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MINUTES
CUERO DEVELOPMENT CORPORATION
REGULAR MEETING
MONDAY, AUGUST 16, 2021 5:00 P.M.

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The Cuero Development Corporation Board of Directors met Monday, August 16, 2021, at 212 E. Main Street, Cuero, Texas.

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

ABSENT: Tyler McClellan and CDC Executive Director Bobby Seiferman

CDC STAFF: CDC Administrative Assistant Samantha Bayfus

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. Scott gave the financial report for the period ending July 31, 2021. Mr. Scott stated that the interest from TexPool was not available, prior to preparing the financials, but the interest for the month was $19.00. 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 JULY FINANCIAL REPORTS AS PRESENTED.   AYES: 6   NAYES: 0   MOTION CARRIED UNANIMOUSLY

IV. BUSINESS

REVIEW AND DISCUSS THE CDC'S DIGITAL MARKETING CAMPAIGN WITH HEARST MEDIA

President Weber explained that the Cuero Development Corporation's (CDC) Digital Marketing Campaign with Hearst Media has done an outstanding job thus far with gaining exposure on the social media platforms and on the online search engines. It was suggested that the CDC temporarily pause these services until the CDC Executive Director returns to the office and can offer guidance on future plans for the campaign.

The Board was in agreement that they were not willing to discontinue their services, but would reduce their expenditures for the time being.

MOTION MADE BY MAYOR SARA POST MEYER, SECONDED BY RANDY JOCHIM, TO REDUCE THE EXPENDITURES DOWN TO $4,000.00 WITH HEARST MEDIA FOR THE NEXT MONTH AND THAT THE CDC GO OUT FOR A NEW DIGITAL MARKETING REQUEST FOR PROPOSAL (RFP) FOR THE UPCOMING FISCAL YEAR.   AYES: 6   NAYES: 0   MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON BUDGET AMENDMENT #6 OF THE FY 20-21

Included in Budget Amendment #6 of the FY 20-21 were:

December Events Committee (Budget Amendment #2)

	Account#	Account Name	Amount	Increase/Decrease	Budget Total
Receipts	951	Gate Receipts			
	950	Comm. / Public Scenes			
	998	Reserves			
Expenses	4208	Advertising	$5,000.00	$1,400.00	$6,400.00
	4398	Adaptors, Cords, Floodlights	$4,000.00	($2,000.00)	$2,000.00
	4412	Maintenance on Equipment	$1,300.00	$600.00	$1,900.00

Due to additional expenses for advertising on behalf of the December Events Committee (DEC) and repairs to Santa's Hut for Cuero's Christmas in the Park, it was necessary to amend the DEC's budget.

MOTION MADE BY DAVID SCOTT, SECONDED BY GREG FREEMAN, TO APPROVE BUDGET AMENDMENT #6 OF THE FY 20-21 AS PRESENTED.   AYES: 6   NAYES: 0   MOTION CARRIED UNANIMOUSLY

V.   CONSENT AGENDA

Included in the director's agenda packets for review were: Regular Meeting Minutes, Monday, July 26, 2021 and the December Events Committee July Financial Report.
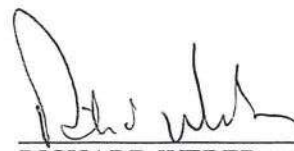
MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO ACCEPT THE CONSENT AGENDA AS PRESENTED.   AYES: 6   NAYES: 0   MOTION CARRIED UNANIMOUSLY

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 4.93% for the calendar year and has decreased by 2.83% for the fiscal year.
2) Community Leaders' Meeting – President Weber reported that the CDC will continue to assess the Community Leaders' Meetings on a month to month basis due to COVID.
3) Discuss upcoming conferences/meetings – None.
4) December Events Committee – The DEC will hold their monthly meeting on Wednesday, August 18, 2021.
5) Project Status – A copy of the current projects was included in the agenda packet.

VII. ADJOURN

MOTION MADE BY GREG FREEMAN, SECONDED BY DAVID SCOTT, TO ADJOURN THE MEETING AT 5:35 P.M. AYES: 6 NAYES: 0   MOTION CARRIED UNANIMOUSLY

RICHARD WEBER
PRESIDENT

ATTEST:

DAVID SCOTT
SECRETARY/TREASURER