

March 15, 2021  
Yoakum City Hall  
Conference Room – 11:30 AM

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

**PRESENT:** Gery Maneth..... President  
Whitney Boone..... Vice-President  
Arthur Hermann..... Secretary  
Sean Mooney..... Director  
Anita R. Rodriguez..... Director  
Linda Schmidt..... Director  
Terry Stokes..... Executive Director  
Kevin M. Coleman..... City Manager  
Theresa A. Bowe..... City Clerk

**ABSENT:** None

President Maneth called the meeting to order at 11:32 AM and guests were welcomed.

Director Mooney made a motion to adopt the minutes of the meeting of February 22, 2021 as amended. Motion was seconded by Director Schmidt and carried unanimously.

Under the President’s Report, President Maneth provided an update on recently purchased property at 306 Irvine Street and discussed the bill presented from Brooks Rudolph for the demolition of the structure. Patrick Matussek with Maverick Engineering has taken the grades of the lot to provide to bidders. Base for the surface of the parking area was discussed; water flow issues and curbing questions were reviewed. President Maneth indicated that the YEDC will not pay for any curbing of the area, but will pay for the installation of the sidewalk. A report was received from the liaisons to YEDC Stakeholders. Discussion was held regarding the scheduled Joint City Council/YEDC meeting in April of 2021. Director Mooney provided information regarding Code Enforcement issues that are being addressed by the City Council and City staff. He indicated that Council has scheduled a workshop to review procedures and options in a more in-depth conversation with staff and Council. President Maneth indicated that a joint meeting may not be of benefit at this time and would revisit the possibility of a joint meeting after the scheduled March 22, 2021 Special Council Meeting. Discussion was held regarding the establishment of a YEDC headquarters in the downtown area and review of site options. Multiple options were presented, one of which was a building located on W. Grand Avenue that will be leased from Mr. Tommy Barre that will be provided rent-free for the initial 6-month period with improvements being paid for by the YEDC; thereafter the building will be leased in the amount of \$400 per month. No action by the Board was taken.

Director Boone provided a report from the Marketing and Communications Committee. The Corporation brand development project is underway and logos from the designated design team will be presented for review at a future meeting. A meeting was held with the Yoakum Area Chamber of Commerce regarding marketing related activities. Plans are to hold two to three activities throughout the year including a Cinco de Mayo event and a shop & stroll event.

Information was presented regarding a partnering opportunity with the Yoakum Area Chamber of Commerce. After review, Director Hermann made a motion to participate in the “Chamber Challenge” in an amount not to exceed \$1,200. Second was made by Director Mooney. Motion carried unanimously.

Director Schmidt provided a report from the Finance Committee including an update on strategies for working with realtors on major projects and monthly budget reviews. A team of realtors have been established to work through and propose strategies.

Under the Executive Director report, information was presented regarding approving the first set of distribution packages, applications, and evaluation checklists for YEDC's new grants and incentives. Specific grants were provided for review. After discussion, Director Hermann made a motion to approve the proposed packages, applications, and evaluation checklists as presented. Motion was seconded by Director Boone and carried unanimously. An update was provided on YEDC's Strategic Planning process. Communication with the downtown business owners will be initiated in relation to the Strategic Planning process. Distribution of economic development-related news articles from the past month were presented for information.

A discussion was held regarding a façade grant; discussion should be held with local merchants. Code Enforcement issues and the Hwy 111 underpass on the east thoroughfare were discussed.

There being no further business, the meeting adjourned at 12:45 PM.

  
Gery B. Maneth  
President

ATTEST:

  
Theresa A. Bowe, City Clerk

