

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, FEBRUARY 15, 2022
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
7:00 PM**

CALL TO ORDER

President Miner called the meeting to order at 7:01 p.m.

ROLL CALL

Place 1, Arthur L. Miner, President
Place 2, Andrew Neal, Director
Place 3, Jan Hill, Director
Place 4, Malissa Minucci, Director
Place 5, Mike Alexander, Director
Place 6, Toni Leber, Director

Council Woman Lovie Downey, Council Liaison

Others present include:

Joshua Jones, City Manager
Sandra Gibson, Director of Finance
Robert E. Hager, Equity Partner
Samantha Ortega, Records Clerk

PRESENTATIONS

1. Presentation of December Business Anniversary Proclamations:
Kim's Cali Nails for 25 Years
Just Nails for 25 Years
Shipley Do-Nuts for 20 Years
Ameriprise Financial for 15 Years
Creative School of Music for 15 Years

2. Presentation of January Business Anniversaries:
Hunter Automotive 15 Years
Pizza Hut 35 Years

ANNOUNCEMENTS

President Miner announced new City Manager, Joshua Jones and Mr. Hager of the

new law firm Nichols Jackson, LLP.

REPORTS FROM STAFF

1. Monthly Financial Report for the month of November 2021

Director of Finance Sandra Gibson presented the financial report for WEDC for the month of November 2021

For November she reported that the revenues and expenditures are tracking on target with budget. Revenues are exceeding expenditures by \$53,000. Sales tax is trending at 14% over prior year from economic recovery and new businesses and online sales. Annual audit will be ready for the board next month

Questions from the board:

Andrew Neal asked with the increase of sales tax by 14%, do you continue seeing that trend into the quarter of last year, starting this year or do you see it tapering down?

Sandra Gibson replied October and November sales tax data were both at 14%. We just received December data from the State Comptroller office as it is trending two months behind, and that is at 6%. There is a little bit of taper off. We'll still be ok within budget. Last year we were still seeing some suppression from the pandemic.

President Minor asked if there is any more information on the sales tax coming from the farmers market?

Sandra Gibson replied that they apply for a special permit. It looks like not all are registered to submit sales tax through the city. The vendors at the Farmer's Market do not track that. It will be up to the city to do so.

PUBLIC COMMENT

Requests for public comment were not received.

PUBLIC TESTIMONY FOR ACTION ITEMS

Requests for public testimony were not received.

PUBLIC HEARINGS / ACTION

ACTION ITEMS

1. Discuss and Consider the uses and fees for the city's electronic signs.

President Miner discussed this item about the fees being too high for businesses to have interest in advertising on the signs.

Discussion to increase interest in electronic sign usage would be to 1. look at reducing the fees and 2. look at expanding to allow other neighboring cities to use the signs. Not having any advertising is costing the city.

Director Minucci suggested that we add a caption that states, "Advertise here, call the city for pricing."

President Miner stated that if we start putting business anniversary names out there and people see them, then some of the other businesses will come around and want to advertise.

Thoughts and ideas from the board call the city for pricing expand to anniversary business.

Director Hill knows from personal experience with advertising for a fee. She said they did free advertising for a certain amount of time and had success. Once they started charging, they did not have success with businesses wanting to pay for the advertising.

Director Neal would like to have the business anniversaries on the sign to entice interest in using the signs and to also reduce the fee schedule down. Even if the fee is a minimum just to cover the staff time.

Sandra Gibson stated that the city allows for pricing discounts and had to be approved by the board first.

President Miner's recommendation would be to take no action on this but give staff direction to pursue reducing the fees. Advertise the business anniversaries and put a firmer timeline on this for one time approval from the board.

All Directors agree with President Miner's recommendation.

2. Discuss and consider action to approve the minutes of the WEDC Regular Meeting held November 16, 2021.

5-0-0 passed

Ayes: Jan Hill, Mike Alexander, Malissa Minucci, Andrew Neal, Toni Leber

Nays: None

Absent: None

Abstain: None

3. Discuss and consider appointing City Manager Joshua Jones as the Registered Agent for the Watauga Economic Development Corporation.

Now that we have a City Manager on board it will transfer over to him.

Mr. Hagar requested to craft a resolution paperwork so it can be sent to the Secretary of the State just as a formality.

Motion: Director Hill makes the motion to approve Joshua Jones as the Registered Agent for Watauga Economic Development Corporation.

2nd the motion: Director Alexander I second it.

5-0-0 passed

Ayes: Jan Hill, Mike Alexander, Malissa Minucci, Andrew Neal, Toni Leber

Nays: None

Absent: None

Abstain: None

EXECUTIVE SESSION

1. The Watauga Economic Development Corporation is to convene into a closed meeting pursuant to Texas Government Code Chapter 551, section 551.072 to discuss matters relating to real property as follows:

Mike Alexander recused himself from this item due to a conflict of interest.

Deliberate the purchase, exchange, lease, or value of real property.

7:20pm to executive session

RECONVENE

President Miner reconvened the meeting at 7:43 p.m.

ITEMS OF EXECUTIVE SESSION DELIBERATION:

1. The Watauga Economic Development Corporation to reconvene into an open meeting and consider action, if any, on items discussed in closed session.

No action taken at this time.

ADJOURNMENT

President Miner adjourned the meeting at 7:44 p.m.

APPROVED:

This 15 day of March 2022

SIGNED:

This 15 day of March 2022

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