

**MINUTES  
CUERO DEVELOPMENT CORPORATION  
REGULAR MEETING  
MONDAY, FEBRUARY 28, 2022 5:00 P.M.**

The Cuero Development Corporation Board of Directors met Monday, February 28, 2022, at 212 E. Main Street, Cuero, Texas.

**PRESENT:** Board Members: Richard Weber, Mayor Sara Post Meyer, Randy Jochim, David Scott, Tyler McClellan, and Greg Freeman

**ABSENT:** Brian Gomez

**CDC STAFF:** CDC Executive Director Bobby Seiferman and CDC Administrative Assistant Samantha Bayfus

**GUESTS:** Reid Goodman; Mary Jane and Sha'Non Henson, owners of Chica's Beauty Salon; Rudy Rocha, owner of The Green Cow Creamery; Jennifer Papacek-Klimowicz; Kerry Rhotenberry, owner of 136 E. Main Street; and Ben Zimmerman, Holland-Zimmeran, Attorneys at Law

**I. CALL TO ORDER**

President Richard Weber called the meeting to order at 5:00 P.M.

**II. CITIZENS INPUT**

None

**III. MONTHLY FINANCIALS**

The financial report for the period ending January 31, 2022 was given. Mr. Scott stated that he had not reviewed the financials. Mr. Weber noted that he did not see any major changes and he would recommend approval.

**MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO ACCEPT THE JANUARY FINANCIAL REPORTS AS PRESENTED. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY**

**IV. BUSINESS**

**CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS START-UP PROGRAM FOR THE PETAL EXPRESS, 109 E. SOUTH RAILROAD STREET**

Mr. Seiferman explained that The Petal Express has applied for the Business Start-Up Program. The lease in the amount of \$900.00 was effective on January 1, 2022 and the boutique has been open for one month.

**MOTION MADE BY GREG FREEMAN, SECONDED BY TYLER MCCLELLAN, TO APPROVE THE BUSINESS START-UP PROGRAM FOR THE PETAL EXPRESS IN THE AMOUNT OF \$450.00 PER MONTH FOR THE NEXT SIX MONTHS BEGINNING MARCH 1, 2022 AND ENDING AUGUST 1, 2022. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY**

**CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR CHICA'S BEAUTY SALON, 212 S. ESPLANADE**

Mr. Seiferman mentioned that previous revisions to the Business Retention and Expansion Program's clawback indicate that the business must be open for twelve (12) consecutive months, Chica's Beauty Salon has been in business for nineteen (19) years.

If applying for the grant to purchase equipment and furnishing, this business would not be affected.



Mr. Seiferman stated that Chica's Beauty Salon is requesting that the CDC consider their project for parking lot improvements to their business located at 212. S. Esplanade. The improvements will include two (2) handicapped accessible parking spaces and nine (9) paved parking spaces that will ensure that their customers can safely enter their establishment.

Mr. Freeman questioned if Chica's solicited a bid from a local vendor. Mr. Henson stated that although, Mr. Villafranca's address is in Victoria, he is a Cuero native and has done many projects in Cuero.

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY GREG FREEMAN, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM GRANT FOR CHICA'S BEAUTY SALON IN THE AMOUNT OF UP TO \$10,000.00 TO BE UTILIZED TOWARDS PARKING LOT IMPROVEMENTS AT 212 S. ESPLANADE. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR JEANETTE AND RUDY ROCHA (THE GREEN COW CREAMERY), 136 E. MAIN STREET

Mr. Seiferman stated that previous revisions to the Business Retention and Expansion Program's clawback indicate that the business must be open for twelve (12) consecutive months, if applying for the grant to purchase equipment and furnishing, this business would not be affected.

Mr. Seiferman stated that The Green Cow Creamery is seeking assistance for interior renovations to include: new walls and flooring; a mop, sink, and handwashing station; plumbing; and electrical work that will enable operation of the freezer and ice cream machinery.

Mr. Weber noted that the original intent of the clawback to the Business Retention and Expansion Program was to ensure that a business has been open for at least twelve (12) consecutive months. It was suggested that the Board revisit the Business Retention and Expansion Program grant application at their March meeting to add these changes to their current application.

Mr. Weber also mentioned that major renovations to a building are typically done by the owner of the building. It was in the best interest of the CDC Board that the lessee was protected in their investments made to their business.

Mr. Rocha explained that although he knew any business venture would be a risk, he was willing to take it, as he was confident that their business model would be successful in Downtown Cuero. Mr. Rocha indicated that opening the creamery was going to be a way that he and his wife would be able to give back to the children of the community. It was noted that the mascot of the creamery would be a large green cow in support of the Cuero Gobblers.

Mayor Meyer questioned if Mrs. Rhotenberry, owner of 136 E. Main, had approved the renovations as defined in the application. Mrs. Rhotenberry acknowledged that she was aware and approved the improvements to her building. Mrs. Rhotenberry expressed her appreciation of the Rochas and their eagerness to open their creamery in her space. It was also mentioned that Mrs. Rhotenberry is willing to offer a lease extension for up to six (6) years.

MOTION MADE BY GREG FREEMAN, SECONDED BY TYLER MCCLELLAN, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR THE GREEN COW CREAMERY IN THE AMOUNT OF UP TO \$10,000.00 TO BE UTILIZED TOWARDS INTERIOR IMPROVEMENTS AS SPECIFIED IN THE APPLICATION. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR MAIN STREET HISTORICAL DISTRICT FAÇADE PROGRAM FOR JEANETTE AND RUDY ROCHA (THE GREEN COW CREAMERY), 136 E. MAIN STREET

Mr. Seiferman explained that The Green Cow Creamery submitted a complete application. The Green Cow Creamery seeks assistance for façade and exterior renovations to include: the replacement of the front window; replacing of the front and rear doors to the building; exterior painting to the front and rear of the building; brick added to the front façade of the building; and a new awning.

Mr. Freeman questioned if Mr. Rocha was confident in his opening date of May 1, 2022. Mr. Rocha stated that he is very confident on the opening date and he will begin pulling permits for construction, upon approval of his application. Mr.



Rocha mentioned that the plumbing will take the longest, as the job is very extensive. Mr. Rocha added that his \$12,000.00 ice cream machine has been delivered from Chicago and is located inside this building.

Mr. McClellan questioned what type of signage would be displayed. Mr. Rocha stated that he is looking into adding signage to his door to enable the display of his green cow in the front window of his business.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY GREG FREEMAN, TO APPROVE THE MAIN STREET HISTORICAL DISTRICT FAÇADE PROGRAM FOR THE GREEN COW CREAMERY IN THE AMOUNT OF UP TO \$8,610.77 TO BE UTILIZED TOWARDS EXTERIOR RENOVATIONS AS SPECIFIED IN THE APPLICATION. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

Mr. McClellan departed the meeting at 5:19 p.m.

#### CONSIDER AND ACT UPON GUIDELINES FOR THE CDC'S COMMUNITY SERVICES PROGRAM

Mr. Seiferman discussed the February 14<sup>th</sup> webinar with Russell Gallahan of the Texas Comptroller's Office. This meeting suggested that verbiage be added to the CDC's Community Services Program grant application which would include "How does this project promote new or expand business enterprise within the community?"

Mr. Scott noted that due to his recent absence, he was unaware of the findings from the meeting with Mr. Gallahan. Mr. Weber stated that he used the Friar Ag Center as an example to Mr. Gallahan and because the Friar Ag Center is considered a "community center", these projects would be approved. When using the refrigeration unit project that the CDC funded to CAMAL House, Mr. Gallahan noted that this project was ineligible because it doesn't promote additional business enterprise in Cuero. The CDC can fund the City of Cuero's Municipal Park projects under park improvements. Back to School Bash backpacks can be funded through the advertising line item of the CDC budget if the Board wished.

MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO ADD A NEW LINE TO THE CDC'S COMMUNITY SERVICES GRANT APPLICATION WITH THE VERBIAGE "HOW DOES THIS BUSINESS PROVIDE NEW OR EXPANDED BUSINESS ENTERPRISE IN CUERO?" AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

#### HEAR UPDATE FROM THE NOMINATING COMMITTEE

Mr. Freeman noted that he and Mr. Scott have compiled a list of nominations and will refine these to submit to the Board next month.

### **V. CONSENT AGENDA**

Included in the director's agenda packets for review were: Regular Meeting Minutes, Monday, January 31, 2022, Special Meeting Minutes, February 14, 2022, and the December Events January Financial Report.

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

### **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 has increased by 15.14% for the calendar year and has increased by 15.08% for the fiscal year.
- 2) Community Leaders' Meeting – Mr. Seiferman reported that Joe Butler, Plant Manager of Amherst, will be the guest speaker for the March 11<sup>th</sup> Community Leaders' Meeting to be held at the City of Cuero Council Chambers. April 8<sup>th</sup> Community Leaders' Meeting guest speaker will be Congressman Michael Cloud.
- 3) Discuss upcoming conferences/meetings – Mr. Seiferman will attend the Public Private Partnership conference that will cover the Infrastructure Bill in Dallas from March 14<sup>th</sup> – 16<sup>th</sup>. Mr. Seiferman reported that he attended a workshop on Economic Development Resilience Plans while attending the TEDC Winter Conference. These plans are designed for disaster recovery of communities which CDC needs to develop and adopt.
- 4) December Events Committee – The December Events Committee will meet on March 23, 2022.
- 5) Project Status – A copy of the current projects was included in the agenda packet. A separate attachment included the new Business Start-Up Program payments for Classy B's, The Green Cow Creamery, and Keke Café.



Mr. Seiferman reminded the Board of the Brookshire Brother's Ribbon Cutting will be held on Wednesday, March 2, 2022 at 10:30 a.m. The Annual Membership Chamber of Commerce Social will be held on Thursday, March 10, 2022 at 5:30 p.m.

Mr. Scott questioned if Monster Burger has received two Business Retention and Expansion grant awards. Mr. Seiferman said that Monster Burger received a grant near the end of FY 20-21 and the grant was rolled over for payment in FY 21-22. Mr. Saenz, owner of Monster Burger, then applied for a second grant for interior renovations in FY 21-22 which was granted in December, 2021 but no approval as of this date.

Mr. Freeman questioned if there was an update on the opening of Keke Café. There hasn't been an update.

Mr. Seiferman stated that he met with John Mitchell of Robstown, TX who said he has purchased the Duckett Property on Broadway Street. Mr. Mitchell plans to open Cuero Creamery, a microbrewery, pizza, and ice cream shop. The business will include electric car charging stations.

## **VII. EXECUTIVE SESSION**

Pursuant to Title 5 of the Texas Government Code, Chapter 551, Section 551.072, Deliberation Regarding Real Property

- Deliberate the sale, exchange, lease, or value of real property (V.C.T.A., Government Code, Section 551.072)

Cuero Development Corporation began an Executive Session of February 28, 2022 at 5:39 p.m.

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

**ANNOUNCEMENT BY PRESIDING OFFICER:** Cuero Development Corporation has completed its Executive Session of February 28, 2022 at 5:50 P.M.


## **VIII. RECONVENE TO OPEN MEETING**

Actions resulting from Executive Session

MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO PROVIDE AUTHORIZATION TO CDC EXECUTIVE DIRECTOR, BOBBY SEIFERMAN TO CRAFT A LETTER OF SUPPORT IN REGARDS TO PROJECT A SHOWING THE CDC'S SUPPORT OF THE PROJECT.

## **IX. ADJOURN**

MOTION MADE BY DAVID SCOTT, SECONDED BY RANDY JOCHIM, TO ADJOURN THE MEETING AT 5:52 P.M. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

  
\_\_\_\_\_  
RICHARD WEBER  
PRESIDENT

ATTEST:

  
\_\_\_\_\_  
DAVID SCOTT  
SECRETARY/TREASURER