

**MINUTES**  
**CUERO DEVELOPMENT CORPORATION**  
**REGULAR MEETING**  
**Monday, October 21, 2019 5:30 P.M.**

The Cuero Development Corporation Board of Directors met Monday, October 21, 2019, at 212 E. Main Street, Cuero, Texas.

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

GUESTS: Suzy Adams & Sara Gossett – A Special Stitch, Inc. and Donald Jirkovsky – UHV

**I. CALL TO ORDER**

President Richard Weber called the meeting to order at 5:30 P.M.

**II. CITIZENS INPUT**

None

**III. MONTHLY FINANCIALS**

Mr. Scott gave the financial report for the period ending September 30, 2019. Mr. Scott mentioned that the financials are preliminary due to the end of year adjustments that may occur. A complete set of the financials will be presented at the November meeting.

MOTION MADE BY DAVID SCOTT, SECONDED BY GREG FREEMAN, TO ACCEPT THE PRELIMINARY SEPTEMBER FINANCIAL REPORTS AS PRESENTED. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

**IV. BUSINESS**

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS RETENTION AND EXPANSION PROGRAM GRANT FOR A SPECIAL STITCH, INC.

Mr. Kennedy stated that A Special Stitch, Inc. was seeking assistance in purchasing an advanced digital printer that would significantly cut down the turnover time for customers.

Mr. McClellan questioned what the new machine was capable of doing compared to the current machine utilized at their local specialty shop.

Mrs. Gossett stated that the new machine is a digital to garment printer that creates color and black and white photos and graphics that can be applied directly to the garment. The current machine will only cut vinyl pieces that must be placed on a shirt.

Mr. Kennedy added that A Special Stitch's business has increased 19% and they have hired one part-time employee since the funding of their last grant by the Cuero Development Corporation.

MOTION MADE BY DAVID SCOTT, SECONDED BY TYLER MCCLELLAN, TO APPROVE THE BUSINESS RETENTION AND EXPANSION PROGRAM FOR A SPECIAL STITCH, INC. IN THE AMOUNT OF UP TO \$10,000.00 TO BE UTILIZED TOWARDS THE PURCHASING OF A NEW SURECOLOR F2100 DTG PRINTER, A MISTER TI PRETREATMENT MACHING, AND A HEAT PRESS. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY GREG FREEMAN RECUSED HIMSELF

## AUTHORIZE NAMES FOR SIGNATURE CARDS TO PROSPERITY BANK AND RENEW CERTIFICATE OF DEPOSIT

Mr. Kennedy noted that on October 16, 2019 the Certificate of Deposit (CD) #240011152 from Prosperity Bank matured. The CDC has ten days to renew or cancel the CD upon the maturity date. Due to the limitations of the FDIC the CDC is not allowed to hold more than \$250,000 in any one entity to ensure that funds are insured. It was suggested that CDC close out CD #240011152 in the amount of \$246,800.35 and that the remaining \$6,800.35 that was generated from interest be issued as a cashier's check made payable to the CDC. A new CDC #240011168 will be issued in the amount of \$240,000 for 24 months at a rate of 2.0%.

Mr. McClellan questioned why the CDC couldn't add the interest earned to the opening of the new CD account. Mr. Kennedy stated adding the interest earned in addition to the opening amount of \$240,000 would cause the CD to be in excess of \$250,000 upon maturity of the new term.

MOTION MADE BY TYLER MCCLELLAN, SECONDED BY DAVID SCOTT, TO CLOSE OUT THE PROSPERITY BANK CD #240011152 FOR \$246,800.35.

THE CDC FURTHER MOTIONED TO OPEN A NEW CD #240011168 AT \$240,000 FOR 24 MONTHS WITH SIGNEES BEING CHRIS CRAIN, RANDY JOCHIM, AND RICHARD WEBER. THE REMAINING \$6,800.35 WILL BE DISTRIBUTED AS A CASHIER'S CHECK MADE PAYABLE TO THE CDC. AYES: 7 NAYES: 0  
MOTION CARRIED UNANIMOUSLY

## CONSIDER AND ACT UPON THE REVISED BUSINESS RETENTION AND EXPANSION PROGRAM APPLICATION

Mr. Kennedy mentioned that the present Business Retention and Expansion Program grant application states "Documentation of a completed Business Plan from the University of Houston-Victoria – Small Business Development Center (SBDC) shall be included in the letter from SBDC to Board of Directors". In working with Mrs. Lindsey Young, Center Director – UHV-SBDC, it was suggested that the CDC change this sentence to read "A letter from the UHV-SBDC verifying the applicant has an active relationship with the SBDC and is participating in advising and training services". Adding this line would inform the CDC Board that the client and UHV-SBDC have a working relationship and that all measures were met to ensure that the client is suitable for the CDC's grant program.

Mr. Scott questioned how the CDC would handle an applicant who is financially struggling, but is interested in a grant and who would be deemed responsible for measuring the applicant's worthiness. Mr. Kennedy stated that under the present context, a complete financial review is not part of the Business Plan.

Mr. Jochim questioned if the SBDC would specify a client's reliability in their letter. Mr. Kennedy noted that that is also not part of the Business Plan.

Mayor Meyer suggested that the SBDC elaborate more on their "working relationship with the client" because the suggested line is vague.

Mr. Weber questioned if there was a form that could be added to the Business Retention and Expansion Program that would require extensive financial information from each client. Mr. Kennedy stated that the nature of the Business Retention and Expansion program grant application is different from the Enterprise Program and the withdrawn Entrepreneur Program.

Mr. Crain questioned if there was a point in time when the "working relationship" with the SBDC clients came to a halt. Mr. Jirkovsky, whom was previously an SBDC advisor, stated that he would personally continue the working relationship with his clients to no end. Mr. Jirkovsky suggested that the CDC ask Mrs. Young for her personal preference as he is no longer an employee of the SBDC.

MOTION MADE BY DAVID SCOTT, SECONDED BY RANDY JOCHIM, TO APPROVE THE REVISED BUSINESS RETENTION AND EXPANSION PROGRAM WORDING, AS ENCOURAGED BY THE UHV-SBDC. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

CONSIDER AND ACT UPON AUTHORIZATION OF FUNDING FOR A MEAL FOR CUERO CARES DAY, SATURDAY, OCTOBER 26, 2019

Mr. Kennedy stated that the Texas Rural Leadership Program (TRLP) has recently transitioned to “Cuero Cares”. This group has committed to their first Cuero Cares Day on Saturday, October 26<sup>th</sup>. During this time TRLP volunteers will revamp a home on Crain Street. This will include new front and back steps, new lighting, and exterior scraping and painting of the home. The group has requested that the CDC consider assisting with the funding for a breakfast.

MOTION MADE BY GREG FREEMAN, SECONDED BY TYLER MCCLELLAN, TO AUTHORIZE FUNDING OF UP TO \$100 TO CUERO CARES DAY FOR A MEAL. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY

APPOINT COMMITTEE TO SOLICIT FOR WEB SERVICES

As part of the Strategic Plan’s Implementation Guide, a goal was set to solicit for new bids on the revitalization of the CDC’s website and social media outlets. This committee will also lead the CDC’s marketing and advertising efforts in a new brochure that will showcase Cuero and their offerings.

Mr. Weber mentioned that this endeavor would be critical to the CDC, as the website will be a mirror image for the CDC.

Mr. Jochim suggested that the CDC solicit to companies whom have ED website and marketing experience.

The Board agreed to appoint Greg Freeman and Tyler McClellan to the Web Services Committee.

CONSENT AGENDA

Included in the director’s agenda packets for review were: Regular Meeting Minutes, Monday, September 16, 2019, Special Meeting Minutes, Tuesday, October 1, 2019, the December Events Committee Regular Meeting Minutes, September 18, 2019, and the December Events Committee September 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

**V. EXECUTIVE DIRECTOR REPORT**

- 1) Sales Tax Comparisons – A copy of the sales tax revenue report was included in the Board package. Mr. Kennedy mentioned that in speaking with Mr. Zella, City Manager – City of Cuero, it was noted that the payments to the Comptroller’s Office will continue being sent through at least January, 2021. Mr. Kennedy stated that it will be prudent to coordinate with City staff about the ongoing sales tax issues, if the remittance continues to drop. Mr. Kennedy thought it would be beneficial to analyze the sales tax being distributed to Cuero and to promote local shopping.
- 2) Community Leaders’ Meeting – Mr. Kennedy mentioned that the November 1<sup>st</sup> guest speaker will be Warden Corey Furr of the TDCJ-Stevenson Unit to be held at the Proctor-Green House with a tour of the Cuero Celebrates Warhol Exhibit immediately following and the CDC is coordinating with Senator Kolkhorst’s office as she has shown an interest in returning to Cuero.
- 3) Discuss upcoming conferences/meetings – Mr. Kennedy announced that the CDC Board was invited to join staff in their Conference Room for the webinar “How Rural Areas, Small Towns and Suburban Communities can Leverage Local Assets, Attract Talent, and Develop Quality Places to Compete for Projects and Win” on Wednesday, October 23, 2019 from 10:00 – 11:00 am.

- 4) December Events Committee (DEC) – It was reported that an article on Cuero’s Christmas in the Park was featured in the Monday, October 21<sup>st</sup> addition of the Victoria Advocate. The City of Cuero has played an intricate part in erecting the displays for Cuero’s Christmas in the Park.
- 5) Investment Policy – Mr. Kennedy noted that per the current Investment Policy, the CDC Investment Committee shall be appointed by the CDC Board and shall be comprised of the CDC President and two members of the Board.

The Investment Officer, Treasurer of the CDC, and any designated subordinate Investment Officer, shall attend Investment Training as required by the Investment Act. In order to be in compliance with these requirements, Mr. Kennedy and Mr. Scott will attend Investment Training on December 5<sup>th</sup> and 6<sup>th</sup> in League City.

Mr. Kennedy also reiterated that in accordance with the Investment Policy, the CDC is allowed to commit to a two year term on their CD accounts.

- 6) End of year Projects Status – Mr. Kennedy mentioned that JimmyPops and the TexInn Hotel have been removed from the current projects spreadsheet. A total of \$614,316.25 has been invested in Cuero by local business owners and \$144,870.77 has been granted to these businesses by the CDC.
- 7) Status on the Cuero Development Corporation 2019-2021 Strategic Plan – Mr. Kennedy corresponded with Ms. Cook via phone conference on Thursday, October 17<sup>th</sup> and Friday, October 18<sup>th</sup>. Ms. Cook was advised of corrections that were brought forth by the CDC Board and staff. The goal is to incorporate those changes and to have a final draft of the plan by the November Board of Directors’ Meeting. The ultimate plan is to have a final document that will benefit both the Board and the general public.

## **VI. EXECUTIVE SESSION**

Pursuant to Title 5 of the Texas Government Code, Chapter 551, Section 551.072, Deliberation Regarding Real Property

- Deliberate the sale, exchange, lease, or value of real property (V.T.C.A., Government Code, Section 551.072)

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 October 21, 2019 at 6:33 P.M.

**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 October 21, 2019 at 7:03 P.M.

## **VII. RECONVENE TO OPEN MEETING**

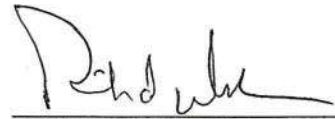
### 1. Actions resulting from Executive Session

- In regards to the deliberation regarding real property, no action was taken.
- In regards to deliberation regarding duties of the Executive Director, the Board of Directors’ accepted Mr. Patrick J. Kennedy’s letter of retirement effective January 31, 2020. The Board further agreed to appoint an Executive Director Search Committee comprised of Randy Jochim, David Scott, and Tyler McClellan.

**MOTION MADE BY DAVID SCOTT, SECONDED BY GREG FREEMAN, TO ACCEPT THE LETTER OF RETIREMENT FROM THE EXECUTIVE DIRECTOR AND TO APPOINT AN EXECUTIVE DIRECTOR SEARCH COMMITTEE COMPRISED OF RANDY JOCHIM, DAVID SCOTT, AND TYLER MCCLELLAN TO FIND A REPLACEMENT FOR MR. KENNEDY. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY**

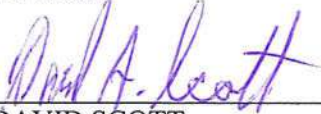
**VIII. ADJOURN**

MOTION MADE BY DAVID SCOTT, SECONDED BY CHRIS CRAIN, TO ADJOURN THE MEETING AT 7:02 P.M. AYES: 7 NAYES: 0 MOTION CARRIED UNANIMOUSLY



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RICHARD WEBER  
PRESIDENT

ATTEST:



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DAVID SCOTT  
SECRETARY/TREASURER