

**SANTA FE ECONOMIC DEVELOPMENT CORPORATION
MEETING OF THE BOARD OF DIRECTORS
DATE: March 28, 2023, AT 7:00 PM
SANTA FE CITY HALL COUNCIL CHAMBERS
12002 HWY. 6, SANTA FE, TEXAS**

MINUTES

1. The meeting was called to order at 7:00 p.m. by President Fidencio Leija, Jr.

2. **Roll Call:** Present: Fidencio Leija, Jr., President
Rudy Zepeda, Economic Development Corporation Director
Matt Crable, Vice President
Bob Wylie, Director
Robert Bracknell, Director

Absent: Gregg Vicknair, Director
Tamra Loftin, Director
Ashley Carner, Secretary/Treasurer, excused

3. **Invocation and Pledge of Allegiance**

Invocation was given by Director Wylie and the Pledge of Allegiance was led by President Leija.

4. **Citizens' Comments**

There were no citizen comments.

5. **Reports & Presentations:**

a. **Approval of Board Minutes from February 28th, 2023**

The minutes of the February 28, 2023, Regular Meeting were approved as presented. With a motion to approve the minutes as presented by Bob Wylie and a second by President Leija, the motion passed unanimously.

b. **FM1764 Project Status Report**

Bill Manning with Sander Engineering gave a status update on the FM1764 Project. Payment application #14 has been made for \$286,187.50. Billed for 75% of lift station; the final 25% will be billed after the punch list items are completed. Start date for the lift station is set for April 5, 2023. Tentative project walk-through inspection scheduled for April 11 or 12, 2023. Warranty transfer to the Galveston County Water Control and Improvement District No. 8 is to be sent to Economic Development Corporation attorneys for review.

c. **Current Budget Update & Financial Statements**

Economic Development Director Rudy Zepeda gave a current budget and financial statement overview.
\$275,240.00 Revenue
\$268,190.00 Expenses
\$7,050.00 Net

Total fund balance \$3,092,272.00

With a motion to approve the current budget update and financial statements as presented by Vice President Crable and a second by Director Wylie, the motion passed unanimously.

d. Sales Tax Report March 2023 for January Sales Collections

Economic Development Director Rudy Zepeda gave a sales tax overview for January's sales collections. The collections showed an increase of 15% more than last year and that it is currently at 9.6%, which is 8% more than was budgeted for. It is predicted that approximately \$84,000.00 more will be deposited this fiscal year than was originally budgeted.

e. Current Economic Development Status Report

Economic Development Director Rudy Zepeda reported that all current projects are running on schedule. It was recommended that Chief Building Official Ray Burgess add to this monthly status report a legend for abbreviations.

6. Business

a. Presentation by the Santa Fe Ten Memorial Foundation: "Building a sacred space that remembers and honors those that died, and all individuals impacted on May 18, 2018, in the Santa Fe High School shooting."

Megan Grove, Chair of the Santa Fe Ten Memorial Foundation, gave an overview of the Foundation and a slideshow presentation on the concept and proposal of the memorial. Ms. Grove answered questions from the board.

b. Discussion with possible action on the purchase of Placer.ai, an online dashboard providing insights into local sales and competition allowing discovery of new business opportunities.

Placer.ai is a marketing tool that specializes in demographic data and analytics. The cost is \$15,000.00 per year. Economic Development Corporation Director Rudy Zepeda played a portion of the video presentation from Placer.ai and the Economic Development Corporation Board agreed that Placer.ai would make an effective marketing tool and incentive for the BRE (Business Retention and Expansion) Committee that would provide insight into what would work best for the City and the Comprehensive Master Plan; however, the lack of staffing within the EDC at this time would severely limit any potential benefits. It was suggested that this subject be revisited at the next Budget Workshop. Motion to postpone any action was made by President Leija and seconded by Director Bracknell. The motion passed unanimously.

c. Presentation by Kimley-Horn and Associates, Inc. on the Berringer-Tully Park project for the City of Santa Fe.

Christina Malek, Landscape Architect with Kimley-Horn and Associates, Inc., presented general information on the logistics associated with different types of potential parks that could accommodate the amount of space that encompasses Berringer-Tully Park (approximately four acres). Director Wylie suggested the Economic Development Corporation defer any discussion on the use of that land until it is decided whether the land will be purchased by the City. Since Vice President Crable also serves on the Santa Fe ISD Board of Directors, there was a question as to whether he would be required to recuse himself or abstain from voting on the potential purchase of Berringer-Tully Field from Santa Fe Independent School District. After consulting with the City Attorney on whether the recusal would leave the meeting without a voting quorum, Economic Development Corporation Director Rudy Zepeda advised that the Board would need to schedule a Special Meeting for this vote. The meeting would need to be in advance of the April 13, 2023 City Council meeting to also meet the deadline of the property being put on the market on April 15, 2023. Economic Development Corporation Director Mr. Zepeda was tasked by the Board with finding out if Vice President Crable will need to abstain from voting or if he will need to be recused due to a potential conflict of interest in regard to his position on the SFISD School Board. A motion was made by President Leija to set a Special Meeting for the purpose of conducting a vote on the matter and was seconded by Director Wylie. The motion passed unanimously.

d. **Budget Workshop discussion and action setting parameters for recommending and selecting projects under the BRE grants program. Discussion of projects for the current and 2024 fiscal years.**

Director Wylie suggested that the City's forthcoming Comprehensive Master Plan would be a tool to be able to set the parameters for selecting projects under the Business Retention and Expansion (BRE) grants program. President Leija said that this would be the subject of a Workshop meeting instead of an agenda item. It was recommended that the Workshop meeting be scheduled no sooner than June of this year once the Comprehensive Master Plan has been approved by Council. After a motion to table this item by President Leija and a second by Director Bracknell, the motion passed unanimously.

e. **Discussion with possible action on the sending of an EDC representative to the 2023 International Council of Shopping Centers (ICSC) Conference in Las Vegas, NV this May.**

Economic Development Corporation Director Rudy Zepeda presented a two-minute video presentation about the benefit of attending the 2023 International Council of Shopping Centers (ICSC) Conference In Las Vegas in May. He stated that there are funds available in the budget to send several board members to attend the conference for informational and networking purposes. They will not be setting up a booth. Director Wylie stated that he believes that the Economic Development Corporation was not yet in a position to start networking and suggested we wait until they are established. Mr. Zepeda recommended utilizing the ICSC to learn to produce low-cost promotional videos

to bring new businesses to Santa Fe. President Leija and Director Bracknell stated interest in attending the conference. President Leija made a motion to approve with a second by Director Bracknell. The motion passed 3-1, with President Leija, Vice President Crable, and Director Bracknell in favor, and Director Wylie opposed.


Citizens' Comments

Mayor Bill Pittman expressed his praise for the hard work that the Economic Development Corporation is doing.

Santa Fe Ten Memorial Foundation Chair Megan Grove agreed with Mayor Pittman and stated that she learned a lot about the Economic Development Corporation and that she would be attending meetings in the future. Motion by Vice President Crable to adjourn. The motion passed and the meeting adjourned at 8:26 p.m.

ATTEST:


Rudy Zepeda, Executive Director


Fidencio Leija, Jr., President