

**MINUTES
CUERO DEVELOPMENT CORPORATION
REGULAR MEETING
MONDAY, SEPTEMBER 21, 2020 5:00 P.M.**

The Cuero Development Corporation Board of Directors met Monday, September 21, 2020, at 212 E. Main Street, Cuero, Texas.

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

GUESTS: Brad & Ann Parks Hedrick – 105 S. Esplanade Street and Kerry Mosier Rhotenberry – 210 N. Esplanade

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. David Scott gave the financial report for the period ending August 31, 2020. Mr. Scott stated that he reviewed the financial reports and all accounts are in good standing.

MOTION MADE BY DAVID SCOTT, SECONDED BY RANDY JOCHIM, TO ACCEPT THE AUGUST FINANCIAL REPORTS AS PRESENTED. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

IV. BUSINESS

CONSIDER AND ACT UPON THE CDC'S MARKETING PLAN BY HEARST MEDIA SAN ANTONIO

Beau Marshall, Alyssa Bunting, and Jesse Cazares, Hearst Media of San Antonio, presented a Marketing campaign to the CDC via Zoom on June 25, 2020. Items discussed included "Story Studio", exposure of the CDC on all social media outlets, and a marketing/recruitment plan that would be done on behalf of the CDC.

Mr. Seiferman suggested that the CDC continue to partner with Wabbitt Web Design for the CDC's social media publishing.

Mr. Seiferman expressed that he would like to move forward with the Marketing campaign beginning immediately in October at the start of the new fiscal year.

Mr. Scott questioned the components that make up the total monthly cost. Mr. Seiferman stated that these fees will include, LinkedIn, geotargeting, search engine marketing, and ad impressions. Monthly analytics will also be provided to the CDC staff and Board.

MOTION MADE BY DAVID SCOTT, SECONDED BY GREG FREEMAN, TO AUTHORIZE THE CDC EXECUTIVE DIRECTOR, BOBBY SEIFERMAN TO MEET WITH HEARST MEDIA TO PROPOSE AN AGREEMENT FOR THE DIGITAL MARKETING CAMPAIGN AND THE WORDING SHALL BE APPROVED BY THE CDC ATTORNEY CHRIS CRAIN. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR ANDER'S AUTO SUPPLIES

Mr. Seiferman briefed the Board on this proposed project. He reported that the Ander's Auto Supplies existing roof at 109 E. Main Street had not been replaced in some time and bids were received for a full roof replacement.

MOTION MADE BY GREG FREEMAN, SECONDED BY RANDY JOCHIM, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM GRANT FOR ANDER'S AUTO SUPPLIES IN THE AMOUNT OF UP TO \$8,500.00 FOR A FULL ROOF REPLACEMENT AT 109 E. MAIN STREET.

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM FOR KERRY MOSIER RHOTENBERRY

Mr. Seiferman noted that Mrs. Rhotenberry has asked for the Board to consider her grant application for a complete roof replacement at her building located at 210 S. Esplanade.

Mr. Crain questioned the statement on the application which states that Mrs. Rhotenberry reached a settlement with Nationwide Insurance in September, 2020. Mr. Crain further questioned if Mrs. Rhotenberry has received or will receive compensation for the roof from Nationwide Insurance. Mrs. Rhotenberry stated that she has not received any compensation to date from Nationwide Insurance in regards to her roof and she has dropped her suit against the company. Mrs. Rhotenberry was not able to disclose any information of the suit due to signing a non-disclosure statement. Mrs. Rhotenberry is anticipating payment from Nationwide Insurance, but does not have a payment date.

Mr. Crain expressed his concerns over funding a project that was going to receive insurance monies in addition to the CDC's grant portion.

Mr. Crain questioned if the legal contract specifies the percentage of damages that were done solely to the roof. Mrs. Rhotenberry stated that the contract does not specify any portion of the roof, but instead states that the monies will be received as a lump sum for those damages that were done as a whole to the building due to Hurricane Harvey.

Mr. McClellan questioned if Mrs. Rhotenberry had a proposed tenant for her building. Mrs. Rhotenberry stated that she did not have a tenant, but with a proper roof replacement she would anticipate a tenant around March, 2021.

Mayor Meyer questioned if Mrs. Rhotenberry would be able to complete the building renovations if the insurance settlement was not received. Mrs. Rhotenberry stated that the settlement would be received, but regardless of receiving the money or not, she would still have to replace the roof to the building. Mayor Meyer suggested that the CDC make it a requirement to collect receipts that were in reference to the roof replacement.

Mrs. Rhotenberry withdrew her application for the Business Retention and Expansion Program.

CONSIDER AND ACT UPON AN APPLICATION FOR MAIN STREET HISTORICAL DISTRICT FAÇADE PROGRAM FOR ANN PARKS HEDRICK

Mr. Hedrick gave an overview of this project to the CDC Board. A business has expressed an interest in relocating to the Hedrick building located at 105 S. Esplanade Street, but a relocation of the electrical service wires will be required. The current electrical wires are exposed on the outside of the building facing Esplanade Street so moving these wires will enable curb appeal to the façade of the new business. The project is anticipated to take anywhere from 3-4 weeks to complete.

MOTION MADE BY DAVID SCOTT, SECONDED BY GREG FREEMAN, TO APPROVE THE MAIN STREET HISTORICAL DISTRICT FAÇADE PROGRAM GRANT FOR ANN PARKS HEDRICK IN THE AMOUNT OF UP TO \$9,650.00 TO RELOCATE THE ELECTRICAL SERVICES TO THE REAR OF THE BUILDING LOCATED AT 105 S. ESPLANADE STREET. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AN APPLICATION FOR CDC'S COVID-19 RENTAL ASSISTANCE PROGRAM FOR INSPIRE CREATIONS, LLC, 106 N. GONZALES STE B.

CONSIDER AND ACT UPON AN APPLICATION FOR CDC'S COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM FOR AMERICA'S BEST VALUE INN, 3531 N. ESPLANADE ST.

CONSIDER AND ACT UPON AN APPLICATION FOR CDC'S COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM FOR THE WILDFLOWER INN, 2117 N. ESPLANADE ST.

CONSIDER AND ACT UPON AN APPLICATION FOR CDC'S COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM FOR THE WILDFLOWER RV PARK, 408 E. TEXAS ST.

MOTION MADE BY GREG FREEMAN, SECONDED BY TYLER MCCLELLAN, TO APPROVE THE CDC'S COVID-19 RENTAL ASSISTANCE GRANT FOR INSPIRE CREATIONS, LLC IN THE AMOUNT OF \$262.50 FOR SIX MONTHS AND THE CDC'S COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM GRANTS FOR AMERICA'S BEST VALUE INN IN THE AMOUNT OF \$5,211.18, THE WILDFLOWER INN IN THE AMOUNT OF \$6,000.00 AND THE WILDFLOWER RV PARK IN THE AMOUNT OF \$6,000.00 AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

APPROVE EXTENSION OF EXISTING PROJECTS

Mr. Seiferman stated that all projects have been complete for the year, besides Bahnhof Café, The Chisholm Trail Heritage Museum, and the City of Cuero Parks Department. Mr. Seiferman suggested that the Board give them an extension until December 31, 2020.

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY RANDY JOCHIM, TO APPROVE A PROJECT EXTENSION UNTIL DECEMBER 31, 2020 FOR BAHNHOF CAFÉ, THE CHISHOLM TRAIL HERITAGE

CONSIDER AND ACT UPON FY 20-21 GRANT APPLICATIONS

The Business Retention and Expansion Program and the Community Services Program applications have been updated to reflect the dates of the upcoming fiscal year. The Main Street Historical District Façade Program, Enterprise Program, and the Major Projects Program applications have remained the same.

The programs will be listed on the CDC website and social media outlets and will be available for pickup at the CDC office.

MOTION MADE BY RANDY JOCHIM, SECONDED BY TYLER MCCLELLAN, TO APPROVE THE FY 2020-2021 GRANT APPLICATIONS AS PRESENTED. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

V. CONSENT AGENDA

Included in the director's agenda packets for review were: Regular Meeting Minutes, Monday, August 31, 2020, December Events Committee Regular Meeting Minutes, August 26, 2020, and the December Events Committee August Financial Report.

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY GREG FREEMAN, 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 2% for the calendar year and has increased by 5.9% for the fiscal year.

- 2) Community Leaders' Meeting – Mr. Seiferman noted that the Community Leaders' Meetings will remain cancelled until further notice due to COVID-19.
- 3) Discuss upcoming conferences/meetings – Mr. Seiferman noted that most of the upcoming in person Economic Development conferences, committee meetings, and courses have been cancelled and rescheduled to be held in virtual venues. Those courses will include: TEDC's Annual Conference, TEDC's Introduction to Economic Development, NREDA's Annual Conference, and the IEDC's CEcD certification course.
- 4) December Events Committee – The DEC will meet on Wednesday, September 23, 2020 and the final preparations for Cuero's Christmas in the Park are taking place before the opening date of November 23, 2020.
- 5) Current Projects – Mr. Seiferman reported that he will send an email update on Project A & Project B, upon speaking with company representatives.

ADJOURN

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY GREG FREEMAN, TO ADJOURN THE MEETING AT 6:35 P.M. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY



RICHARD WEBER
PRESIDENT

ATTEST:



DAVID SCOTT
SECRETARY/TREASURER