

MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, APRIL 19, 2022
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:30 PM

CALL TO ORDER

President Miner called the meeting to order at 6:30 p.m.

ROLL CALL

Place 1, Arthur L. Miner, President
Place 2, Vacant
Place 3, Jan Hill, Director
Place 4, Malissa Minucci, Director
Place 5, Mike Alexander, Director absent with notice
Place 6, Toni Leber, Director
Place 7, vacant

Others present include:

Joshua Jones, City Manager
Samantha Ortega, Records Clerk
Lorenza Zavala, Administrative Assistant

ANNOUNCEMENTS

Nothing at this time.

PRESENTATIONS

1. Presentation of a proclamation to Southside Bank in recognition of their 20 year milestone anniversary.
2. Presentation of a proclamation to JJ Fast Stop in recognition of their 15 year milestone anniversary.
3. Presentation of a proclamation to Texas Snow Store in recognition of their 25 year milestone anniversary.

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending February 28, 2022. Director

Sandra Gibson was unable to be here.

No questions at this time.

PUBLIC COMMENT

Requests for public comment were not received.

PUBLIC TESTIMONY FOR ACTION ITEMS

Requests for public testimony were not received.

CONSENT AGENDA

1. Discuss and consider action on the WEDC bylaws, Section 1.03, changing the Registered Agent from Andrea Gardner to Josh Jones.

Director Hill made the motion to move that item under action items since it requires discussion.
make Josh Jones Registered Agent

PUBLIC HEARINGS / ACTION

ACTION ITEMS

1. Discuss and consider action on the WEDC bylaws, Section 1.03, changing the Registered Agent from Andrea Gardner to Josh Jones.

Paperwork has already been submitted to the state.
Motion: Director Jan Hill makes the motion to approve the item as presented.
2nd the motion: Director Leber seconds the motion.

3-0-0 passed
Ayes: Jan Hill, Toni Leber, Malissa Minucci
Nays: None
Absent: Mike Alexander
Abstain: None

2. Discuss and consider action to change the Watauga Economic Development Corporation bylaws Section 2.05 - Change to allow up to 4 council members to be placed on the commission as allowed by state law.

Mayor Miner states that we are having issues getting people to apply for the boards. We have one applicant. If we can't get people on the board, we should have the ability to have the 4th council member on there. If accepted and we get a qualified applicant, we remove the 4th council member. Any discussion? Director Minucci- how do we decide what council member leaves the board? Mayor Miner-vote or volunteer.

Director Hill- We've always had issues and I don't see an issue with having a council member. There are always vacancies.

City Manager Josh- Suggestion for 4th council member as an alternate member in the event that we don't have enough on the board.

Mayor Miner- That's an option. Unless we change the bylaws, we can't put that 4th council member. That's a better idea to have an alternate.

Director Minucci- That's a great idea.

Motion: Director Minucci makes a motion to amend the bylaws to have a council member as an alternate to join the WEDC if we are unable to have a quorum.

2nd the motion: Director Hill I second it.

Josh Jones: The intent will be that alternates will be called on to have a quorum so business can be conducted.

Mayor Miner: Asks if Director Jan Hill would like to amend the motion. The main thing now is to have 4th council member on the board if we need it. Whether it's every meeting or a later date.

3-0-0 passed

Ayes: Jan Hill, Toni Leber, Malissa Minucci

Nays: None

Absent: Mike Alexander

Abstain: None

2. Discuss and consider action to remove the requirement from the Watauga Economic Development bylaws Section 2.06 to remove board members if they no longer serve on City Council.

Mayor Miner: Pretty much self-explanatory. If myself or Director Hill or Director Minucci doesn't run for re-election at the end of your term then you will be removed from the board.

Motion by Director Hill to remove that item from our bylaws.

2nd the motion: Director Liber I second the motion.

3-0-0 passed

Ayes: Jan Hill, Toni Leber, Malissa Minucci

Nays: None

Absent: Mike Alexander

Abstain: None

3. Discuss and consider action to revise the fee schedule for advertising on the WEDC digital signs.

City Manager Josh Jones- proposing new fee schedule sine there has been zero interest in the advertising. Free for the week prior to a grand opening/ribbon cutting then the week following. On going 50% for small businesses based on the

number of employees and locally owned. We can start here, see what happens, I call these promotional rates. The intent here is that they can always go up with supply and demand. No one has been interested in the advertising for now. We can always change the prices as we start seeing demand and take the prices up if needed.

Director Minucci- Do we have anything that says "Advertise here" on the signs? Also, as far as the revenue that we've been getting, is that hitting our numbers that we planned out from our strategic planning?

Josh Jones: We've gotten very little. From EDC standpoint, there was an attempt to try and pay for the signs and try and get our money back on the investment. Typically, from an EDC philosophy, especially when you have no demand when it comes to real estate or advertising, is that you have to take a hit to generate up that interest and you're betting on them to come. This may not pay for the electricity on this, but the real intent is for the businesses and advertising. Then they get more business and sales tax revenue increase, and it comes back as that reinvestment.

Director Hill- Speaking from experience, we did free for a month, and no one wanted to pay after the fee to continue advertising. Businesses now don't make enough money in a week to cover the fee. I think it's still too high.

Director Minucci- Maybe we could do something like a lead tracking phone number to see if sign is working? I don't know if we have that marketing person to have that conversation with to implement it.

President Miner- It was brought up that these signs will never pay for themselves. \$2500 is the annual cost and the internet is free for them. The original fees were done by Ms. Gardner and Mrs. Gibson supposedly based off what neighboring cities were charging. Director Hill's point, we are still too high on the fees but let's leave it and go with the new proposed rate to see if we get any businesses and if not, then we can look at lowering it again. I like the free advertising for the businesses.

Motion by Director Minucci I make a motion to accept the fee schedule and the proposed promotional rates as presented.

2nd the motion: Director Liber I second the motion.

Josh Jones: How long do you want to give it, 60 or 90 days, for bringing this back to the board on the success of these rates?

President Miner: That'll be another item. We need to go ahead and act on the motion that we've got.

2-1-0 passed

Ayes: Toni Leber, Malissa Minucci

Nays: Jan Hill

Absent: Mike Alexander

Abstain: None

President Miner: I am going to recess this meeting at 7:01 p.m.to look up some

information. We will be back shortly.

President Miner: I reconvene the regular meeting at 7:04 p.m. After looking into the bylaws, that motion did pass. 2 in favor, 1 against as we indicated.

ITEMS FOR FUTURE AGENDAS

Director Hill- Would like a report on when our web page is going to get updated, with regard to the directory updates for the businesses.

Director Minucci: None at this time.

Director Leber: None at this time.

President Miner- 2 items: come back in 60 days to evaluate the fee schedule for the signs. The other item is election of officers that was to have been done last month and we missed it.

EXECUTIVE SESSION

RECONVENE

ITEMS OF EXECUTIVE SESSION DELIBERATION:

ADJOURNMENT

President Miner adjourned the meeting at 7:06 p.m.

APPROVED: this 17 day of May, 2022.

SIGNED: this 17 day of May, 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.