

City of Umland, Texas
Economic Development Corporation

Minutes of the August 25, 2020 Zoom Meeting

A. CALL TO ORDER

The meeting was officially called to order at 5:30 pm by Marian Loep

1. Roll Call

Members joining the zoom meeting were: Marian Loep, Barbara Ilse, Karen Gallaher, Erica Heideman, Allison Garcia, Chris Betz (Honorary Member), and Victor Garza (EDC Consultant)

2. Declaration of Quorum

A quorum was declared.

B. PUBLIC COMMENTS

No public comments

C. PUBLIC HEARING

None

D. CONSENT AGENDA

1. February 25, 2020, and May 26, 2020, EDC Board Meeting Minutes

No comments on the February 25, 2020 minutes. Minutes for the May 26, 2020 meeting tabled until next meeting.

2. Financials of March, April, May, June and July 2020

Balance as of July 31, 2020 is \$363,269.84. We are getting the 1.00% rate.

Allison made a motion to accept the reports as presented. Erica seconded. Motion carried.

E. DISCUSSION ONLY ITEMS

1. EDC Strategic Plan

Victor went over the proposed EDC Strategic Plan. Karen suggested that Victor reach out to legal to get a copy of the Draft Comprehensive Plan that the City Council is working on. We should keep the plan broad and not mention specific items. Karen stated that according to the new Atlas 14 maps that most of the downtown area is in a flood zone. Karen asked Victor if an existing business can use city sales tax revenue to

upgrade an existing facility. Victor's response was yes as long as they are adding jobs, increasing revenue, etc.

Instagram is a good marketing platform or LinkedIn. Brochures and business cards are not used much anymore.

Victor will make our suggested changes to the plan and also request a copy of the comprehensive plan from the city. He will get this to Marian so hopefully we can get it out for vote at possibly the next meeting.

a. Main Street Program

We can go about this a couple of different ways. We can ask one or two firms to take a look at it and give us their pitch or Victor can do an RFP.

F. DISCUSSION AND POSSIBLE ACTION ITEMS

1. RFQ for New Financial Institution

Motion was made by Karen to include City of Umland and EDC in one RFQ. EDC and the City would not have to choose the same institution. One add would be placed in the papers for both entities. Allison seconded. Motion passed.

2. EDC Financials – Selection of B&H Bookkeepers

Since we have not identified anyone that would like to be our treasurer, Karen has reached out to B&H Bookkeepers. They are also the City of Umland's bookkeeper. They have given us a bid of \$95.00 per month for their services. Karen made a motion to hire B&H Bookkeepers to take care of EDC financials. Erica seconded. Motion passed.

3. FY 2020-2021 Budget

We must have our proposed 2020-2021 budget finalized to submit to city council by October 1. We have EDC positions 1, 2, and 3 which expire September 31. Positions 2 and 3 are vacant. Barbara currently holds position 1. The application is on the website for anyone interested in serving on the EDC board.

Items we need to include in the new budget are: Purchase of a laptop, downtown revitalization study, website design, EDC seal, bookkeeping services, and website domain. Retail Live is a good workshop to attend if it is close to our area. Victor says it is a good idea for us all to participate in Basic EDC Training. It will be all online and usually takes place in October. Victor will check for us and get the information to the board.

4. Annual Conflict of Interest Filings

Karen will send out the forms to board members to complete and sign. This has to be done annually.

5. EDC Board Vacancies

We still have two board vacancies. Maybe we could get an employee from one of the larger businesses in Umland to join. Erica mentioned that she and Brian had made

friends with people in the new subdivision. She will see if any of them would be interested. Application is on the City of Umland website.

G. EXECUTIVE SESSION

None

H. ANNOUNCEMENTS

None

I. ATTENDANCE BY OTHER ELECTED OR APPOINTED OFFICIALS

None

J. ADJOURNMENT

Karen made a motion to adjourn. Erica seconded. Motion carried. Meeting adjourned at 6:43.