

**MINUTES  
CUERO DEVELOPMENT CORPORATION  
REGULAR MEETING  
TUESDAY, AUGUST 15, 2023 5:00 P.M.**

The Cuero Development Corporation Board of Directors met Tuesday, August 15, 2023 at The City of Cuero Council Chambers, 214 E. Main Street, Cuero, Texas.

PRESENT: Board Members: Tyler McClellan, Constance Donels, Lynn Falcone (Exited the Meeting at 5:45 P.M.), Mayor Sara Post Meyer, David Scott, and Ben Zimmerman

ABSENT: Brian Gomez and CDC Coordinator Samantha Bayfus

CDC STAFF: CDC Executive Director Maggie Cromeens

GUESTS: Chris Doelle – Fresh Media Works

**I. CALL TO ORDER**

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

**II. CITIZENS INPUT**

None.

**III. MONTHLY FINANCIALS**

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

MOTION MADE BY LYNN FALCONE, SECONDED BY CONSTANCE DONELS, TO ACCEPT THE JULY FINANCIAL REPORT AS PRESENTED. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

**IV. BUSINESS**

**HEAR PRESENTATION FROM CHRIS DOELLE OF FRESH MEDIA WORKS**

Mr. Doelle presented a handout on podcasts to the Board and thanked them for their time and consideration. Mr. Doelle noted that he began his podcast series in fall, 2004 and has since traveled around the Country covering different topics of interest.

Mr. Doelle mentioned that the positive side of having a podcast series is that you get up close and personal to the listener. The podcasts are recommended to remain between 15-35 minutes and these can be interviews with local community leaders, civic organizations, and on the citizens of Cuero and why they chose to live here. He mentioned that he has drawn an interest in Cuero due to their dynamic and growing background.

Mrs. Cromeens noted that she and Mr. Doelle spoke about doing a human interest series that would tell why people are coming back to Cuero and why they are bringing their businesses to the community. She also mentioned that there has been a discussion about partnering with the City of Cuero to help cover some of the expenses.

Mr. McClellan questioned how long each episode is. Mr. Doelle stated that each episode varies dependent upon the topic but a good topic would last no longer than 35 minutes.

Mrs. Falcone questioned how the twelve (12) episodes per season are divided. Mr. Doelle mentioned that there are four (4) seasons per year without taking a break and one podcast is played per week.

Ms. Donels questioned if Mr. Doelle had statistics for the towns that have done a podcast. Mr. Doelle mentioned that he did not have exact statistics, but he is able to tell the communities the number of downloads for each podcast.

Mr. McClellan questioned where the podcasts are most downloaded from. Mr. Doelle noted that most downloads are from iTunes.

Mr. Scott stated that he was impressed with the podcast statistics and the growing interest. He thought it would be a good long term investment for the CDC.

Mrs. Cromeens reiterated the growing interest in podcasts. She noted that if this project were to move forward, it would have to be in the upcoming fiscal year and this would be an action item for the Board.

#### CONSIDER AND ACT UPON AN APPLICATION FOR ENTERPRISE PROGRAM FOR NESTFRESH, 1601 FM 766

Mrs. Cromeens stated that a complete Enterprise Application for NestFresh was included in the packet. Page 5 of the application, which includes the dollar amount being requested was not included in the packet and will be sent at a later date. The application in the amount of \$1,000,000.00 has been sent to the City of Cuero Attorney, James Crain and all questions have been answered. The original copy of the application is in possession of the CDC Executive Director.

Mrs. Falcone asked for clarification of the application's history as she was not on the CDC Board at the time of approval. Mr. Scott noted that NestFresh came to the CDC in collaboration with the City of Cuero. \$750,000.00 was approved by the CDC Board for the first twenty-five (25) jobs created and an additional \$250,000.00 was approved for twenty (20) more jobs. NestFresh has invested over 16 million at the property they purchased from the City. A new facility was built with a retaining wall that would give them an opportunity for building growth.

Ms. Donels questioned if NestFresh has received any money. Mrs. Cromeens noted that the application should have been received prior to the CDC promising any funds to NestFresh. The funds will be paid out by September 30, 2023 once the Performance Agreement is approved by Mr. Crain. There will be two Performance Agreements tied to the two separate funding amounts. Both Performance Agreements will include clawbacks for the job requirements plus a 10% penalty if NestFresh violates the laws of hiring undocumented workers.

Mr. McClellan questioned how the undocumented workers would be reported. Mrs. Cromeens stated that the CDC would receive the state reporting on a regular basis and these reports would reflect this information.

Mayor Meyer questioned when NestFresh would have an open house for the community. Mrs. Cromeens noted that NestFresh is coordinating with the CDC and the Cuero Chamber of Commerce to hold a large ribbon cutting that will include tours of the facility.

MOTION MADE BY LYNN FALCONE, SECONDED BY DAVID SCOTT, TO APPROVE THE ENTERPRISE PROGRAM APPLICATION FOR NESTFRESH IN THE AMOUNT OF \$1,000,000.00. AYES: 6 NAYES: 0  
MOTION CARRIED UNANIMOUSLY

#### CONSIDER AND ACT UPON AN APPLICATION FOR ENTERPRISE PROGRAM FOR STIR SODA SHOPPE

Mrs. Cromeens noted that at the July meeting the Board approved \$98,000.00 to assist Stir Soda Shoppe in purchasing property from Bridge Partners for additional egress/ingress access. The Board received the application with the job creation estimates, the estimated payroll, and the building specs in their packet.

MOTION MADE BY DAVID SCOTT, SECONDED BY CONSTANCE DONNELLS, TO APPROVE THE ENTERPRISE PROGRAM APPLICATION FOR STIR SODA SHOPPE IN THE AMOUNT OF \$98,000.00. AYES: 6 NAYES: 0  
MOTION CARRIED UNANIMOUSLY

#### CONSIDER AND ACT UPON BUDGET AMENDMENT #2 OF THE FY 2022-2023

Mrs. Cromeens mentioned that Budget Amendment #2 included moving funds from the CDC's "Reserves" account for the payment to NestFresh and minor adjustments were done to assist in upcoming expenses for the CDC projects that will be complete before the end of the fiscal year. It was noted that the amendment to line item ending in 998 did not pass at the December Events Committee Meeting (DEC). James Teleco was requiring a down payment of \$36,000.00 to start the



music project for Christmas in the Park. The CDC and City of Cuero have funding allocated for the FY 23-24 and are unable to assist in funding this project for the current fiscal year. James Teleco has authorized the DEC to start this project in the amount of \$20,000.00, which is allocated in their budget for the current fiscal year.

Included in Budget Amendment #2 were:

Revenue:	Budget Balance	Budget Amendment #2	Proposed Budget
202 Sales Tax	\$683,000.00		
802 Interest	\$6,323.00		
910 Sale of Real Property	\$0.00		
950 Community Donations	\$1,700.00		
955 Display Purchases	\$5,000.00		
970 Grants	\$0.00		
997 TRF From CDC Reserve	\$1,129,787.00	\$250,000.00	\$1,379,787.00
998 TRF From DEC Reserve	\$48,293.39		
999 Miscellaneous/CDC			
Total Revenue:	\$1,947,015		
<b>Expense:</b>			
<b>Personnel Services</b>			
03112 Overtime	\$0.00	\$1,074.87	\$1,074.87
03136 Longevity	\$1,800.00	\$222.41	\$2,022.41
03148 Cell Phone Allowance	\$0.00	\$900.00	\$900.00
<b>Contracts &amp; Services</b>			
03202 Administrative	\$1,000.00	\$2,800.00	\$3,800.00
03220 Food & Beverage	\$3,000.00	\$2,000.00	\$5,000.00
03240 Postage	\$200.00	\$150.00	\$350.00
<b>Staff Development</b>			
03510 Transportation, Lodging, Meals	\$7,000.00	\$3,000.00	\$10,000.00
03650 Project Recruitment	\$100,000.00	-\$45,147.28	\$54,852.72
<b>Capital Outlay</b>			
03908 Business Retention and Expansion	\$50,000.00	\$45,000.00	\$95,000.00
03908 Façade Program	\$50,000.00	-\$10,000.00	\$40,000.00
03999 MP-NestFresh	\$750,000.00	\$250,000.00	\$1,000,000

MOTION MADE BY BEN ZIMMERMAN, SECONDED BY DAVID SCOTT, TO APPROVE BUDGET AMENDMENT #2 OF THE FY 2022-2023 AS PRESENTED, SUBJECT TO THE CHANGES TO THE LINE ITEM ENDING IN 998. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

**V. DISCUSS AND TAKE POSSIBLE ACTION FOR COMMUNITY SERVICES PROGRAM FOR SNYPD**

In March, 2023, SNYPD applied for a Community Services Program Grant in the amount of \$11,950.00 for the replacement of their air conditioning unit. A discussion was held at the July Board Meeting regarding SNYPD and their payment reimbursement from the Cuero Development Corporation (CDC) for their Community Services Program. The application indicates that payment must be submitted by the applicant and the CDC will reimburse them for half of the cost, up to \$10,000.00. SNYPD received a new air conditioning unit for their business located at 202 S. Esplanade and the building owner paid for the unit with the expectation that SNYPD would reimburse them for the full cost of the unit. The application was submitted to the CDC by SNYPD and did not indicate that they would be receiving assistance from their landlord for the payment of the unit. The Board was in agreement that they would not make any exceptions of the

application's requirements, but the Board was willing to pay half of the cost that SNYPD assisted in paying for in order to alleviate some of the out of pocket expenses.

The total cost of the unit was \$11,900.00 and SNYPD paid \$5,950.00 for their half of the unit. The CDC will reimburse SNYPD for half of the cost, up to \$5,950.00

Mr. Zimmerman mentioned that the line on the application indicating that a complete W-9 is required for reimbursement is sufficient information to assume that the person applying must pay for the project.

## **VI. CONSENT AGENDA**

Included in the director's agenda packets for review were: Regular Meeting Minutes, Tuesday, July 25, 2023, Special Meeting Minutes, Tuesday, August 1, 2023, December Events Committee Regular Meeting Minutes, Monday, July 24, 2023, and the December Events Committee May Financial Report.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY BEN ZIMMERMAN, TO ACCEPT THE CONSENT AGENDA AS PRESENTED. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

## **VII. 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 43.64% for the calendar year and has increased by 35.29% for the fiscal year.
- 2) Sales Tax Training – Mrs. Cromeens announced that the Sales Tax Training will be held in Austin on December 1<sup>st</sup>. Mayor Meyer and David Scott will attend in person on December 1<sup>st</sup>. Tyler McClellan, Constance Donels, and Samantha Bayfus will attend virtually.
- 3) Discuss upcoming conferences/meetings – Mrs. Cromeens reported that she will attend the Stand Up Rural America Conference in Laurel, MS from September 5<sup>th</sup> – 7<sup>th</sup> with Sandra Osman, Cuero Main Street Director and Amber Fitts-Jones, Museum Manager. Mrs. Cromeens will attend the TEDC Annual Conference from October 11<sup>th</sup> – 13<sup>th</sup> in Houston. Mrs. Bayfus will attend the State Fair of Texas in Dallas from October 16<sup>th</sup> – 20<sup>th</sup> with Angie Cuellar, Cuero Chamber of Commerce Executive Director. Mrs. Cromeens invited the Board to sign up for the TML Economic Development Conference in Bastrop from November 16<sup>th</sup> – 17<sup>th</sup>.
- 4) December Events Committee – Mrs. Cromeens reported that the December Events Committee met at noon on August 15<sup>th</sup>, 2023. The music project will be complete before the opening of Cuero's Christmas in the Park.
- 5) Current Projects – A copy of the current projects was included in the agenda packet. A separate attachment included the new Business Start-Up Program.

## **VIII. ADJOURN**

PRESIDENT TYLER MCCLELLAN ADJOURNED THE MEETING AT 6:19 P.M.

  
TYLER MCCLELLAN  
PRESIDENT

ATTEST:

  
DAVID SCOTT  
SECRETARY/TREASURER