

MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
ANNUAL MEETING
TUESDAY, MARCH 16, 2021
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:00 PM

CALL TO ORDER

President Miner called the meeting to order at 6:14 p.m.

ROLL CALL

Place 1, Arthur L. Miner, President
Place 2, Amirali Fazalbhai, Secretary
Place 3, Jan Hill, Director
Place 4, Malissa Minucci, Director
Place 5, Mike Alexander, Director
Place 6, Cheneya Cruze, Vice-President (Absent with notice)
Place 7, Lissa Sieja, Director

City Staff Present:

Andrea Gardner, Executive Director
Sandra Gibson, Finance Director

And:

Lovie Downey, Council Liaison
Andrew Neal, Council Member Place 4

INVOCATION

Invocation was not provided.

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending January 31, 2021

Ms. Gibson presented the report to the board that included updates regarding the following:

- 1/3 through Fiscal year revenues 37.5%
- Expenditures 34%
- \$109,615 revenue over expenditures
- Jan 2021 sales tax 4% up over prior year

Ms. Gibson also stated that the audit report would be delayed a few weeks due to the emergency in February 2021.

2. Report on operational costs associated with the Branding Signs and Digital Poster Sign for the purposes in establishing advertising fees and discounts to local Watauga businesses

This item was moved to be discussed after the Action Item section of the agenda.

PUBLIC COMMENT

Requests for public comments were not received.

PUBLIC TESTIMONY FOR ACTION ITEMS

Requests for public testimony were not received.

ACTION ITEMS

1. Discuss and consider action to appoint officers to serve the Watauga Economic Development Corporation.

President

Director Hill nominated Arthur Miner to serve as President. The nomination was seconded by Director Alexander. No other nominations were made. President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

Vice President

Director Hill nominated Lissa Seija to serve as Vice President. The nomination was seconded by Director Fazalbhair. No other nominations were made. President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent : Cruze

Secretary

President Miner nominated Jan Hill to serve as Secretary. The nomination was seconded by Director Fazalbhair. No other nominations were made. President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

2. Discuss and consider action authorizing the City Manager/City Secretary to submit form 802 to the Secretary of the State's Office on behalf of the Watauga Economic Development Corporation

Ms. Gardner provided a brief overview of the item to the board.

Secretary Hill made a motion to approve the item as submitted. Director Alexander seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

3. Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held February 25, 2021

Secretary Hill made a motion to approve the minutes as presented. Director Minucci seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhai, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

4. Discuss and consider action to approve the hiring of a Media Specialist position

Ms. Gardner presented this item to the board stating that funding is available to support the position. President Miner commented that the position would also work on the digital sign project.

Director Fazalbhai made a motion to approve the hiring of a Media Specialist position as presented. Director Alexander seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhai, Hill, Minucci, Alexander, Sieja

Nays: None

Absent: Cruze

5. Discuss and provide direction to the Executive Director regarding the trademark application for the WEDC logo

Ms. Gardner presented the options available to the board involving the trademark application.

The consensus of the board was to move forward with the logo provided within the packet.

6. Discuss and consider action to amend the Administrative Services Agreement between the WEDC and the City of Watauga

Ms. Gardner presented the item to the board stating Chief Parker and Chief Fannan assist with business site visits in recognition of establishment anniversaries. Mr. Fraley, Chief Information Officer, also assists with creation of business spotlight and ribbon cutting videos and is working with Lift Creations to design the WEDC website. The amendment would capture all items not listed in the original agreement.

President Miner stated that he does not receive compensation for assistance he provides to conduct monthly business site visits; and further stated he will not participate in March and April visits as he is currently running for re-election as Mayor.

Director Fazalbhair made a motion to approve the item as presented. Secretary Hill seconded the motion. Hearing no discussion, President Miner called for the Board to vote by a show of right hand. Motion carried 5-0-1.

Ayes: Fazalbhair, Hill, Minucci, Alexander, Sieja
Nays: None
Absent: Cruze

REPORTS FROM STAFF *(Continued from Page 1)*

2. Report on operational costs associated with the Branding Signs and Digital Poster Sign for the purposes in establishing advertising fees and discounts to local Watauga businesses

Ms. Gardner provided the report to the board.

Director Fazalbhair inquired regarding the insurance coverage and warranty period. Ms. Gardner responded that coverage is provided by the city's insurance reimbursed by WEDC and has a one (1) year warranty.

President Miner suggested offering free advertising to new businesses (2) days prior and (5) days after their grand opening for a full free week of advertising, with the hope that they will continue.

All members of the board agreed with the proposal.

Ms. Gardner clarified that the free advertising only includes the space and not design work. Businesses that provide their own design in the correct format will not be charged a design fee.

Preliminary fees were reviewed with the board. Staff will evaluate charges and present final recommendations at April WEDC meeting.

ADJOURNMENT

President Miner adjourned the meeting at 6:57 p.m.

APPROVED:

this 20TH day of APRIL, 2021

SIGNED:

this 23RD day of APRIL, 2021

APPROVED:

Arthur L. Miner /s/

Arthur L. Miner, President

ATTEST:

J. Hill /s/
Jan Hill, Secretary

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