

**MINUTES  
CUERO DEVELOPMENT CORPORATION  
REGULAR MEETING  
MONDAY, MAY 24, 2021 5:00 P.M.**

The Cuero Development Corporation Board of Directors met May 24, 2021, at 212 E. Main Street, Cuero, Texas.

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

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

GUESTS: Angie Cuellar, Cuero Chamber of Commerce Agriculture & Visitor's Bureau; Brooke Smith-Jackson, Classy B's; Donald Jirkovsky, Jennifer Papacek-Klimowicz, Beverly Kuecker, Alton Meyer, December Events Committee; Robert Oliver, Chisholm Trail Heritage Museum; and Sandra Osman, Cuero Main Street

**I. CALL TO ORDER**

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

**II. CITIZENS INPUT**

None

**III. MONTHLY FINANCIALS**

Mr. Seiferman gave the financial report for the period ending April 30, 2021. Mr. Seiferman stated that he did not see any major changes in the financials and would recommend approval.

MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO ACCEPT THE APRIL FINANCIAL REPORTS AS PRESENTED. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

**IV. BUSINESS**

**HEAR UPDATE FROM ROBERT OLIVER IN REGARDS TO THE CHISHOLM TRAIL HERITAGE MUSEUM'S "POCKET PARK"**

Mr. Oliver thanked the Board for their time and consideration of their future "Pocket Park" project at the Chisholm Trail Heritage Museum (CTHM) and presented a handout of the Museum's history and their current campaign. Mr. Oliver reported that City Manager, Raymie Zella will present the hiring of grant writer Gahndoff to the Cuero City Council for the grant to the Texas Parks and Wildlife. Mr. Gahndoff believes that the donation of West Courthouse by the Cuero City Council to the museum will suffice as a dollar for dollar match, giving the museum a good funding opportunity. The CTHM plans to present their Major Projects grant application to the CDC Board after the start of the new fiscal year (October 1, 2021).

**CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR BROOKE SMITH-JACKSON DBA CLASSY B'S (111 W. MAIN STREET)**

Mr. Seiferman stated Classy B's is seeking assistance from the CDC Board for the renovations to the back of the building located at 111 W. Main Street and for the purchase of necessary computers and surveillance systems to equip the business.

Mrs. Smith-Jackson thanked the Board for their consideration of her application. Classy B's will be a new retail storefront that will carry apparel and accessories. Mrs. Smith-Jackson's vision is to have a storefront in the front portion of the building and a lounge area in the back to give her customers a sip and shop experience.

Mr. McClellan questioned how long Mrs. Smith-Jackson has been doing online retail sales. Mrs. Smith-Jackson stated that she has done online sales for numerous years, but not under the name of Classy B's, as this is a new endeavor. Mr. Scott questioned what type of inventory Classy B's will have. Mrs. Smith-Jackson stated that Classy B's will carry women's clothing and accessories.

MOTION MADE BY GREG FREEMAN, SECONDED BY BRIAN GOMEZ, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR CLASSY B'S IN THE AMOUNT OF UP TO \$10,000.00 FOR RENOVATIONS TO THE BACK OF 111 W. MAIN STREET AND TO EQUIP THE BUSINESS WITH COMPUTERS AND SURVEILLANCE TO BE COMPLETED BY THE END OF SEPTEMBER, 2021. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY.

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR CUERO CHAMBER OF COMMERCE, AGRICULTURE, & VISITOR'S BUREAU, 101 W. MAIN STREET

Mrs. Cuellar stated that the Cuero Chamber of Commerce, Agriculture, & Visitor's Bureau Board of Directors purchased the building located at 101 W. Main Street in February, 2020. The building purchase will allow for the Cuero Chamber of Commerce to expand the Visitor's Bureau and will enable them to offer additional benefits to their members, such as office space and displays for brochures and member information. The Chamber of Commerce is seeking assistance for repairs to the roof as a starting point of preserving their building's history.

Mr. Freeman questioned when the Cuero Chamber of Commerce plans on occupying their new building and also questioned what the total project cost is anticipated to be.

Mrs. Cuellar stated that they plan to occupy the building within one year and the building improvements total would not be determined until they meet with their architect.

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY RANDY JOCHIM, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR CUERO CHAMBER OF COMMERCE, AGRICULTURE, & VISITOR'S BUREAU IN THE AMOUNT OF UP TO \$10,000.00 FOR THE ROOF REPAIRS TO 101 W. MAIN STREET TO BE COMPLETED BY THE END OF SEPTEMBER, 2021. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY.

CONSIDER AND ACT UPON AN APPLICATION FOR MAJOR PROJECTS FOR CITY OF CUERO (WAYFINDING SIGNS PROJECT)

Ms. Osman spoke on behalf of the Way-Finding Project. Ms. Osman presented the Board with a handout that included the sixteen (16) proposed Way-Finding signs and four (4) double-sided walkability signs that will be attached to the historic light poles. Ms. Osman noted that this has been a collaborative effort of Cuero Main Street, Cuero Chamber of Commerce, and Cuero Development Corporation for six (6) years. The Way-Finding signs will indicate points of interest within the City of Cuero such as dining, shopping, museums, City offices, Gobbler Stadium, and the Municipal Park. The total cost of the project is projected to be \$70,112, which will be split amongst the three entities. The Cuero Chamber of Commerce has recently noted that their Hot Funds may only be utilized for those signs that will be geared towards the Visitor's Center.

Mayor Meyer questioned if Cuero Main Street has received installation approval from TxDOT. Ms. Osman stated that TxDOT has done their two appraisals and both were approved.

MOTION MADE BY DAVID SCOTT, SECONDED BY GREG FREEMAN, TO APPROVE THE MAJOR PROJECTS GRANT IN THE AMOUNT OF UP TO \$32,556.00 FOR THE WAYFINDING SIGNS PROJECT. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY.

CONSIDER AND ACT UPON AN APPLICATION FOR MAJOR PROJECTS FOR CITY OF CUERO (123 E. MAIN STREET)

Mr. Seiferman spoke on behalf of the City of Cuero's Downtown Revitalization Project. Mr. Seiferman noted that an in effort to continue the beautification of Cuero's Main Street, the City of Cuero purchased 123 E. Main Street (Carmona Building) and plans to make this a walkway from the parking lot along the railroad on the backside of the buildings to Main Street. The plan is to leave the current façade of the building and to refurbish it to its original state in the 1930's.

The rear of the building will include landscaping along property lines. The total investment into 123 E. Main Street will be around \$405,000.00.

MOTION MADE BY RANDY JOCHIM, SECONDED BY TYLER MCCLELLAN, TO APPROVE THE MAJOR PROJECTS GRANT IN THE AMOUNT OF UP TO \$100,000.00 FOR THE RENOVATIONS TO 123 E. MAIN STREET AS SPECIFIED IN THE APPLICATION. AYES: 6 NAYES: 0 MAYOR SARA POST MEYER ABSTAINED MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR CDC'S COVID-19 RENTAL ASSISTANCE PROGRAM FOR DOGGY STYLE PET GROOMING, 140 E. MAIN STREET

The Rental Assistance Grants are provided to local businesses for a maximum of up to \$1,000.00 for a six month period.

MOTION MADE BY GREG FREEMAN, SECONDED BY BRIAN GOMEZ, TO APPROVE THE CDC'S COVID-19 RENTAL ASSISTANCE GRANTS FOR DOGGY STYLE PET GROOMING IN THE AMOUNT OF \$350.00 PER MONTH FOR SIX MONTHS. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR CDC'S COVID-19 RENTAL ASSISTANCE PROGRAM FOR SHE BREWS COFFEE & MORE, 112 E. MORGAN AVE. STE. D

The CDC's COVID-19 Rental Assistance Program application for She Brews Coffee & More was pulled from the agenda due to potential ownership and tax liability issues.

CONSIDER AND ACT UPON AN APPLICATION FOR CDC'S COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM FOR SONIC DRIVE-IN, 1110 N. ESPLANADE

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY RANDY JOCHIM, TO APPROVE THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE GRANT FOR SONIC DRIVE-IN, 1110 N. ESPLANADE IN THE AMOUNT OF \$6,000.00 FOR THE MONTHS OF APRIL, 2020 THROUGH OCTOBER, 2020. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY.

CONSIDER AND ACT UPON BUDGET AMENDMENT #4 OF THE FY 20-21

Mr. Seiferman mentioned that the December Events Committee (DEC) made their first budget amendment and being that their budget is incorporated into the CDC's, he would recommend approval.

Mr. Meyer presented this item to the Board. Mr. Meyer mentioned that as a result of COVID-19, the DEC put multiple safety measures in place causing the DEC to over expend their budget.

Items included in the DEC's Budget Amendment #1 of the FY 20-21 were:

Revenue: Account #	Account Name	Amount From:	Increase	New Amount
951	Gate Receipts	\$65,000.00	\$31,045.32	\$96,045.32
955	Display Donations	\$5,000.00	\$14,295.14	\$19,295.14
998	Reserves	\$12,250.00	\$1,191.18	\$13,441.18

Expenses: Account #	Account Name	Amount From:	Increase	New Amount
4320	Exit Treats	\$1,600.00	\$700.00	\$2,300.00
4399	Hardware	\$600.00	\$800.00	\$1,400.00
4499	Xmas Light Bulbs	\$8,000.00	\$2,000.00	\$10,000.00
4412	Maintenance on Equip.	\$1,000.00	\$300.00	\$1,300.00
4910	Comm/Public Scenes	\$5,000.00	\$14,295.14	\$19,295.14
4909	Xmas Park Scenes	\$14,000.00	\$19,036.50	\$33,036.50
4912	Trailers (4)	\$2,800.00	\$7,400.00	\$10,200.00
4950	Infrastructure	\$7,000.00	\$2,000.00	\$9,000.00

Included in the CDC's portion of Budget Amendment #4 were:

Expense: Account #	Account Name:	Amount From:	Increase:	New Amount:
100	Personnel	\$193,000	\$200	\$193,200
200	Contracts & Services	\$194,900	\$4,465	\$199,365
300	Supplies	\$2,700	\$1,740	\$4,400

Expense: Account #	Account Name:	Amount From:	Decrease:	New Amount:
961	Small Business (Utility)	\$230,000	-\$6,405	\$223,595

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY TYLER MCCLELLAN, TO APPROVE BUDGET AMENDMENT #4 OF THE FY 20-21 AS PRESENTED. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

#### DISCUSS RECOMMENDATIONS FOR FY 21-22 CDC PROGRAMS

Mr. Seiferman noted that the Board will continue to review the current CDC Programs throughout the budgetary process. A new business start-up rental assistance grant will be presented to the Board at a later date. The Business Start-Up Program will provide a payment in the amount of up to \$500.00 for six months to new businesses in Cuero.

Mr. Seiferman has been in contact with Dr. Balanoff, Professor – Department of Political Science at Texas State University in regards to preparing a Strategic Plan for the CDC. Dr. Balanoff has agreed to assign a graduate student in the fall to compile a Strategic Plan for 2022-2025 for a total of \$1,500.00.

#### REVIEW AND DISCUSS FIRST DRAFT OF THE PROPOSED FY 21-22 BUDGET

Mr. Seiferman stated that the budget worksheet included in the agenda packet was compiled by the Budget Committee. This worksheet would stand as a starting point for the CDC and any suggestions for the budget were encouraged. The proposed budget was a balanced budget in the amount of \$2,026,250.00.

Included in the budget was:

- Major Project funding for NestFresh
- Major Project funding for the CTHM "Pocket Park"
- Enterprise Project funding for Brookshire Brothers, Inc.
- Funding for Phase 2 of the Cuero Municipal Golf Course
- A new line item for the Business Start-Up Program

Mayor Meyer suggested that the CDC consider adding a "cushion" fund for a potential major employer.

Mr. Scott expressed his concerns with the amount of funds that the CDC has committed to future projects.

It was suggested that the \$130,000.00 designated to the purchase of property be moved to the Major Projects line item.

#### **V. CONSENT AGENDA**

Included in the director's agenda packets for review were: Regular Meeting Minutes, Monday, April 19, 2021, December Events Committee Regular Meeting Minutes, Wednesday, April 21, 2021, and the December Events Committee April Financial Report.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY RANDY JOCHIM, TO ACCEPT THE CONSENT AGENDA AS PRESENTED. AYES: 7 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 10.38% for the calendar year and has decreased by 5.62% for the fiscal year.

Mr. Gomez questioned which sector Hallettsville is gaining their sales tax remittance from. Mr. Seiferman noted that the CDC does not have verification of those sectors.

- 2) Community Leaders' Meeting – Mr. Seiferman noted that the Community Leaders' Meetings will resume in September due to the pandemic.
- 3) Discuss upcoming conferences/meetings – Mr. Seiferman mentioned that he will attend the TEDC Mid-Year Conference in Frisco on June 9<sup>th</sup> and 10<sup>th</sup>.
- 4) December Events Committee – The DEC will hold their monthly meeting on Wednesday, May 19, 2021.
- 5) Project Status – Mr. Seiferman noted that the CDC is actively working with multiple prospective businesses.

## **VII. EXECUTIVE SESSION**

Pursuant to Title 5 of the Texas Government Code, Chapter 551, Section 551.074, Deliberation Regarding Duties of Executive Director

- Deliberate the appointment, employment, evaluation, and duties of the Executive Director (V.T.C.A., Government Code, Section 551.074)

Cuero Development Corporation began an Executive Session of May 24, 2021 at 5:58 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 completed its Executive Session of May 24, 2021 at 7:03 P.M.

No action was taken.

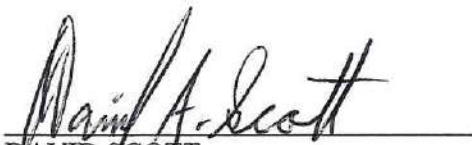
## **IV. ADJOURN**

MOTION MADE BY DAVID SCOTT, SECONDED BY BRIAN GOMEZ, TO ADJOURN THE MEETING AT 7:04 P.M. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY



RICHARD WEBER  
PRESIDENT

ATTEST:



DAVID SCOTT  
SECRETARY/TREASURER