

MINUTES
CUERO DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, JUNE 17, 2025 5:00 P.M.

The Cuero Development Corporation Board of Directors met Tuesday, June 17, 2025 at The City of Cuero Council Chambers, 212 E. Main Street, Cuero, Texas.

PRESENT: Board Members: Tyler McClellan, City Manager Wayne Berger, Constance Donels, Lynn Falcone, Mayor Emil Garza, and Brad Kocurek

ABSENT: Ben Zimmerman

CDC STAFF: CDC Executive Director Maggie Cromeens

GUESTS: Anna Daniels – Guadalupe Blanco River Authority

I. CALL TO ORDER

President Tyler McClellan called the meeting to order at 5:00 P.M.

II. CITIZENS INPUT

None.

III. MONTHLY FINANCIALS

Mrs. Cromeens presented the financial statements for April, reporting that all accounts and expenditures are in order. She noted that she has been working closely with Connie Hawes, Finance Director for the City of Cuero, to review the current budget's usage and to prepare for the upcoming fiscal year's budget.

MOTION MADE BY CONSTANCE DONELS, SECONDED BY BRAD KOCUREK, TO APPROVE THE APRIL FINANCIAL REPORT AS PRESENTED. AYES: 6 NAYES: 0 MOTION CARRIED UNANIMOUSLY

IV. BUSINESS

PRESENTATION BY BUILDING BRANDS

Mrs. Roslyn Faust, Client Relations Specialist for Building Brands Marketing (BBM), thanked the Board for their time and the ongoing partnership with BBM. She presented the current budget for Fiscal Year 2024–2025, comparing it to the previous year's budget and highlighting key areas of growth and investment.

Mrs. Faust reviewed the scope of marketing services provided to the Cuero Development Corporation (CDC), which includes Search Engine Optimization (SEO) to ensure the CDC website ranks highly on Google, online video advertisements, direct mail campaigns, and targeted email outreach conducted on behalf of the organization.

She reported that the CDC is currently focusing marketing efforts on the California manufacturing sector as a key target audience. To support new business outreach, BBM has developed rack cards and launched an email campaign directed at the local community and the surrounding region.

Mrs. Faust emphasized that BBM has consistently applied marketing best practices in its work with the CDC. She concluded by expressing appreciation for the opportunity to work with CDC staff and the Board, noting that the collaboration has been both productive and enjoyable.

CONSIDER AND ACT UPON AN APPLICATION FOR BUSINESS START-UP PROGRAM + FOR A SPECIAL STITCH

Mrs. Cromeens informed the Board that A Special Stitch is requesting a second round of rental assistance through the CDC. She explained that the current lease agreement for the business began on September 1, 2024, and is set to conclude on September 1, 2026. The current monthly rent is \$1,925.00. The business is seeking \$250.00 in rental assistance.

MOTION MADE BY LYNN FALCONE, SECONDED BY MAYOR EMIL GARZA, TO APPROVE THE BUSINESS START UP PROGRAM FOR A SPECIAL STITCH IN THE AMOUNT OF \$250.00 PER MONTH, BEGINNING JULY 1, 2025 AND ENDING DECEMBER 1, 2025. AYES: 6 NAYES: 0
MOTION CARRIED UNANIMOUSLY

DISCUSS AND TAKE POSSIBLE ACTION ON THE PURCHASE OF PROPERTY – GVEC PROPERTY IN THE INDUSTRIAL PARK AND 251 INDUSTRIAL DRIVE

Included in the agenda packet were two emails providing information on available properties:

1. A parcel located in the GVEC Industrial Park.
2. A property listed by Shannon Rampley, located in the Quarry at 251 Industrial Drive.

Mrs. Cromeens reported that she has personally viewed the property presented by GVEC, which comprises approximately 10 acres. In exploring opportunities for development or marketing, Mrs. Cromeens met with Ms. Betty Russo from the Governor's Office to discuss potential strategies for utilizing the GVEC Industrial Park property.

One proposed approach is to pursue either a transfer of ownership or a long-term, no-cost lease agreement with GVEC. This arrangement would enable the CDC to actively prepare and market the property while GVEC retains ownership. If the property does not sell within an agreed period, ownership would revert to GVEC.

This concept is under consideration as a way to increase flexibility and responsiveness in marketing the property to prospective investors or businesses.

During the discussion, Mrs. Falcone inquired about the process should a potential buyer express interest in the GVEC Industrial Park property. In response, Mrs. Cromeens explained that further clarification would be needed from the CDC attorney to determine the appropriate legal steps and any necessary agreements under such a scenario.

Mrs. Cromeens noted that she would consult with legal counsel to better understand how a transfer of ownership or lease arrangement would be handled, if interest in the property arises.

Mrs. Cromeens also shared additional information from her recent meeting with Mrs. Shannon Rampley, realtor for the Quarry property located at 251 Industrial Drive. The property's current asking price is \$649,000.00. However, according to Mrs. Rampley, the property owners have expressed openness to the idea of gifting the property to an organization if the proposed project aligns with their values and is deemed appropriate.

This option could present a unique opportunity for the CDC, depending on future development plans and community needs. Further evaluation and discussion would be necessary to determine feasibility and next steps.

Following the discussion, the Board recommended that Mrs. Cromeens gather information regarding the feasibility and cost of adding water and sewage infrastructure to the property located at 251 Industrial Drive. Additionally, the Board advised that she pursue further discussions with GVEC to explore options for the property in the GVEC Industrial Park, particularly regarding potential lease or ownership arrangements to facilitate marketing and development.

MOTION MADE BY MAYOR EMIL GARZA, SECONDED BY LYNN FALCONE, TO AUTHORIZE CDC EXECUTIVE DIRECTOR, MAGGIE J. CROMEENS TO CONTINUE DISCUSSIONS WITH GVEC AND SHANNON RAMPLEY REGARDING THE PROPERTIES DISCUSSED. AYES: 6 NAYES: 0
MOTION CARRIED UNANIMOUSLY

REVIEW AND DISCUSS THE PROPOSED BUDGET FOR FY 2025-2026

A copy of the proposed Fiscal Year 2025–2026 budget was included in the agenda packet for Board review. Mrs. Cromeens reported that she has been diligently working on the draft budget in collaboration with City Manager Wayne Berger and Finance Director Connie Hawes.

Key highlights of the proposed budget include:

- Increase in sales tax receipts based on current trends.
- Parks Improvements has been zeroed out, as the CDC will remit the final stage's payment before the end of the current fiscal year.
- Reserves have been reduced by \$20,000 to reflect a leaner overall budget.
- The December Events Committee's reserves have also been reduced, following completion of their music project.
- Administrative costs have been decreased.
- Marketing has been increased by \$10,000 to ensure the completion of the Target Industry Analysis being conducted by Insyteful.
- Recruitment expenditures are balanced and consistent with previous expectations.
- Capital outlay has increased to allow for:
 - The purchase of property, and
 - Rollover funds previously allocated to The Chisholm Trail Heritage Museum.
- Grant programs will remain funded at the same levels as the prior year.

Mrs. Cromeens also noted that an increase was included for goods and services, cost of living adjustments, and insurance.

As part of the formal budget process, the CDC will be required to hold a Public Hearing, and the budget will need to undergo two readings by the City Council before adoption.

V. CONSENT AGENDA

Included in the director's agenda packets for review were: Regular Meeting Minutes, Tuesday, May 20, 2025 and the December Events Committee's April Financial Report.

MOTION MADE BY CITY MANAGER WAYNE BERGER, SECONDED BY CONSTANCE DONELS, TO ACCEPT THE CONSENT AGENDA AS PRESENTED. AYES: 6 NAYES: 0
MOTION CARRIED UNANIMOUSLY

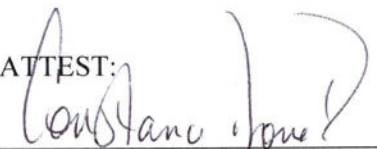
VI. EXECUTIVE DIRECTOR'S REPORT

- 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 3.91% for the calendar year and has increased by 3.31% for the fiscal year.
- 2) Discuss upcoming conferences/meetings – Mrs. Cromeens mentioned that the second session of “Good Things Happen – Cuero” will take place on June 18th and in July will be Terri Moten on Ai.
- 3) December Events Committee – The DEC is still receiving their new displays for the upcoming season.
- 4) Current Projects – A copy of the current projects was included in the agenda packet. A separate attachment included the new Business Start-Up + Program. Mrs. Cromeens also gave an update on the unfinished projects to the Board.


VII. ADJOURN

PRESIDENT MCCLELLAN ADJOURNED THE MEETING AT 6:18 P.M.

ATTEST:



CONSTANCE DONELS
SECRETARY/TREASURER



TYLER MCCLELLAN
PRESIDENT