

**MINUTES
CUERO DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, SEPTEMBER 19, 2023 5:00 P.M.**

The Cuero Development Corporation Board of Directors met Tuesday, September 19, 2023 at The City of Cuero Council Chambers, 214 E. Main Street, Cuero, Texas.

PRESENT: Board Members: Tyler McClellan, Constance Donels, Mayor Sara Post Meyer, David Scott, and Ben Zimmerman

ABSENT: Lynn Falcone

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

GUESTS: Caroline Harrelson (via Zoom) – The Retail Coach and Robert Royer – Building Brands Marketing

President McClellan exited the meeting at 5:45 P.M.

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 August 31, 2023. Mr. Scott stated that the financials were in good standing and ahead of budget on the revenue and he would recommend approval.

Mr. Scott questioned if the CDC would cut a check for NestFresh before the end of the fiscal year. Mrs. Cromeens noted that the CDC has submitted the Performance Agreement to the NestFresh lawyers and they plan to hear back from them soon.

Mayor Meyer noted that the administrative line item was over budget. Mrs. Cromeens noted that Budget Amendment #2 has not been entered and these numbers will be reflective for the September financial statements.

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

IV. BUSINESS

HEAR PRESENTATION FROM AARON FARMER OF THE RETAIL COACH

Mrs. Caroline Harrelson reported that The Retail Coach has been in a contract with the Cuero Development Corporation (CDC) for the last six months. The Retail Coach has presented at the Economic Development Summit, has attended ICSC Las Vegas, Retail Live! Austin, Retail Live! Carolina, and will attend ICSC Atlanta and ICSC Red River in Dallas on behalf of the CDC. Over forty (40) retailers have been contacted to share information regarding Cuero and their available sites and Mrs. Harrelson gave an update of the status of each retailer. Mrs. Harrelson assured the Board that as they get closer to closing out on conversations with each retailer, they will update the Board.

HEAR PRESENTATION FROM ROBERT ROYER OF BUILDING BRANDS MARKETING

Mr. Royer gave a presentation on the Cuero Development Corporation's progress since contraction with Building Brands Marketing (BBM). Mr. Royer noted that the CDC has partnered with BBM for collaterals for the State Fair, the Economic Development Summit, ICSC Las Vegas, and for the South Texas Regional Job Fair. BBM has used techniques such as

geotargeting, geofencing, search engine optimization, and SEM to create attraction for the CDC on social media and internet searches. This effort has allowed the CDC to grow their audience and has been proven beneficial. Mr. Royer reiterated that he has thoroughly enjoyed his working relationship with CDC staff and he would appreciate the continuation of working with the CDC.

CONSIDER AND ACT UPON THE CDC MARKETING CAMPAIGN FOR FY 2023-2024

Mrs. Cromeens stated that the CDC only received one bid for the Marketing Request for Proposal that was submitted. Staff recommended that the Board approve the Marketing RFP from Building Brands Marketing.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY BEN ZIMMERMAN, TO APPROVE THE CDC MARKETING CAMPAIGN REQUEST FOR PROPOSAL FROM BUILDING BRANDS MARKETING FOR A ONE YEAR CONTRACT, WITH THE OPTION TO EXTEND. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

HEAR UPDATE FROM DAVID SCOTT REGARDING CONVERSATIONS WITH WILLIAM HORNBERGER, JACKSON WALKER LLP

Mr. David Scott reported that while attending the 2023 Tax Summit in San Antonio, he was able to meet Mr. Willie Hornberger of Jackson Walker LLP. Mr. Hornberger was interested in Cuero and introduced Mrs. Cromeens, Mr. Scott, and Mrs. Bayfus to Mr. Sandor Galambos, Senior Investment Specialist at the U.S. Embassy in Bern, Switzerland via Zoom. Mr. Galambos travels with the Ambassador to the U.S. to help facilitate site selection for Swiss companies doing business in the U.S. Mr. Hornberger believes that Cuero is in a strategic location and has asked Mr. Galambos to consider a visit to Cuero. CDC staff has been invited to SelectUSA in Washington in June, 2024. Jackson Walker hosts a dinner at the St. Regis for the Swiss delegation and staff has also been invited to this exclusive event.

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR TOD SLONE SADDLES, INC.

Mrs. Cromeens stated that Lona Slone, owner of Todd Slone Saddles, Inc. is seeking assistance for a new air conditioning unit at their business. The building's two units have both stopped working and the Slone family plans to apply for the second half of the air conditioning system in October.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY CONSTANCE DONELS, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM APPLICATION FOR TOD SLONE SADDLES, INC. IN THE AMOUNT OF UP TO \$10,000.00 FOR THE REPLACEMENT OF A 12.5 TON AIR CONDITIONING UNIT. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR CUERO COUNTRY CLUB

Mrs. Cromeens mentioned that the Cuero Country Club has done a lot of work to improve the appearance and quality of place. With the growth in the utilization of the Club, they plan to build a patio adjacent to the pool to create a cooling space for visitors. Mrs. Cromeens mentioned that in speaking with Wesley Kubesch, President, it was noted that he is able to sign the applications on behalf of the Cuero Country Club.

MOTION MADE BY BEN ZIMMERMAN, SECONDED BY CONSTANCE DONELS, TO APPROVE THE BUSINESS RETENTION AND EXPANSION APPLICATION IN THE AMOUNT OF UP TO \$7,500.00 TO BUILD THE PATIO ADJACENT TO THE POOL. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR TAQUERIA JALISCO

Mrs. Cromeens noted that Taqueria Jalisco is purchasing custom made furniture from Mexico for their restaurant. Erika and Jose Hernandez have run the restaurant for the last three years, but have recently purchased the building and they would like to add their own finishing touches.

Mayor Meyer questioned if the taxes were correct for the application. Mrs. Cromeens noted that CDC Staff retrieves the tax documents from the tax office. Mr. Zimmerman clarified that the tax document attached was for inventory taxes only.

MOTION MADE BY BEN ZIMMERMAN, SECONDED BY MAYOR SARA POST MEYER, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM APPLICATION FOR TAQUERIA JALISCO IN THE AMOUNT OF UP TO \$10,000.00 FOR THE PURCHASE OF NEW RESTAURANT FURNISHING. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR FAÇADE PROGRAM FOR CUERO COUNTRY CLUB

Mrs. Cromeens mentioned that in addition to building a covered patio, the Club would like to repair and repaint the existing fence and will replace the chain link fence with a new wooden fence on the side area.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY BEN ZIMMERMAN, TO APPROVE THE FAÇADE PROGRAM APPLICATION FOR THE CUERO COUNTRY CLUB IN THE AMOUNT OF UP TO \$4,725.00 FOR THE REPAIRING OF THE EXISTING FENCE AND REPLACING OF THE CHAINLINK FENCE. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS START-UP PROGRAM FOR SOUTHERN ROOTS SALON

Mrs. Cromeens explained that Southern Roots Salon has applied for the Business Start-Up Program. Although the building is owned by Anthony and Shelly Rath, they have agreed to allow Classy B's to sub-lease the back of the building for the salon. A one year lease agreement in the amount of \$900.00 was signed on August 24, 2023.

MOTION MADE BY BEN ZIMMERMAN, SECONDED BY CONSTANCE DONELS, TO APPROVE THE BUSINESS START-UP PROGRAM IN THE AMOUNT OF \$450.00 FOR THE NEXT SIX MONTHS, BEGINNING SEPTEMBER 15, 2023 AND ENDING FEBRUARY 15, 2024. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS START-UP PROGRAM FOR ANTOJITOS SAN MIGUEL

Mrs. Cromeens explained that Antojitos San Miguel has applied for the second round of rental assistance for the Business Start-Up Program. A one year lease was effective on April 1, 2024.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY CONSTANCE DONELS, TO APPROVE THE BUSINESS START-UP PROGRAM FOR ANTOJITOS SAN MIGUEL IN THE AMOUNT OF \$250.00 FOR THE NEXT SIX MONTHS, BEGINNING OCTOBER 1, 2023 AND ENDING MARCH, 2024. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON A SPONSORSHIP FOR CUERO TURKEYFEST

Mrs. Cromeens stated that she was approached by the Cuero Turkeyfest Board regarding a sponsorship for the "Farewell Breakfast" for the Worthington, MN delegation. Mrs. Cromeens noted that in the past, the CDC has sponsored a meal for the Worthington Band.

Ms. Donels questioned if the sponsorship was budgeted. Mrs. Cromeens noted that she had a conversation with President McClellan and recommended that a new line item was added for sponsorships.

Ms. Donels questioned if the expense would be deducted from the current fiscal year or the upcoming FY 23-24. Mrs. Cromeens mentioned that she would prefer it come out of the upcoming fiscal year.

Mayor Meyer noted that in the past, the CDC paid for sponsorships and they would come out of advertising budget line item. She questioned if this would affect the 10% allocation that the CDC is allowed to spend. Mrs. Cromeens noted that the Marketing line item is restricted and these sponsorships would be advertising.

The Board requested that their sponsorship level include recognition for the Cuero Development Corporation.

MOTION MADE BY CONSTANCE DONELS, SECONDED BY BEN ZIMMERMAN, TO AUTHORIZE A SPONSORSHIP FOR CUERO TURKEYFEST IN THE AMOUNT OF \$1,000.00 FOR THE "FAREWELL BREAKFAST". AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON A SPONSORSHIP FOR CHRISTMAS IN DOWNTOWN

Mrs. Cromeens mentioned that Cuero Main Street has approached the CDC regarding a sponsorship for Christmas in Downtown.

The Board commended the Cuero Main Street Program for this family friendly weekend event that draws attraction to the City of Cuero.

MOTION MADE BY CONSTANCE DONELS, SECONDED BY BEN ZIMMERMAN, TO AUTHORIZE A SPONSORSHIP FOR CHRISTMAS IN DOWNTOWN IN THE AMOUNT OF \$1,000.00. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

REVIEW BOARD APPLICATIONS AND APPOINT NEW MEMBER

Mrs. Cromeens reported that the two nominations for the CDC Board include: Diane Chavez and Brad Kocurek.

MOTION MADE BY CONSTANCE DONELS, SECONDED BY MAYOR SARA POST MEYER, TO RECOMMEND BRAD KOCUREK TO THE CUERO CITY COUNCIL TO SERVE ON THE CDC BOARD OF DIRECTORS FOR A TWO-YEAR TERM. AYES: 4 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON THE CUERO DEVELOPMENT CORPORATION GRANT APPLICATIONS FOR THE FY 2023-2024

Mrs. Cromeens mentioned that she has been working with Mr. Zimmerman in looking at the language on the grant applications and these will be submitted at a later time.

V. CONSENT AGENDA

Included in the director's agenda packets for review were: Regular Meeting Minutes, Tuesday, August 15, 2023, December Events Committee Regular Meeting Minutes, Tuesday, August 15, 2023, and the December Events Committee August Financial Report.

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

VI. 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 38.86% for the calendar year and has increased by 32.34% for the fiscal year.
- 2) Discuss upcoming conferences/meetings – Mrs. Cromeens will attend the TEDC Annual Conference from October 11th – 13th in Houston. Mrs. Bayfus will attend the State Fair of Texas in Dallas from October 16th – 20th with Angie Cuellar, Cuero Chamber of Commerce Executive Director.
- 3) December Events Committee – Mrs. Cromeens reported that the December Events Committee will meet on September 20, 2023.
- 4) Current Projects – A copy of the current projects was included in the agenda packet. A separate attachment included the new Business Start-Up Program.

VII. EXECUTIVE SESSION

Pursuant to Title 5 of the Texas Government Code, Chapter 551.074 regarding Personnel Matters.

- To conduct the annual evaluation of the Executive Director (V.T.C.A., Government Code, Section 551.074)

Cuero Development Corporation began an Executive Session on September 19, 2023 at 5:04 P.M.

VIII. RECONVENE TO OPEN MEETING

RECONVENE PUBLIC MEETING TO TAKE NECESSARY ACTION, IF ANY, ON MATTERS DISCUSSED IN EXECUTIVE SESSION.

ANNOUNCEMENT BY PRESIDING OFFICER: Cuero Development Corporation has complete its Executive Session on September 19, 2023 at 5:38 P.M.

- Actions resulting from Executive Session

Based on a successful annual evaluation, the Board of Directors gave the authorization of a salary increase to \$80,000.00 per year effective October 1, 2023.

MOTION MADE BY DAVID SCOTT, SECONDED BY CONSTANCE DONELS, TO APPROVE A SALARY INCREASE TO \$80,000.00 PER YEAR EFFECTIVE OCTOBER 1, 2023 FOR MAGGIE CROMEENS, EXECUTIVE DIRECTOR OF THE CUERO DEVELOPMENT CORPORATION, AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

IX. ADJOURN

SECRETARY/TREASURER DAVID SCOTT ADJOURNED THE MEETING AT 7:31 P.M.



TYLER MCCLELLAN
PRESIDENT

ATTEST:



DAVID SCOTT
SECRETARY/TREASURER