

MINUTES
CUERO DEVELOPMENT CORPORATION
REGULAR MEETING
Monday, January 22, 2018 5:30 P.M.

The Cuero Development Corporation Board of Directors met Monday, January 22, 2018, at 212 E. Main Street, Cuero, Texas.

PRESENT: Board Members: Charles Papacek, Dennis Jemelka, Mayor Sara Post Meyer, Richard Weber, Randy Jochim, David Scott, Chris Crain, CDC Executive Director Patrick J. Kennedy, and CDC Administrative Assistant, Samantha Solis

I. CALL TO ORDER

President Charles Papacek called the meeting to order at 5:30 P.M.

II. CITIZENS INPUT

None

III. MONTHLY FINANCIAL REPORTS

APPROVAL OF DECEMBER FINANCIAL REPORT

Mr. David Scott gave the financial report for the period ending December 31, 2017. Mr. Scott noted that the financials were in order and he would recommend approval.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY RICHARD WEBER, TO ACCEPT THE DECEMBER FINANCIAL REPORTS AS PRESENTED. AYES: 7 NAYES: 0 MOTION CARRIED.

IV. BUSINESS

HEAR REPORT FROM CDC PRESIDENT ON BOARD NOMINATIONS

Mr. Charles Papacek reported that Board Members Mayor Sara Post Meyer, David Scott, and Richard Weber were up for reelection. Mr. Papacek spoke with each individual and they all agreed to serve another two (2) year term on the Cuero Development Corporation Board of Directors.

Mr. Kennedy noted that the three members will be given to the City Council for approval at their February 12, 2018 meeting.

MOTION MADE BY DENNIS JEMELKA, SECONDED BY RANDY JOCHIM, TO APPROVE THE BOARD PRESIDENT'S RECOMMENDATION OF MAYOR SARA POST MEYER, DAVID SCOTT, AND RICHARD WEBER SERVING ANOTHER TWO (2) YEAR TERM ON THE CUERO DEVELOPMENT CORPORATION'S BOARD OF DIRECTORS. AYES: 7 NAYES: 0 MOTION CARRIED

SET FEBRUARY MEETING DATES

Mr. Kennedy mentioned that February 19th would be the regular scheduled Board of Director's Meeting, but the City Offices will be closed due to President's Day. It was recommended that the regular meeting be moved up to February 26th. The Cuero Development Corporation will also close the bidding process for the December Events Committee's purchasing of C-7 LED bulbs on January 31, 2018, so the Executive Director recommended to have a Special Meeting on February 9, 2018 for the rewarding of a bid. Both dates were acceptable to the Board.

REVIEW THE 4TH QUARTER 2017 ACTION ITEMS OF THE STRATEGIC PLAN 2015-2018 (PAGE 84)

Mr. Patrick J. Kennedy reviewed the following Action Items for the 4th Quarter, 2017:

- 2.2.2 Contact non-local headquarters of major local employers annually and thank them for doing business in Cuero

Major employers not headquartered in Cuero consist of HEB, Pioneer Natural Resources, and Wal-Mart. Those business have not been contacted – Delayed

- 5.6.1 Use the Cuero Ambassadors program to train and educate residents on the benefits of doing business in Cuero

The Cuero Development Corporation is not familiar with the Cuero Ambassadors program, but will make attempt to gain more information on the program and its offerings – Delayed

- 5.6.2 Provide a one-day trainer annually for city staff and officials on how to handle prospects

A one-day trainer was held with Mike Tolleson, but the focus was not what the CDC was intending to have – Delayed

- 1.2.4 Optimize mobile viewing of the website and improve search engine listing presence

The CDC has revamped both their website and social media accounts to better optimize their mobile presence – In progress

V. CONSENT AGENDA

Included in the director's agenda packets for review were: Regular Meeting Minutes, Monday, December 18, 2017 and the December Events Committee December Financial Report.

MOTION MADE BY RICHARD WEBER, SECONDED BY MAYOR SARA POST MEYER, TO ACCEPT THE CONSENT AGENDA AS PRESENTED. AYES: 7 NAYES: 0 MOTION CARRIED

VI. EXECUTIVE DIRECTOR 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 was ahead by 9% for the fiscal year and ahead by 11% for the calendar year.
- 2) Discuss upcoming Community Leaders' Meeting – The February 2nd guest speaker will be Anthony Netardus of the Texas A&M AgriLife Extension Office to be held at the Cuero Library, the March 2nd guest speaker will be Jerry Pearce, and the April 6th guest speaker will be Brother Gary Moses.
- 3) Discuss upcoming conferences/meetings – The TEDC Winter Conference is in February, but the Executive Director will not be attending.
- 4) City of Cuero Vacant Buildings and Prospects (Downtown Historic District) – Mr. Kennedy mentioned that in coordinating with the City and the Cuero Main Street Office, he was made aware of over 100 letters going out to vacant building owners in the Main Street District. The letters are going to be mailed to inform the owners of the new ordinances that are in place, and to encourage the owner to register with the City for a fee, and in return the building will receive inspections. The letter includes information on the CDC's Main Street Façade Program and Business Retention and Expansion Program. This will be an effort to work jointly amongst the City and CDC to promote renovations of the Cuero Main Street District buildings.
- 5) Proposal for next Strategic Plan – Mr. Charles Papacek addressed the needs for additional retail businesses in Cuero. Mr. Papacek reported that Retail Coach has visited Cuero and has done a Gap Analysis for Cuero, so they're aware of the current needs for the town. Mr. Kennedy stated that Retail Coach has worked in

Gonzales and Victoria, where they were successful at bringing Panda Express and Chipotle. The Gonzales EDC also worked with Retail Coach. However, Carolyn Gibson the staff person that coordinated with Retail Coach is now employed in El Campo and suggested that Retail Strategies may be a better fit for the CDC. The Board requested that the CDC Executive Director contact both companies to have them make a presentation at the February 26th Board of Director's Meeting.

Mr. Kennedy briefly mentioned that the Board would need to start working on a new proposed Strategic Plan, but instead of the three (3) year plan, he suggested that the CDC have a one (1) year plan with one (1) month objectives. The Entrepreneur Program is tentatively scheduled to be marketed towards the San Antonio and Austin regions. There are two proposed campaigns that will be presented to those areas via Facebook.

- 6) December Events Committee – It was reported that December Events Committee has received two bids for the purchasing of LED bulbs, the bids will be examined on January 31st and a vendor will be awarded on February 9th.
- 7) Current Projects – A copy of the current projects was included in the Board package, there were 15 projects for the first quarter of 2018. Mr. Kennedy noted that the Cuero Regional Hospital and Cindy Hamilton are nearing completion.

VII. ADJOURN

MOTION MADE BY DENNIS JEMELKA, SECONDED BY RICHARD WEBER, TO ADJOURN THE MEETING AT 6:40 P.M. AYES: 7 NAYES: 0 MOTION CARRIED


CHARLES PAPACEK
PRESIDENT

ATTEST:



DAVID SCOTT
SECRETARY/TREASURER