

JOINT MEETING OF THE YOAKUM CITY COUNCIL
and
THE YOAKUM ECONOMIC
DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
Tuesday, January 31, 2017
City Hall Conference Room – 5:30 PM

PRESENT: Anita R. Rodriguez..... Mayor/Vice-President
 Elorine Sitka..... Mayor Pro-Tem
 Rodney Jahn..... Councilmember
 Tim McCoy..... Councilmember/Director
 Carl O'Neill..... Councilmember
 Kevin Coleman..... City Manager
 Kenneth E. Kvinta..... City Attorney
 Theresa A. Bowe..... City Clerk
 Chuck Dart..... Director of Economic Development

Gery Maneth..... President
 Tommy Barre..... Director
 Arthur G. Hermann III..... Secretary
 Zenith Stevens..... Director

ABSENT: Larry Leahy..... Director

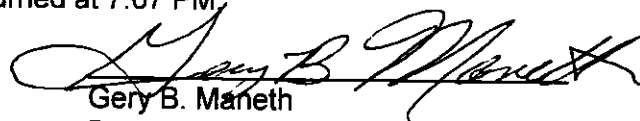
MAYOR Rodriguez called the meeting to order at 5:30 PM. Information was presented by DED Chuck Dart indicating the current YEDC priorities including the continuing grant programs, providing an update on the creation of a database of downtown buildings, owners, and their strategies for those buildings. The current financial report and fiscal year end comparison was provided for review. The six grant programs were reviewed including the General Grant category. Details of the grant funding were provided. Training programs provided to local businesses were reviewed. Further Business Essentials programs have been planned for 2017.

Presentation was made of the City's Strategic Plan. The YEDC Strategic Plan was presented by DED Dart including proposed updates. Demographics were reviewed: reviewed the City's aging population, race demographics with the growing Hispanic population, income distribution, competitive wages, and workforce demand in the manufacturing field. An action plan was discussed for needed workforce. Input was received from the Council, YEDC Board, City Manager, and ED Director in order to make adjustments to the plan. Consensus of the Council and YEDC Board was to include the revitalization of the downtown area as a goal to the Strategic Plan. Goals were reviewed; strategies to retain businesses including real estate incentives, YEDC's supportive role in housing, tourism and community enhancement projects, regional recruitment and marketing partnerships, and community awareness were discussed. Development of a downtown revitalization plan to incorporate a national historic register district was discussed. Plans were outlined to encourage property owners to participate with minimal cost of implementing the program by utilizing volunteers and local researchers. Consulting fees may be incurred and has been budgeted for in the YEDC budget. Suggestions were made to contact area colleges that may be interested in participating in the project. Incentive information was provided regarding tax credits through the national historic district when building improvements are done.

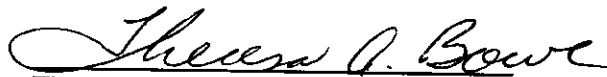
Discussion was held regarding the City of Yoakum economic and community development issues and priorities. Yoakum can create a perception of activity by updating buildings which will improve the City's chances of growing and attracting businesses. Discussion was held regarding retail space that needs to be filled: specifically the Ashley Furniture building and Alco Building located on Highway 77A.

Mayor Rodriguez and President Maneth thanked the members for attending and for providing feedback. The Council and the YEDC Board agreed that meeting twice each year would be beneficial. Another joint meeting will be scheduled in July 2017.

THERE being no further business, the meeting adjourned at 7:07 PM.


Gery B. Maneth
President

Attest:


Theresa A. Bowe
City Clerk

