

March 20, 2023
Yoakum City Hall
Conference Room – 11:30 AM

**REGULAR MEETING OF THE YOAKUM ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

PRESENT: Layne Brandt President
Whitney Boone Vice-President
Linda Schmidt Secretary
Carl O'Neill Director
Michael Trojcek Director
Tanya Wenzel Director
Kevin M. Coleman City Manager
Theresa A. Bowe City Clerk

ABSENT: None

President Brandt called the meeting to order at 11:32 AM.

Motion by Director O'Neill to approve the minutes from the meetings of February 21, 2023, two meetings of March 7, 2023, the meeting of March 8, 2023, and the Joint City Council/YEDC meeting of March 7, 2023 as presented. Second was made by Director Wenzel and motion carried unanimously.

The Board received a request from the Yoakum Area Chamber of Commerce for YEDC participation in the development of local promotional show through YOLO Texas. Chamber President Sharla Pohl was present to provide information regarding a traveling tourism show about entertainment, food and activities to do across Texas. The Chamber has been approached to with an opportunity to feature Yoakum on the show and the Chamber Board of Directors has elected to move forward with the production utilizing the entire one hour show to promote Yoakum. Once filmed, the video is ours to keep and utilize for additional promotional opportunities. The cost of the production is \$18,000 for the one-hour segment. The Chamber is requesting assistance through the City Hotel Occupancy Tax Advisory Board and the YEDC. The video will outline shopping, restaurants, and overall quality of life in Yoakum and is scheduled to air in May of 2024. The producers are located in San Antonio, Texas. Questions were posed and addressed. The Chamber is requesting the YEDC to assist with the segment that focuses on the business aspect of Yoakum. After review and discussion, Vice-President Boone made a motion to approve funding in the amount of \$4,000 toward the project. Second was made by Director Trojcek. Motion carried unanimously.

The Board received a request for funding from Eddie Varela for Varela's Restaurant at 909 US Hwy 77A North and consider scheduling a public hearing for the expenditure of sales tax funds in excess of \$10,000. Mr. Eddie Varela was present to provide information and make a request for funding assistance to repair the parking lot and pave the drive through at the property at a cost of roughly \$52,000. His investment on the property to date includes the radio communicator, and drive thru sign, and major interior improvements. He has acquired two bids for parking lot improvements and will be seeking one additional quote to become grant eligible. Mr. Varela stated that the drive through paving may be complete prior to the final review and approval of the proposed. But asked the Board to include that work in the grant request amount. Staff reminded the Board that doing so would be an exception to the general work to fund work completed after grant approval. After discussion, the Board provided direction to Mr. Varela to complete the application process, get the

additional bids, and the Board will accept the application for review. Motion by Vice-President Boone to set public hearing for April 17, 2023 to begin the process. Second was made by Director Wenzel and motion carried unanimously.

The Board received a request for payment of full grant amount from the Yoakum Memorial Cemetery Association to cover 50% of work completed to date. Ms. Vanita Cheeves was present to provide information and make request. She has documented over \$10,000 of expenditures and requests reimbursement for work completed to date in order to continue progress on the project. There have been 907-man hours logged to clean the cemetery with more phases to go, but work is progressing. The fencing will be much more than originally estimated, roughly \$34,000. The group is having the property surveyed to determine the accurate boundaries of the cemetery. Secretary Schmidt made a motion to approve payment of the grant in the amount of \$5,000. Motion was seconded by Director Trojcek and carried unanimously.

Discussion was held regarding a revised grant application for Industrial Park II through the Economic Development Administration. City Manager Coleman provided information. Information was received from grant consultant CSRS, LLC and provided a recommendation to move forward with an application through the Biden recovery funding program - disaster funding. The City of Yoakum would qualify based on the damages suffered during Winter Storm Uri. This program offers a smaller pool of applicants with ample funding. The regular cycle is open now but not funded until November. The current funding for this cycle is currently committed, and Yoakum would be placed in a rotation waiting for others to drop out of the funding. The most fundable project would need to be determined. Recommendations from staff would be to fund the improvements to the sewer system for benefit of the Industrial Park II. Discussion was held regarding the possibilities of applications to be submitted. Additional information will be received from the grant consultant and brought back to the Board at a future meeting.

Discussion was held regarding the 2022-2031 YEDC Strategic Plan. The Regional portion of the plan is currently unavailable for presentation, and may be implemented at a later date as an addendum to the local plan once it is received and reviewed. After discussion, Director Wenzel made a motion to adopt the 2022-2031 YEDC Strategic Plan as presented omitting the Regional Plan. Second was made by Director O'Neill. Motion carried unanimously.

President Brandt announced that the Board would enter into Executive Session at 12:28 PM to deliberate the appointment, employment, evaluation, reassignment, or duties of the YEDC Executive Director (V.T.C.A., Gov. Code, Sec. 551.074). The meeting reopened to the public at 1:43 PM with no action resulting from Executive Session.

There being no further business, the meeting adjourned at 1:43 PM.


Layne Brandt, President

ATTEST:


Theresa A. Bowe, City Clerk

