

**MINUTES
CUERO DEVELOPMENT CORPORATION
REGULAR MEETING
THURSDAY, JUNE 25, 2020 5:00 P.M.**

The Cuero Development Corporation Board of Directors met Thursday, June 25, 2020, at 212 E. Main Street, Cuero, Texas.

PRESENT: Board Members: Richard Weber, Tyler McClellan, Chris Crain, Mayor Sara Post Meyer, Randy Jochim, Bobby Seiferman, CDC Executive Director, and Samantha Bayfus, CDC Administrative Assistant

ABSENT: Greg Freeman and David Scott

GUESTS: Greg Gossett, President – Cuero Livestock Show, Inc., Janie Hill, owner – Bahnhof Café, Sandra Osman, Manager – Cuero Main Street, Manager, and Raymie Zella, City Manager – City of Cuero

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 reported that Mr. Scott, Treasurer, reviewed the financial reports for the period ending May 31, 2020, and stated all accounts were in good standing.

MOTION MADE BY CHRIS CRAIN, SECONDED BY RANDY JOCHIM, TO ACCEPT THE MAY FINANCIAL REPORTS AS PRESENTED. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

IV. BUSINESS

HEAR AND CONSIDER MARKETING PRESENTATION FROM HEARST MEDIA AND TAKE POSSIBLE ACTION

Beau Marshall, Alyssa Bunting, and Jesse Cazares, Hearst Media of San Antonio, presented a Marketing campaign to the CDC via Zoom.

Mr. Marshall gave an overview of a feature called “Story Studio”. Using this feature, CDC would be able to create new and shared content by combining a story telling feature to target an industry of the CDC’s choice. Websites such as mysa.com and chron.com would be targeting prospects also on the CDC’s behalf. A targeted video and a video featuring Cuero would both be created by Hearst Media-SA.

Ms. Bunting explained that there would be three steps in creating an inviting LinkedIn profile for the CDC. 1. Brand awareness (Why is Cuero the place to live?) 2. Consideration (What types of interactions can be done in Cuero?) 3. Conversations (Persuading those leads that Cuero is the place to live).

Mr. Cazares explained that he would be involved in the Facebook recruitment on behalf of the CDC. Hearst Media-SA would use key codes to promote Cuero such as: zip code, Film Friendly Community status, local activities for travelers, and any additional markets the CDC may want to attract.

Mr. Crain questioned what the fee schedule would be if the Board decided to partner with Hearst Media-SA. Mr. Seiferman noted that it would cost \$10-\$12 per 1,000 regular impressions and the video would cost \$20-\$22 per 1,000 impressions, which also includes click through rates. Upon discussions, it was decided that the CDC would consider this proposal at a future meeting.

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM GRANT FOR BAHNHOF CAFE

Mr. Seiferman stated that Bahnhof Café was seeking grant assistance towards roof repairs and HVAC upgrades.

Mrs. Hill thanked the Board for their consideration and reiterated that the grant would be utilized towards significant roof enhancements and an HVAC unit because the current system isn't adequate enough to keep the restaurant cool.

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY CHRIS CRAIN, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR BAHNHOF CAFÉ IN THE AMOUNT OF UP TO \$10,000 FOR ROOF REPAIRS AND AN HVAC UNIT. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND TAKE ACTION ON EXTENDING COVID-19 GRANT APPLICATIONS' DEADLINE TO AUGUST 31, 2020

Mr. Seiferman mentioned that per the State guidelines, the CDC is required to hold two City Council readings and wait 60 days after a Public Hearing is held for the expenditure of funds in excess to \$10,000. The 60 day waiting period will be complete on August 3, 2020 so Mr. Seiferman recommended approval on extending the deadline of the COVID-19 Rental Assistance application and the COVID-19 Small Business Assistance application to August 31, 2020.

Mr. Crain questioned when the two City Council readings would be held. Mr. Seiferman noted that the first reading will be held on July 13, 2020 and the second reading will be held on August 10, 2020.

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY CHRIS CRAIN, TO APPROVE THE EXTENSION OF THE CDC'S COVID-19 RENTAL ASSISTANCE PROGRAM AND COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM TO AUGUST 31, 2020. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY

RECEIVE REQUESTS FOR CONSIDERATION OF MAJOR FUNDING GRANT APPLICATIONS FOR FY 2020-2021

Mr. Seiferman noted that with the upcoming adoption of the FY 2020-2021 budget, the three prospective applicants will be given an opportunity to explain their projects in detail with the requested amount of funds from the CDC. The CDC will be required to earmark these funds in their upcoming budget per state guidelines. Mr. Seiferman reiterated that listening to the reports from the prospective applicants is not a guarantee of money, but this will give the CDC an opportunity to list the potential projects in their upcoming budget. Upon approval by the CDC Board the projects will still require a Public Hearing and two City Council readings.

Mr. Gossett spoke on behalf of the Cuero Livestock Show Inc. who presented the Board with a draft drawing of the upcoming expansion project of the Friar Ag Center. Mr. Gossett noted that this 4.2 million dollar project is scheduled to begin on Monday, June 29, 2020. The newly remodeled Friar Ag Center will include the "Anne Friar Thomas Homemaking Building" plus additional renovations. The Cuero Livestock Show, Inc., is requesting that the CDC earmark \$250,000 for this project from the FY 2020-2021 CDC budget.

Mr. Zella spoke on behalf of the City of Cuero's Downtown Revitalization Project. Mr. Zella noted that in an effort to continue the beautification of Cuero's Main Street, the City of Cuero purchased the 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. Mr. Zella requested that the CDC earmark \$100,000 for this project from the FY 2020-2021 CDC budget.

Ms. Osman spoke on behalf of the Way-Finding Project. Ms. Osman presented the Board with a brochure 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. Requests for Proposals are expected to be returned by July 22, 2020, and a final decision will be made by representatives of all three organizations. The total cost of the project is projected to be around \$90,000 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. The Cuero Main Street Department is requesting that the CDC earmark \$45,000 for this project from the FY 2020-2021 CDC budget.

RECEIVE DRAFT OF FY 2020-2021 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. Mr. Seiferman noted that the upcoming budget would be a 26% increase from the prior year. The bulk of the increase includes funds for a private project, COVID-19 grant programs, the City of Cuero's Downtown Revitalization Project, the Cuero Main Street's Way-Finding Project, and the Friar Ag Center's Project. It was also noted that the three line items located under Community Development must be earmarked on the budget if the CDC plans to consider these projects. Those will include requested funds for the Friar Ag Center, the City of Cuero's Downtown Revitalization Project (Carmona Building), and the Cuero Main Street's Way-Finding Project. This by no means, indicates that the project is being funded, but it instead allows the CDC to have the available funds.

Mayor Meyer mentioned that the City of Cuero and DeWitt County are working diligently on the relocation of the Cuero Municipal Airport and the purchasing of the land currently owned by the Texas Department of Criminal Justice (TDCJ). Mayor Meyer requested that the CDC consider partnering with the City of Cuero on their half of the land acquisition. TDCJ has offered the one hundred (100) acres of land near the Stevenson Unit for \$900.00 an acre. The City of Cuero and DeWitt County have agreed to go half on the purchase of the land. The City is seeking around \$25,000-\$30,000 from their FY 2020-2021 CDC budget.

V. CONSENT AGENDA

Included in the director's agenda packets for review were: Regular Meeting Minutes, Thursday, May 28, 2020, Public Hearing Minutes, Monday, June 15, 2020 and the December Events Committee May 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 13.30% for the calendar year and has increased by 11.1% for the fiscal year.
- 2) Community Leaders' Meeting – Mr. Seiferman noted that that the CDC is considering the possibility of having an August Community Leaders' Meeting.
- 3) Discuss upcoming conferences/meetings – Mr. Seiferman mentioned that he will be attending the TEDC Annual Conference and the Introduction to Economic Development Course, both to be held in October, and the Public Funds Investment Act training in December.
- 4) December Events Committee (DEC) – The DEC will hold their monthly meeting on July 8, 2020, at the City of Cuero Council Chambers where social distancing and masks will be enforced.
- 5) Project Status – Mr. Seiferman reported that a check for \$250,000 was presented to the Cuero Livestock Show, Inc. for the construction of the new "Anne Friar Thomas Homemaking Building". Mr. Seiferman also noted that he will be coordinating with the City of Cuero to hold the two required City Council readings for the disbursement of the \$100,000 for their Downtown Renovation Project.

VII. ADJOURN

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY RANDY JOCHIM, TO ADJOURN THE MEETING AT 6:45 P.M. AYES: 5 NAYES: 0 MOTION CARRIED UNANIMOUSLY



RICHARD WEBER
PRESIDENT

ATTEST:



DAVID SCOTT
SECRETARY/TREASURER