Mr. Singh to move forward with the original bid from VN Builder & Construction, LLC. in the amount of \$21,000.00.

MOTION MADE BY DAVID SCOTT, SECONDED BY LYNN FALCONE, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM GRANT FOR TERLOCHAN SINGH IN THE AMOUNT OF UP TO \$10,000.00 TO BE UTILIZED TOWARDS A ROOF REPLACEMENT AT 1203 N. ESPLANADE. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR ANIL VERMA (HOLIDAY INN EXPRESS) 3371 N. ESPLANADE

Mrs. Cromeens mentioned that Mr. Verma will be doing a front desk renovation at his hotel, Holiday Inn Express based on the upgrade requirements of the hotel chain. The renovation will include a new front desk look and new computer software and hardware upgrades.

Mayor Meyer questioned if the application was for renovations to the front desk or solely for hardware and software upgrades based on the quote. Mrs. Bayfus stated that she questioned Mr. Verma, as the quote's text was small and it was pointed out that both hardware/software and front desk renovations will be done at the hotel.

MOTION MADE BY LYNN FALCONE, SECONDED BY BRIAN GOMEZ, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM GRANT FOR ANIL VERMA IN THE AMOUNT OF UP TO \$10,000.00 TO BE UTILIZED TOWARDS THE FRONT DESK REPAIR AND HARDWARE/SOFTWARE UPGRADES AT HIS HOTEL LOCATED AT 3371 N. ESPLANADE. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS START-UP PROGRAM FOR RUDY ROCHA (THE GREEN COW CREAMERY) 136 E. MAIN STREET

Mrs. Cromeens explained that The Green Cow Creamery has applied for a second round of the the Business Start-Up Program. The lease in the amount of \$800.00 was effective on January 31, 2022 and the expiration date is January 31, 2024.

MOTION MADE BY DAVID SCOTT, SECONDED BY BEN ZIMMERMAN, TO APPROVE THE BUSINESS START-UP PROGRAM FOR THE GREEN COW CREAMERY IN THE AMOUNT OF \$200.00 A MONTH FOR THE NEXT SIX MONTHS, BEGINNING MARCH 1, 2023 AND ENDING AUGUST 1, 2023. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR FAÇADE PROGRAM FOR BEVERLY WAGNER (WAGNER'S HARDWARE & GIFTS) 110 N. ESPLANADE

Mrs. Cromeens noted that Mrs. Wagner is seeking assistance to replace the rotten wood of the awning over the front sidewalk of her building, sand and paint the front façade, and to paint the alley and garage doors. Mrs. Cromeens stated that all of the collaterals were in order and pictures were included for the Board.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY LYNN FALCONE, TO APPROVE THE FAÇADE PROGRAM FOR BEVERLY WAGNER IN THE AMOUNT OF UP TO \$8,000.00 TO BE UTILIZED TOWARDS FAÇADE REPAIRS AS DESCRIBED IN HER APPLICATION. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

#### CONSIDER AND ACT UPON A CONTRACT WITH A RETAIL RECRUITMENT SERVICE

Mrs. Cromeens stated that while attending the ICSC at Red River in Dallas in January, it was suggested that the EDC's contract with a retail strategist to gain retail marketing analysis and retail recruitment services to better market their cities. It was mentioned that the CDC has contracted with Building Brands Marketing and their social media exposure has gained a larger audience, but contracting with a retail recruitment service would potentially put Cuero on the map for landing larger companies.

Mrs. Cromeens has received proposals from Aaron Farmer of The Retail Coach, Casey Kidd of Navi Retail, and Christopher Bontrager of Retail Strategies and all three are comparable.

The CDC Board heard presentations from all three of these companies and it was highly recommended that they contract with The Retail Coach.

#### Highlights from The Retail Coach:

- Full-Service Retail Recruitment
- Developer Recruitment
- Main goal is to promote new business in the community
- Community Forum and Recruitment Workshop

#### Highlights from Retail Strategies:

- National Retail Recruitment
- Firm works with municipalities and EDC's on their retail goals
- First 90 days are the discovery phase – getting to know the market
- Creates a gap analysis of the community

#### Highlights from Navi Retail:

- Market Analysis and Mobility Assessment
- Community Forum and Recruitment Workshop
- Retailer Matching & Targeting Strategies
- Hotel monitoring and feasibility studies

Brian Gomez exited the meeting at 5:54 P.M.

Mayor Sara Post Meyer exited the meeting at 6:30 P.M.

MOTION MADE BY LYNN FALCONE, SECONDED BY DAVID SCOTT, TO CONTRACT WITH THE RETAIL COACH EFFECTIVE IMMEDIATELY FOR A ONE YEAR CONTRACT IN THE AMOUNT OF \$25,000.00 AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

#### APPOINT NOMINATING COMMITTEE

President Tyler McClellan reported that Vice-President Greg Freeman announced that he will be running for City Council and he is unopposed. Mr. Freeman is allowed to stay on the CDC Board until he officially takes office in May 2023.

Mrs. Cromeens suggested that the Board consider adding an application for those individuals that are interested in serving on the CDC Board.

Mr. Gomez questioned how citizens get elected for the City of Cuero subcommittees. Mayor Meyer stated that there is an application that the interested parties fill out, but they are also nominated.

President McClellan appointed Lynn Falcone, Brian Gomez, and Ben Zimmerman to the Nominating Committee for this vacancy.

## **VII. CONSENT AGENDA**

Included in the director's agenda packets for review were: Regular Meeting Minutes, Tuesday, January 17, 2023, December Events Committee Meeting Minutes, Wednesday, January 18, 2023, December Events Committee Special Meeting Minutes, Tuesday, January 31, 2023, and the December Events Committee January Financial Report.

MOTION MADE BY LYNN FALCONE, SECONDED BY MAYOR SARA POST MEYER, TO ACCEPT THE CONSENT AGENDA AS PRESENTED. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

## **VIII. EXECUTIVE DIRECTOR'S REPORT**

- 1) Sales Tax Comparisons – A copy of the sales tax revenue report was included in the Board package. It was reported that the sales tax remittance has increased by 32.43% for the calendar year and has increased by 20.17% for the fiscal year.
- 2) Community Leaders' Meeting – Mrs. Cromeens reported that there will not be a February Community Leaders' Meeting.
- 3) Discuss upcoming conferences/meetings – Mrs. Cromeens and Mrs. Bayfus will be in attendance of the TEDC Legislative Conference in Austin from February from February 22<sup>nd</sup> – 24<sup>th</sup>. Mrs. Cromeens will attend the TEDC Basic Economic Development Course from April 8<sup>th</sup> – 11<sup>th</sup>.
- 4) December Events Committee – Mrs. Cromeens reported the DEC will meet on February 27<sup>th</sup> at noon for a Special Meeting.
- 5) Current Projects – A copy of the final FY 2022-2023 projects was included in the agenda packet. A separate attachment included the Business Start-Up Program.

Mrs. Cromeens mentioned that checks had been issued for West End Boutique and Inspire Boutique.

The Cuero Development Corporation will partner with Gonzales EDC, Shiner EDC, and Yoakum for a Regional Job Fair that will be held on May 10, 2023 in Gonzales at the JB Wells Expo Center.

## **IX. ADJOURN**

PRESIDENT TYLER MCCLELLAN ADJOURNED THE MEETING AT 7:07 P.M.

  
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TYLER MCCLELLAN  
PRESIDENT

ATTEST:

  
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DAVID SCOTT  
SECRETARY/TREASURER

**NOTICE AND AGENDA AMENDMENT  
REGULAR MEETING  
CUERO DEVELOPMENT CORPORATION  
TUESDAY, FEBRUARY 21, 2023, 5:00 PM.**

The Cuero Development Corporation (CDC) will hold their regular monthly meeting at 5:00 P.M. on Tuesday, February 21, 2023, at 212 E. Main Street, Cuero, Texas. This notice is posted pursuant to the Texas Open Meetings Act.

**I. CALL TO ORDER**

**II. OPEN PUBLIC HEARING AND HEAR PUBLIC COMMENT ON THE PROPOSED CITY OF CUERO MUNICIPAL GOLF COURSE PROJECT**

**III. CLOSE PUBLIC HEARING**

**II. CITIZENS INPUT**

- Citizens who have not filed an agenda application

**III. MONTHLY FINANCIAL REPORTS**

- Approval of January Financial Report

**IV. BUSINESS**

- Consider and act upon an application for Business Retention and Expansion Program for Arben Doci (La Bella Tavola) 213 N. Esplanade
- Consider and act upon an application for Business Retention and Expansion Program for Terlochan Singh (Church's Chicken) 1203 N. Esplanade
- Consider and act upon an application for Business Retention and Expansion Program for Anil Verma (Holiday Inn Express) 3371 N. Esplanade
- Consider and act upon an application for Business Start-Up Program for Rudy Rocha (The Green Cow Creamery) 136 E. Main Street
- Consider and act upon an application for Façade Program for Beverly Wagner (Wagner's Hardware & Gifts) 110 N. Esplanade
- Consider and act upon a contract with a Retail Recruitment Service
- Appoint Nominating Committee

**V. CONSENT AGENDA**

- Regular Meeting Minutes, Tuesday, January 17, 2023
- December Events Committee Meeting Minutes, Wednesday, January 18, 2023
- December Events Committee Special Meeting Minutes, Tuesday, January 31, 2023
- December Events Committee January Financial Report

**VI. EXECUTIVE DIRECTOR'S REPORT**

- Sales Tax Comparisons
- Community Leaders' Meeting
- Discuss upcoming conferences/meetings
- December Events Committee
- Project Status

**VII. ADJOURN**

*This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Cuero Development Corporation office at (361) 275-8178 or FAX (361) 275-6274 for further information.*

*The Cuero Development Corporation reserves the right to retire into executive session concerning any of the items listed on this agenda, whenever it is considered necessary and legally justified under the Open Meetings Act.*

**CERTIFIED AS POSTED AT:**

City Hall, 212 E. Main Street; Cuero Development Corporation, 214 E. Main Street; and on the CDC website, Thursday, February 16, 2023

