

Floresville Economic Development Corporation

Regular Meeting: April 13, 2015 6:30 P.M.

City Hall, 1120 D Street, Floresville, Texas

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
5. Welcome new Board member, Ben Reed, replacing Andy Joslin who resigned 03/20/15

Old Business:

1. Approve minutes of the regular meeting on March 9, 2015.
2. Treasurer's report and review.
3. Committee reports:
 - a. Finance
 - b. Personnel
4. Executive Officer's report:
 - a. 03/12/15: ED discussed "City Pride Signage" per TXDOT requirements and that Floresville, Texas Service Clubs are willing to pay for their organization's branding name and logo along the sides (border placques) of the main sign. TXDOT will be responsible for providing and installing the City Pride Signs, paid by FEDC, with service clubs paying for their border placques.
 - b. 03/23/15: ED and City Manager had phone conference call with Lisa Hill-McCay, V.P. Buxton Company concerning the Retail Plan for Floresville retail recruitment. ED asked Lisa to present her plan in a presentation to the Board at the April 13th Board meeting.
 - c. 03/24/15: ED met with Harry Grove on a revised model of the entrance sign at the Rancho Grande Industrial Park. The revised model is such smaller in size and only reflects "Rancho Grande Industrial Park a project of the FEDC and the address. No company names are involved since there have been no requests for individual companies' sign recognition. The revised sign will cost much less than the previous model and require little to no maintenance.
 - d. 03/24/15: ED contacted Richard Nicholls, Regional President of New Haven Assisted Living and Memory Care Centers concerning their decision to move forward to closing as their current feasibility period expired on 03/24/15. Richard responded that they "were in" and the title search is being update for a closing with the next 30 days.
 - e. The March 11th Alliance Breakfast meeting was held on March 25th with the guest speaker, Ben Garza, MBA, Sr. Business Advisor, SBDC UTSA in attendance. Ben has been advising new and existing business owners, in the Floresville area, since shortly after my arrival on October 1, 2013. The FEDC is requesting Ben host a public business

seminar (s) on “Success Planning for Your Business” to highlight SBDC many business assistance services available, at no costs, to business owners.

New Business:

5. Discussion and Possible Action Item:
Paul Sack will explain the “City Pride Signage Program” coordinated through TXDOT. FEDC is being asked to provide funding for the basic City Pride Signs, to be installed by TXDOT.
6. Discussion and Possible Action Item:
Review a revised model for a smaller, less expensive Rancho Grande Industrial Park entrance sign.
 - Harry Grove, Industrial Designer, Floresville, TX
7. Presentation and Discussion Item:
Lisa Hill-McCay, V.P., Buxton Company will present Buxton’s Retail Plan of Retail Recruitment for Floresville.
8. Discussion:
The City Manager has advised the ED that the City Council has directed that the FEDC be actively involved in the City’s Parks Plan, currently being developed.
9. Discussion:
General discussion: Board members’ responsibilities: “Disclosures”, “Conflict of Interest”, “Meeting Absence Policy” and “Required Training Certificates”
10. Discussion and Possible Action Items:
Service proposals from Retail Strategies, Retail Coach and Buxton for Retail Development, Recruitment and Retention for Floresville

Retail Proposals:

- The three 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 retail 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 provider will be setting appointments with selected retailers doing business in towns the size and makeup of Floresville. Also, meeting retailers 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.

Because we want strong representation at the May 17-20 ICSC RECON 2015, Las Vegas tradeshow, approval of one retail service provider is being requested. FEDC will be paying 100% of the Retail Service Provider's fee because the City has no available money. The City Manager has agreed that the City will pay 100% of the service fees from Graphitiks Advertising, Website Design and professional marketing materials for both the City and FEDC from hotel/motel tax revenue.

Fees, during a 3 year contract term, are as follows:

- Retail Strategies: Year 1: \$36,000; Year 2: \$36,000; Year 3: \$36,000= \$108,000
- Retail Coach: Year 1: \$30,000; Year 2: \$15,000; Year 3: \$15,000 = \$60,000
- Buxton: Year 1: \$50,000; Year 2: \$50,000; Year 3: \$50,000 = \$150,000

11. 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.

12. Discussion in Executive Session:

Items # 5, # 6 and # 10, above

13. Reconvene into Open Session:

14. Possible Action Item from Executive Session:

Items # 5, # 6 and # 10, above

15. 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 April 9, 2015.

Tommy Baker (TWB), Executive Director, FEDC