

**Written Minutes for the
Elmendorf Economic Development Corporation
Held on September 4, 2019
6:30 PM
Elmendorf City Hall
8304 FM 327
Elmendorf, Texas 78112**

At any time during the Board of Directors Meeting, the Board may meet in executive session for consultation concerning attorney-client matters (real estate, litigation, contracts, personnel, and security).

I. The Board of Directors will convene for a meeting at the Elmendorf City Hall at 6:30 pm September 4, 2019.

Call to Order

The meeting is called to order at **6:30 PM** by Director Manuel Decena.

Pledge of Allegiance

Roll Call

Board Director Place 1	Cody Dailey – Treasurer	Present
Board Director Place 2	Manuel Decena – President	Present
Board Director Place 3	Tommy Hicks	Present
Board Director Place 4	Elsa Martinez – Secretary	Present
Board Director Place 5	Tracy Riojas	Absent
Board Director Place 6	Peggy Stephens – Vice President	Present
Board Director Place 7	Michael Hyatt	Present

Also, present Chief Marco Pena, Councilwoman Linda Pena Ortiz, and Court Clerk Angie Mojica are also present.

Citizens Participation

No citizens for participation.

II. General Business – Individual Consideration

1. Adoption and approval of the EEDC meeting minutes from May 30, 2019.

Director Stephens motions to approve the meeting minutes from May 30, 2019. Director Hicks seconds and a vote is called.

<u>Yay</u>	<u>Nay</u>	<u>Abstain</u>
Director Dailey		
Director Decena		
Director Hicks		
Director Martinez		
Director Stephens		
Director Hyatt		

The motion to approve the meeting minutes from May 30, 2019 is passed on a unanimous vote with all six (6) directors in favor.

2. Receive presentation from The Retail Coach as to status of marketing efforts during this past year.

Aaron Farmer and Kyle Cofer begin their presentation by stating the city has come a long way in a year. More people know where the City of Elmendorf is with the recent headlines for the new development and the city should be proud of that. A cell phone analysis was conducted at Tex Best, Dollar General, Burger King, and other areas to determine the amount of traffic coming through the city. In the last twelve months, an estimated 39,000 consumers were tracked in the area and Tex Best had 220,000 visits.

Monitoring Tex Best pulled the following data: 46% came from home; 4% came from work; 2.2% came from Pilot; 1.2% came from Wal-Mart. After visiting the store 40% went home; 2.7% went to Halliburton; 1.5% went to Wal-Mart.

The average income, age of residents, and other data is also collected. Retailers analyze the data to determine if sales will be consistent. The data collected from the city prove positive and The Retail Coach has developed marketing materials from it. The new development coming to the Dicky Clay property also helps. The Retail Coach is now at a point where they are ready for "recruitment". Meetings will be scheduled with retailers to go over the data analysis and gain interest in bringing their businesses here.

The option to renew the annual contract will not exceed a total project amount of \$20,000.00, plus \$1,000.00 for reimbursable expenses.

3. Discuss and possible action on a contract extension with The Retail Coach for 2019-2020 fiscal year.

Director Dailey knows growth is coming to the city whether The Retail Coach is hired or not but feels the growth will be faster and smoother with The Retail Coach recruiting businesses in. The majority of directors concur with the renewal of the contract.

Director Hicks motions to renew the contract with The Retail Coach at the compensation of \$20,000.00, plus \$1,000 for reimbursable expense fees. Director Dailey seconds and a motion is called.

Yay	Nay	Abstain
Director Dailey		
Director Decena		
Director Hicks		
Director Martinez		
Director Stephens		
Director Hyatt		

The motion to continue renew the contract with The Retail Coach at the compensation of \$20,000.00, plus \$1,000 for reimbursable expense fees is passed on a unanimous vote with all six (6) directors in favor.

4. Discuss and possible action regarding the 2019-2020 Fiscal Year Budget.

Director Dailey, as treasurer, states the budget includes the contract amount for The Retail Coach, the money from the existing agreements with Halliburton, and anticipates capital acquisitions from constructing the City Park restrooms. The restroom construction is conditioned only on property acquisition by the City from East Central Independent School District.

Director Stephens motions to approve the 2019-2020 Fiscal Year Budget. Director Hicks seconds and a vote is called.

Yay	Nay	Abstain
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Director Dailey		
Director Decena		
Director Hicks		
Director Martinez		
Director Stephens		
Director Hyatt		

The motion approve the 2019-2020 Fiscal Year Budget is passed on a unanimous vote with all six (6) directors in favor.

III. Adjournment


Director Hicks motions for adjournment of the EEDC Meeting. Director Hyatt seconds, and a vote is called.

Yay	Nay	Abstain
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Director Dailey		
Director Decena		
Director Hicks		
Director Martinez		
Director Stephens		
Director Hyatt		

The motion to adjourn the EEDC Board of Directors Meeting is passed on a unanimous vote with all six (6) directors in favor.

EEDC Meeting is adjourned at: **7:12 PM**

The minutes were passed and approved on: **October 3, 2019**



President Manuel Decena

Attest


Secretary Elsa Martinez