

Floresville Economic Development Corporation

Regular Meeting: March 9, 2015 6:30 P.M.

City Hall, 1120 D Street, Floresville, Texas

AMENDED AGENDA

Open Meeting:

1. Call meeting to order and Establish a Quorum
2. Invocation
3. U.S. Pledge of Allegiance & Texas Pledge
4. Citizen Comments

Old Business:

1. Approve minutes of the regular meeting on February 9, 2015.
2. Treasurer's report and review.
3. Committee reports:
 - a. Finance
 - b. Personnel
4. Executive Officer's report:
 - a. 02/10/15: ED answering auditor's questions with written backup about changes in real estate inventory from 10/01/13 to present. All auditor inquiries were answered to their satisfaction.
 - b. 02/11/15: Alliance Breakfast held. Discussed many topics including: SWOT analysis input from attendees and feedback after processing, FEDC projects and status, city manager comments, AACOG's introduction of services and business introductions.
 - c. 02/17/15: Joint workshop of FEDC and Council to hear and discuss outside service vendors' proposals for City and FEDC common features for Websites, marketing materials and advertising as well as specialized identification, attraction and actual operations, in Floresville, for new restaurants and other retailers. No decisions were made.
 - d. 02/20/15: ED attended a noon meeting with Ray Lambert, City Manager, Development Director, two outside investors (have 19.5 acres under contract, in feasibility period) to build an office/warehouse project in Floresville.
 - e. Veterans Grant Welding class being conducted two nights per week at the FISD H.S. campus. ED is working with Texas Workforce to place graduates in welding jobs upon graduation.
 - f. SWOT analysis input from the February Alliance Breakfast will continue to be gathered from businesses attending the March 25th and April 8th Alliance Breakfast meetings. Thereafter, the cumulative results will be reported to the FEDC Board in the May Board meeting.
 - g. The March 11th Alliance Breakfast meeting is re-scheduled for March 25th due to scheduling conflicts with Spring Break week and the Chamber luncheon on March 18th.

New Business:

5. Discussion:
Status Update on Industrial Park entrance sign.

- Harry Grove, Industrial Designer, Floresville, TX
6. **Discussion:**
Status Update on Rancho Grande Industrial Park Drainage and Road Paving Project:
- Larry Heimer; PE, Bury and Brian Enderlin, D&D Contractors
7. **Discussion:**
Presentation by Aaron Farmer, Retail Coach, to represent Floresville (FEDC and City) to nationwide retailers doing business in markets similar to Floresville and actually bring new retailers (including restaurants) to Floresville to conduct business.
8. **Discussion and Possible Action Item:**
ABIP, CPA Accounting Firm, has delivered an engagement letter, for the current audit of the FEDC with a fee of \$5200 for audit procedures and an additional fee of \$3,000 if we want a separate FEDC audit report. Last year, the FEDC had their audit report within the City's audit report.
9. **Discussion and Possible Action Item:**
2014-2015 Budget Amendment: Incorporating the road drainage and paving construction contract and the third party professional contract for soil and materials testing for all related road work within the Rancho Grande Industrial Park.
10. **Discussion and Possible Action Items:**
Service proposals from Retail Strategies, Retail Coach and Graphitiks Advertising
Retail Proposals:
- **ED comment:** The two retail proposals bring a very specific service that includes focused relationships with retailers and developers and an understanding of what it takes for those entities to be successful in varied market types. Due to their daily interaction with these companies, they bring instant credibility, focus, and expertise to the development process. This track-record comes from "doing good deals" and gaining the retail community's professional respect. These retail proposals offer a significant value (and cost savings) with their representation of the FEDC and the City at not only ICSC RECON 2015 (Las Vegas) (May 17-20) but also at over a dozen other industry trade shows. The chosen retail proposal will be setting appointments on behalf of the FEDC/City at the ICSC regional and national conferences, along with the ongoing recruitment efforts taking place independent of trade shows (outbound calls, portfolio reviews, etc.) demonstrating to the retail community that they NEED to be in Floresville. Time to market, opportunity costs, the cost of marketing activities and materials development are all addressed. If granted, approval of one of these two retail service proposals at the same time as approval of the Graphitiks Advertising and Website Design contract will allow both contractors to begin work immediately on marketing materials/website (Graphitiks) and retail representation before the May 17th ICSC RECON conference with over 35,000 attendees.

Adjourn into Executive Session in accordance with the Government Code of Texas, Chapter 6 and B2 subsection 551.087(1) for the purpose of deliberating financial information from service providers. Any action taken on items discussed will be voted on in Open Session.

11. Discussion in Executive Session:

Item # 10, above

12. Reconvene into Open Session:

13. Possible Action Item from Executive Session:

Item # 10, above

14. Adjournment

The Floresville Economic Development Corporation (FEDC) reserves the right to convene in closed session in accordance with Chapter 551 of the Government Code of Texas on any subjects permitted by the code and identified above. This facility is wheelchair accessible and has accessible parking spaces available. Request for accommodations or interpretive services must be made 24 hours prior to the meeting. Please contact the Tommy Baker, ED, FEDC at 830-393-3965. I certify that the above notice of meeting was posted on the front window of City Hall, 1120 D Street, Floresville, Texas 78114, and on City and FEDC websites by 5 P.M. on March 5, 2015.

Tommy Baker (TWB), Executive Director, FEDC