

MEETING OF THE YOAKUM ECONOMIC
DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
Monday, February 19, 2018
City Hall Conference Room – 11:30 AM

PRESENT: Gery B. Maneth.....President
Anita R. Rodriguez.....Vice-President
Tommy Barre.....Director
Whitney Boone.....Director
Elorine Sitka.....Director
Zenith Stevens.....Director
Kevin Coleman.....City Manager
Theresa A. Bowe.....City Clerk
Chuck Dart.....Dir of Economic Development
Sandra Jacob.....Director of Finance

ABSENT: Arthur G. Hermann III.....Secretary

President Maneth called the meeting to order at 11:35 AM and welcomed Kerry Rhotenberry as a guest.

Director Rodriguez made a motion to adopt the minutes of the January 15, 2018 meeting as amended. Second was made by Director Sitka and motion carried unanimously.

The February Sales Tax Comparison Report was presented for review and discussion was held.

Director Sitka made a motion to accept the Financial Report as presented. Motion was seconded by Director Stevens and carried unanimously.

President Maneth acknowledged Mrs. Kerry Rhottenberry who provided information to the Board regarding ideas for potential changes to the grant program in Yoakum. Ideas included increasing the frequency of grant cycles from annual to monthly or quarterly, increasing the grant funds for major rehabilitations, and possibly creating a draw system (similar to a line of credit). After receiving the information, the Board thanked Mrs. Rhottenberry for her insight and input.

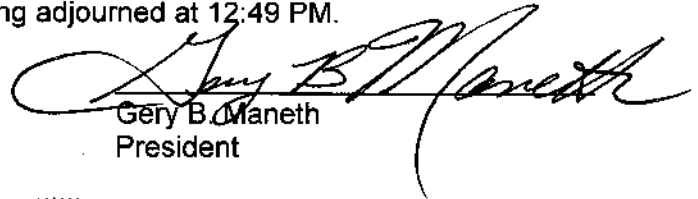
The Board reviewed dates to reschedule the grant workshop. A date was set from March 7, 2018 at 5:00 PM.

City Manager Coleman provided information regarding an economic impact analysis to accompany the Economic Development Administration (EDA) grant application to assist with infrastructure improvements for Eddy Packing, Inc. The grant administrator, GrantWorks, Inc. has suggested having the impact analysis done to improve the chances of being approved for funding. After review and discussion, Director Boone made a motion to approve an expenditure in an amount not to exceed \$1,000 through Impact Data Resources for an economic impact analysis contingent upon Economic Development Administration grant funding becoming available. Second was made by Director Sitka. Motion carried unanimously.

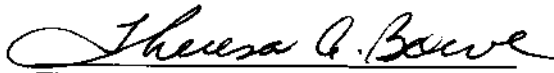
Director of Economic Development Dart provided information under the Director's Report: 1) an article has been placed in the newspaper by DED Dart regarding the collaboration between the City of Cuero EDC and the City of Yoakum EDC. Participation in a marketing piece that may include as many as ten area groups to assist with tourism. Direction was received from the Board to provide feedback to the participants that the YEDC is interested in participating financially in

the project for the lessor of \$500 or the YEDC's proportional share. 2) Mr. Dart proposed the idea of rebranding Yoakum. The board indicated its interest and gave direction to proceed finding other partners. Dart will meet with the Yoakum Area Chamber of Commerce and the City Council to gauge each group's interest; 3) the Board was informed of a Business Essentials presentation on Value Proposition to be made on Tuesday, February 20, 2018 at 11:30 by the University of Houston-Victoria/Small Business Development Center, and an informational session on Profit Mastery, two-day course that is available for local small businesses; 4) the new proposed restaurant on Highway 77A North is planning to open by October 2018. The property owner has indicated that he may be applying for a grant through the YEDC, and the board suggested he be present at the next YEDC monthly meeting; 5) information was provided regarding a professional housing analysis. Dart will email the board a sample report performed for a similarly sized rural community. Additional discussion will be held at a later date; 6) Retail activity was reviewed – Get-N-Go has received the Krispy-Krunchy Franchise and the project is complete, and a national retailer is considering entering Yoakum; 7) Appointments have been made by Council to the Downtown Revitalization Committee and the first meeting of the committee has been scheduled from March 8, 2018; and 8) Industrial activity was reviewed – a party has expressed interest in the Tex-Tan building located on Hickey Street and questions have been received regarding the Ashley and Alco buildings on Highway 77A South.

There being no further business, the meeting adjourned at 12:49 PM.


Gery B. Maneth
President

Attest:


Theresa A. Bowe
City Clerk

