

June 19, 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
Genora Young Executive Director
Kevin M. Coleman City Manager
Theresa A. Bowe City Clerk

ABSENT: Michael Trojcek Director
Tanya Wenzel Director

President Brandt called the meeting to order at 11:43 AM.

New YEDC Director Pam Ward was welcomed.

Motion by Secretary Schmidt to approve the minutes from the meeting of May 15, 2023 as presented. Second was made by Director O'Neill and motion carried unanimously.

Status of grant application for Industrial Park II to the Economic Development Administration through the Disaster Assistance Supplemental Program was provided by Donald Brinkman with CSRS, LLC. of Victoria, Texas was not available for the meeting. City Manager Coleman and Executive Director Young have been in contact with Mr. Brinkman daily over the last week. The goal is to have the grant application done by June 23, 2023; the application is looking very good and is on track as last discussed.

Discussion was held regarding a reimbursement request for the Timary Rehab Ventures' grant. Mr. & Mrs. Bulot were unable to be present. The Board had requested additional information from the Executive Director. Mrs. Young researched the grant eligibility and the Finance Committee met to review the documentation and determined that the applicants have been reimbursed for all eligible expenditures to-date. No action was taken.

Discussion was held regarding a reimbursement request for the Murphy Holding's grant. Ms. Kim Higgins was present and provided details on the renovations; paid receipts and canceled checks were provided for review. Ms. Higgins indicated that the renovations have been completed well within the timeline outlined in the Notice to Proceed (October 2024). ED Young clarified that the residential improvements were not eligible for reimbursement, and that payment to the roofing company completed evidence of all eligible portions of the renovations have been completed and paid. Ms. Higgins has been working with an Italian Restaurant company to inhabit the building, and continues to market the building. Questions were posed and addressed. Motion by Director O'Neill to authorize reimbursement in the amount of \$127,073.50. Second was made by Vice-President Boone; motion carried unanimously.

Executive Director Young suggested membership of the YEDC to the Texas Downtown Association which could provide great publicity for property owners and the City.

Discussion was held regarding a quote from Valiant Graphic Design for a lighted sign at the YEDC office located on W. Grand Avenue. Neighboring tenants of the building have agreed to the movement of the Cricket signage when the YEDC sign is placed on the building. The cost of the

sign excluding installation was presented for discussion and consideration. The quote for the installation of the signs will be submitted to the Board when it is available. Proposals for a 3'x8' LED lit sign with painted extruded aluminum cabinet and a 12"x30" door graphic were presented from Valiant Graphic Design of Yoakum, Texas. Mr. Thompson is a local vendor and has been extremely helpful in this project. President Brandt indicated that painting of the exterior before the hanging of the exterior sign is being considered. The Marketing Committee will meet to determine the color of paint for the building and revisit the large sign design once the color selection of the building is made. Motion by Vice-President Boone to approve the expenditure for the door signage in an amount not to exceed \$250. Second was made by Secretary Schmidt and motion carried unanimously.

Discussion was held regarding Strategic Plan priorities. Executive Director Young requested direction on priorities. Initiating the website had been indicated previously. Currently the YEDC is listed on the City's website and a page has been established for the YEDC which includes the Strategic Plan and grant programs. Data that is updated daily can be uploaded in real time with certain providers. Mrs. Young has one quote and has requested additional quotes. Information will be brought back to the Board at a later date. State law allows 10% of the annual revenue can be spent on the YEDC Website and can be accrued each year and set aside for later use. Website designer functions and marketing companies were discussed. Discussion was held regarding authorizing the advertisement for a request for proposal process. A suggestion was made to have a workshop to determine the aspects of the website, and possibly a survey to determine the community's views of what would be viable for the downtown area. Direction was provided to the Executive Director to move forward with activities as outlined. Promotional opportunities through publicizing of grant funding was discussed.

Motion by Vice-President Boone to move the regular July meeting to July 24, 2023 at 5:00 PM, and schedule the Joint City Council/YEDC Board Mid-Year Meeting for July 24, 2023 at 6:00 PM. Second was made by Director Ward and motion carried unanimously.

Under the Executive Director's Report: an update was provided on the June 7, 2023 South Texas Regional Job Fair. Thirty-eight companies registered and attended, with less than forty job seekers registered, and 21 attending. The roundtable event prior to the Fair was extremely useful. The challenge for most companies is to find people that are willing to work; strategies were discussed. Information was presented on the Yoakum Oak Grove Cemetery Association grant. A five-thousand-dollar match was obtained from the Kluck Foundation, and an anonymous donor may also be available; additional information will be provided as it becomes available. Internet/WIFI service at the YEDC downtown office is scheduled to be installed on June 20th. ED Young thanked City staff for all of the assistance provided during the process. The Joint City Council/YEDC Board Mid-Year meeting is scheduled to be held immediately after the-rescheduled regular YEDC Board meeting on July 24 at 5:00 PM. Information to be included was suggested including the grant application to EDA, Industrial Park II, and activity since Executive Director Young was hired. Mrs. Young informed the Board that she had volunteered at the rodeo for Tom Tom and provided information on that activity. She indicated that it was a very nice event with over 900 in attendance during Tom Tom. Mrs. Young also informed the Board that the HVAC unit is out in the building. She will ask the building owner to get repaired,

There being no further business, the meeting adjourned at 12:51 PM.

ATTEST:


Theresa A. Bowe, City Clerk





L. Brandt, President