

October 19, 2020
Yoakum City Hall
Conference Room – 11:00 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
Zenith Stevens..... Director
Terry Stokes..... Executive Director
Kevin M. Coleman..... City Manager
Theresa A. Bowe..... City Clerk

ABSENT: Vacant..... Director

President Maneth called the meeting to order at 11:05 AM and guests were welcomed.

Secretary Hermann made a motion to adopt the minutes of the meeting of September 21, 2020 as presented. Motion was seconded by Director Rodriguez and carried unanimously.

City Manager Coleman provided details on the Quarterly Financial Report. Questions were posed and addressed. After discussion, Vice-President Boone made a motion to accept the Financial Report as presented. Second was made by Director Mooney and motion carried unanimously.

Under the President's Report, discussion was held regarding YEDC Board liaisons for community entities. After discussion, Sean Mooney was designated as the Yoakum City Council liaison, Whitney Boone for the Yoakum Independent School District Board of Trustees and Superintendent liaison, Annie Rodriguez for the Yoakum Planning & Zoning Commission liaison, Gery Maneth for the Lavaca County Judge liaison, Zenith Stevens for the DeWitt County Judge Liaison, and Arthur Hermann for DeWitt and Lavaca County liaison.

Motion by Director Hermann to donate abandoned equipment found inside the YEDC's recently acquired property located at 306 Irvine Street including an air compressor, overhead doors, a chain hoist, LED lights, lumber, and a piano. Second was made by Director Stevens; motion carried unanimously.

The President's Report continued with discussion regarding goals for Fiscal Year 2020-2021. Goals discussed were continuation of the development and revitalization of the downtown area, encouraging local entrepreneurs, and developing a branding and marketing strategy.

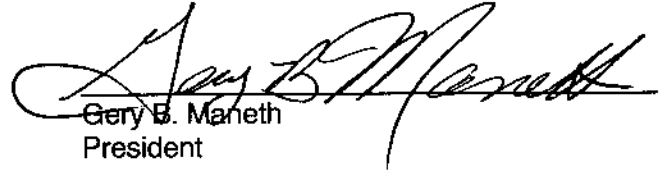
Under the Executive Director report, a reference manual and executive summary were presented for review. Discussion was held regarding the open letter from the Executive Director to the Yoakum Herald-Times regarding the condition of downtown buildings and the attitude of building owners. Discussion was held of the blight in downtown area and how to make the Council aware of the concerns. Discussion was held on how to change the culture of the community to a more positive culture, and on how to get the community into a condition that would appeal to boutiques and department stores. Indicated the need to make Yoakum appealing to businesses that want to relocate. Suggestions were made for the City Council to create ordinances that apply to the downtown area that will force property owners to clean and utilize their properties appropriately, while

the YEDC would find incentives for those property owners to improve their properties. The Board will have the opportunity to discuss improving the aesthetics and ordinances with the City Council at the Joint Meeting scheduled for today, October 19, 2020 at 5:30 PM.

Review was held of a Business District Preservation Grant expenditures. Discussion was held regarding potential changes to the existing grants, developing micro businesses, small business improvement and rental businesses. A Community Improvement grant program was proposed and discussed. Staff has contacted the University of Houston-Victoria Small Business Development Center regarding training programs for entrepreneurs.

An asbestos report was provided for the property purchased as 306 Irvine Street.

There being no further business, the meeting adjourned at 12:57 PM.


Gery B. Maneth
President

ATTEST:


Theresa A. Bowe, City Clerk

