

**MINUTES
CUERO DEVELOPMENT CORPORATION
REGULAR MEETING
MONDAY, MARCH 29, 2021 5:15 P.M.**

The Cuero Development Corporation Board of Directors met March 29, 2021, at 212 E. Main Street, Cuero, Texas.

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

ABSENT: Brian Gomez and Tyler McClellan

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

GUESTS: Jennifer Papacek-Klimowicz, Beau Marshall – Hearst Media-San Antonio, Robert Oliver – Chisholm Trail Heritage Museum, and Pradip Vora – Wildflower Inn & Wildflower RV Park

I. CALL TO ORDER

President Richard Weber called the meeting to order at 5:15 P.M.

II. CITIZENS INPUT

None

III. MONTHLY FINANCIALS

Mr. Scott gave the financial report for the period ending February 28, 2021. Mr. Scott stated the financials were in order and he recommends approval.

MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO ACCEPT THE FEBRUARY FINANCIAL REPORTS AS PRESENTED. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

IV. BUSINESS

MEDIA PLAN PRESENTATION BY HEARST MEDIA

Mr. Beau Marshall, Strategic Account Manager for Hearst Media of San Antonio presented statistics from the Marketing campaign to the CDC. Items discussed included “Story Studio”, exposure of the CDC on all social media outlets, and the marketing/recruitment plan results thus far.

Mr. Freeman questioned how the targeted areas were chosen. Mr. Marshall noted that the areas were chosen in working with Mr. Seiferman.

Mr. Seiferman stated that the chosen areas were picked by listening to TEDC webinars and other media outlets. Mr. Marshall noted that upon a 60 day completion of the campaign, the targeted industry would be defined to include the areas that performed best.

Mr. Scott suggested that the CDC contact local real estate agencies and subdivisions for cross promotions of marketing campaigns.

HEAR PRESENTATION FROM ROBERT OLIVER ON BEHALF OF THE CHISHOLM TRAIL HERITAGE MUSEUM

Mr. Oliver presented the Board with a handout that included the museum and gallery expansion and naming opportunities. Mr. Oliver noted that the Chisholm Trail Heritage Museum (CTHM) is moving forward with their renovations to the three buildings on Esplanade Street. Funding sources are being sought and the CTHM plans to partner with the City of Cuero

and will contract with a grant writer to submit an application to the Texas Parks & Wildlife Association on a matching funds grant that would provide up to \$500,000.00. Mr. Oliver reiterated that the future improvements to the CTHM will build a greater sense of community through diverse educational and cultural programs.

CONSIDER AND ACT UPON A PROJECT EXTENSION FOR BAHNHOF CAFÉ

Mr. Seiferman reported that the contractor for Bahnhof Café has had medical issues and Mrs. Hill is requesting that the CDC give her an additional extension.

MOTION MADE BY GREG FREEMAN, SECONDED BY MAYOR SARA POST MEYER, TO APPROVE THE PROJECT EXTENSION FOR BAHNHOF CAFÉ UNTIL SEPTEMBER 30, 2021. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR VORA CORPORATION DBA THE WILDFLOWER RV PARK

Mr. Seiferman stated that Mr. Vora is seeking assistance for repairing the fence around the RV Park and adding a new playhouse for the children.

Mayor Meyer questioned where Mr. Michaud was located and how long he has been in business. It was mentioned that staff has cleared the contractor by the City of Cuero's Building Department and Mr. Michaud has been in business for multiple years and is located in Cuero.

Mayor Meyer questioned the type of fencing that would be erected. Mr. Vora stated that the fencing will be metal posts with wooden panels.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY RANDY JOCHIM, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR VORA CORPORATION DBA THE WILDFLOWER RV PARK IN THE AMOUNT OF UP TO \$10,000.00 FOR THE FENCING AND A PLAYGROUND. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR EXIM TRADING CO. DBA THE WILDFLOWER INN

Mr. Seiferman noted that The Wildflower Inn is seeking assistance for the renovation of thirty-five (35) bathrooms.

Mayor Meyer questioned how many rooms are handicapped accessible. Mr. Vora stated that only one room is handicapped accessible.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY GREG FREEMAN, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR EXIM TRADING CO. DBA THE WILDFLOWER INN IN THE AMOUNT OF UP TO \$10,000.00 FOR THE RENOVATIONS TO THE HOTEL BATHROOMS. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR EXIBIX, INC.

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR CHICA'S BEAUTY SALON

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR LA FEMME BOUTIQUE

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR EDMUND'S MECHANIC SHOP

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR WAGNER'S HARDWARE & GIFTS

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR ANDRE'S CUSTOM CUTS

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR LANTZ TIRE SERVICE

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR KN DRIVE-IN

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR PAKEBUSCH'S & RENDEZVOUS

MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO APPROVE THE CDC'S SMALL BUSINESS ASSISTANCE GRANTS FOR EXIBIX, INC. IN THE AMOUNT OF \$1,642.66, CHICA'S BEAUTY SALON IN THE AMOUNT OF \$1,477.79, LA FEMME BOUTIQUE IN THE AMOUNT OF \$982.69, EDMUND'S MECHANIC SHOP IN THE AMOUNT OF \$1,354.98, WAGNER'S HARDWARE & GIFTS IN THE AMOUNT OF \$3,394.42, ANDRE'S CUSTOM CUTS IN THE AMOUNT OF \$719.31, LANTZ TIRE SERVICE IN THE AMOUNT OF \$5,250.64, KN DRIVE-IN IN THE AMOUNT OF \$6,000.00, AND PAKEBUSCH'S & RENDEZVOUS IN THE AMOUNT OF \$2,617.66. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 RENTAL ASSISTANCE GRANT FOR TEJAS DINER

MOTION MADE BY GREG FREEMAN, SECONDED BY DAVID SCOTT, TO APPROVE THE CDC'S COVID-19 RENTAL ASSISTANCE GRANT FOR TEJAS DINER IN THE AMOUNT OF \$225.00 FOR THE NEXT SIX MONTHS. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR THE CDC'S COVID-19 RENTAL ASSISTANCE GRANT FOR DOGGY STYLE PET GROOMING

Doggy Style Pet Grooming is seeking assistance for half of their rent in the amount of up to \$350.00 for the next six months.

Mr. Scott stated that in speaking with the building owner, the tenant is multiple months behind on their rent. Mr. Scott expressed his concerns with funding this grant due to the given circumstances.

Mayor Meyer noted that in accordance with the CDC's COVID-19 Rental Assistance Grant Application this application shall be prohibited from funding as the application states "Meet program technical requirements including ability to provide financial records to support grant request". Mayor Meyer suggested that the CDC ask for additional backup showing proof of current payments, prior to funding this grant request.

MOTION MADE BY MAYOR MEYER, SECONDED BY DAVID SCOTT, TO TABLE THE CDC'S COVID-19 RENTAL ASSISTANCE GRANT FOR DOGGY STYLE PET GROOMING UNTIL FURTHER DOCUMENTATION CAN BE PROVIDED. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

V. CONSENT AGENDA

Included in the director's agenda packets for review were: Regular Meeting Minutes, Thursday, February 25, 2021, Public Hearing Meeting Minutes, Monday, March 8, 2021, December Events Committee Regular Meeting Minutes, Wednesday, March 3, 2021, and the December Events Committee February Financial Report.

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

VI. EXECUTIVE DIRECTOR REPORT

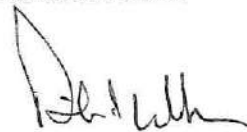
- 1) Sales Tax Comparisons – A copy of the sales tax revenue report was included in the Board package. It was reported that the sales tax remittance has decreased by 13.24% for the calendar year 2020 and has decreased by 5.56% for the fiscal year.

Mayor Meyer questioned if the CDC is receiving reports that identify how much money the City of Cuero is making from sales tax from internet sales. Mr. Seiferman noted that the sales tax from internet sales will not take effect until October, 2021.

- 2) Community Leaders' Meeting – Mr. Seiferman noted that the Community Leaders' Meetings are tentatively scheduled to resume in May or June.
- 3) Discuss upcoming conferences/meetings – Mr. Seiferman mentioned that the CDC Board and staff will be required to attend the Sales Tax Workshop. The training will be held in Austin on December 3, 2021.
- 4) December Events Committee – DEC will hold their monthly meeting on Wednesday, March 24, 2021. The Committee will make an annual report to the CDC Board in April.
- 5) Project Status – A project status report was presented, per Mr. Scott's request. The report included grants that have been approved by the Board and those grants that have been fully funded to date.

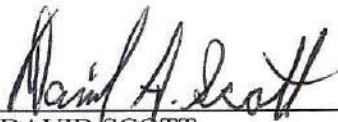
VII. ADJOURN

MOTION MADE BY GREG FREEMAN, SECONDED BY MAYOR SARA POST MEYER, TO ADJOURN THE MEETING AT 7:12 P.M. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY



RICHARD WEBER
PRESIDENT

ATTEST:



DAVID SCOTT
SECRETARY/TREASURER