MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING BY VIDEOCONFERENCE
TUESDAY, DECEMBER 15, 2020
6:00 PM

CALL TO ORDER

The Regular Meeting of the Watauga Economic Development Corporation held by videoconference was called to order at 6:00 p.m.

DIRECTORS PRESENT:

President, Place 1, Art Miner
Director, Place 3, Jan Hill
Director, Place 4, Damon Solko
Director, Place 5, Mike Alexander
Vice-President, Place 6, Cheneya Cruze
Director, Place 7, Vacant

DIRECTORS ABSENT:

Amirali Fazalbhai, Place 2 (Absent With Notice)

CITY STAFF PRESENT:

Andrea Gardner, City Manager
Marcia Reyna, Human Resources Director
Sandra Gibson, Finance Director
Brad Fraley, Chief Information Officer

PUBLIC COMMENT

President Miner called for Public Comment. Request to Speak forms were not received and no individuals desiring to provide public comment were present on the videoconference.

PUBLIC TESTIMONY FOR ACTION ITEMS

President Miner called for Public Comment. Request to Speak forms were not received and no individuals desiring to provide public comment were present on the videoconference.

REPORTS FROM STAFF

1. **Executive Director's Report on economic development projects to include the branding signs project, poster sign project and splashpad project.**

   Ms. Gardner provided an update on all projects and stated that this item will be a standing item on the agenda. Ms. Gardner reported that she is working on advertising policy for the branding and poster sign projects and that the splashpad should be completed shortly after the new year.

2. Monthly Financial Report for the period ending October 31, 2020

Ms. Gibson provided an overview of the monthly financial report stating that the sales tax increased $63,103 which is up $3,500 more than estimated and $2,200 over the prior year. Ms. Gibson also stated that there is little activity in October since as it is the beginning of a new fiscal year.

APPROVAL OF MINUTES

1. Discuss and consider action to approve the meeting minutes for the 2020 Heart of North Texas Conference held on November 6, 2020 and the WEDC Regular Meeting held November 17, 2020.

Director Hill motioned to approve the meeting minutes as presented. Motion seconded by Director Solko. As there was no discussion, President Miner called for the Board to vote by show of right hand to approve the motion as presented.

Ayes: Hill, Solko, Alexander, Cruze
Nays: None
Abstain: None
Absent: Fazalbhai

Motion carried 4-0-0-1.

NEW BUSINESS

1. Discuss and consider action to recommend a succession plan for future staffing needs of the Watauga Economic Development Corporation to be included and presented "as a department" in the City's Succession Plan

Ms. Reyna presented the item stating that the Succession Plan will be discussed by Council at the January 11, 2021 Workshop, and if approved tonight, would also be provided in the succession plan.

Ms. Gardner provided insight on the succession plan for future staffing needs of the Watauga Economic Development Corporation.

Director Hill motioned to accept the item as presented. Motion seconded by Vice-President Cruze. As there was no additional discussion, President Miner called for the Board to vote by show of right hand.

Ayes: Hill, Solko, Alexander, Cruze
Nays: None
Abstain: None
Absent: Fazalbhai

Motion carried 4-0-0-1.

2. Discuss and provide direction to the Executive Director regarding the marketing campaign for the WEDC to include the development/use of a website and social media.

Ms. Gardner and Mr. Fraley provided an overview of the Lift Creations and CivicPlus options. After discussion, the consensus of the Board was as follows:

Place 1 - Lift Creations
Place 2 - Absent
Place 3 - Lift Creations
Place 4 - Lift Creations
Place 5 - Lift Creations
Place 6 - Lift Creations

3. Discuss and consider action on a resolution approving a line item transfer in accordance with Section 4.04 of the July 2020 approved WEDC Bylaws

Ms. Gardner presented the item to the Board.

Director Hill made a motion to approve as presented. Motion seconded by Director Alexander. As there was no additional discussion, President Miner called for the Board to vote by show of right hand.

Ayes: Hill, Solko, Alexander, Cruze
Nays: None
Abstain: None
Absent: Fazalbhai

Motion carried 4-0-0-1.

ADJOURNMENT

President Miner adjourned the videoconference at 6:33 p.m.

APPROVED: this the 19TH day of JAN 2021.

SIGNED: this the 27TH day of JAN 2021.

APPROVED:
Arthur L. Miner /s/
Arthur L. Miner, President

ATTEST:
Amirali (A.J) Fazalbhai /s/
Amirali (A.J.) Fazalbhai, Secretary

NOTE: Original Audio and Video Recording of this meeting is preserved and maintained by the City Secretary's Office