

**SANTA FE ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTOR'S SPECIAL MEETING/WORKSHOP  
JANUARY 12, 2021 8:00 A.M.  
SANTA FE CITY HALL COUNCIL CHAMBERS  
12002 HWY. 6 SANTA FE, TEXAS**

**MINUTES**

1. The meeting was called to order at 8:19 A.M. by Fidencio Leija, Jr.

2. Roll Call:       Fidencio Leija, Jr.  
                      Matt Crable  
                      Ashley Carner  
                      Robert Bracknell  
                      Greg Vicknair, Absent  
                      Bob Wylie  
                      Blu Baillio, Absent  
                      Stacey Baker, Director

3. The invocation and Pledge of Allegiance was given by Bob Wylie.

4. Workshop

a. Discuss the current EDC mission based on the current bylaws and 2021 goals and budget for potential projects

Stacey Baker advised that the City Secretary advised the dates to call for the election was earlier this year and Janet was putting this item on the next city council agenda. The directors discussed that it was important to commit to infrastructure projects such as drainage, water, and sewer. Robert Bracknell advised he would like to make people aware of the projects EDC contributes to by placing signs out or doing posters at project sites. Fidencio Leija advised he would like to discuss goals for EDC if the expansion proposition does not pass. Bob Wylie advised that most complaints are drainage problems throughout the city. Stacey Baker advised of the bid dates for the FM 1764 sewer project and they discussed the estimated costs received from Sander Engineering for the next two years. Robert Bracknell advised he would like to contribute to several small projects that people can see up front. They all discussed that more projects like the Ave P Drainage Project is needed. Stacey Baker advised that all projects will require a budget amendment and each project requires two readings by city council. The directors discussed the importance of joint infrastructure projects and estimated contributing approximately \$650,000.00 to infrastructure joint projects this 2020/2021 year since sales tax dollars are up and expected to maintain at \$50,000.00 a month, as long as businesses are affected within the project scope. This amount does not include the contribution to Ave P. It is important to work with the City of Santa Fe and DD1 on the infrastructure projects and all entities contribute to the projects. The project proposals must show the scope of work, estimated expense amount, a list of businesses that will be impacted, and a map or tour of the area needing the work.

The board asked about the comprehensive master plan for the city. Stacey Baker and Jason Tabor advised that the city will be requesting for RFQ's for the plan. The plan is expected to cost over \$200,000.00. Stacey Baker advised that she will contact Attorney Chris Nichols to see if EDC could currently contribute to the plan because she did not think it qualified under our current bylaws. Bob Wylie advised the city may want to use the company who prepared the water/sewer plan previously established. Mayor Jason Tabor advised that the city must go out for bids, especially since

that study was done in 2017. Gina Bouvier, Santa Fe Chamber of Commerce, agreed a master plan is necessary to have for the city to move forward and bring businesses to Santa Fe.

Ashley Carner advised she would like to see this board have committees that keep up to date with projects and could ultimately take a director's place as their term expires.

Matt Crable and Ashley Carner advised they would like to establish a mission for the EDC and for everyone to stick with the mission and see it to the community for the expansion proposition to pass. This mission must show that the board is committed to infrastructure projects for the city and support a comprehensive master plan or long-term planning through partnerships and community engagement. It is important that the community knows what the EDC does for the city. A general statement needs to be devised that is easy to understand.

There was a brief discussion regarding the progress of Mulberry Farms. Fidencio Leija advised that the owner dedicated six acres for commercial use along FM 1764 and the potential for it to bring in a restaurant and other businesses with 150 plus homes.

b. Discuss and plan for May 2021 election to expand EDC bylaws and schedule townhall meetings and outreach

The public needs a simple statement of what the EDC can do if the proposition passes and give the community what they want. EDC need to come up with a few dates to have townhall meetings, possibly at the Fire Department or Day Spring Church. We need to come up with ways to explain how the money is collected to fund the EDC and what the EDC can spend money on currently and in the future. The City's website, Facebook, and the Chamber of Commerce can be used to market the EDC and possible the school. Gina advised that the EDC could speak at the March luncheon for the Chamber. The candidate forum hosted by I45 Now is also a good option to market the proposition. Matt advised that he would like to have a table set up election day talking to the voters as they approach the voting location to answer questions. A visit to little league baseball, softball, football, and soccer would also be a good place to start marketing tactics. Townhall meeting dates will be established at the next meeting possibly the first of March and April. Maybe a lunch meeting and an evening meeting. The EDC could also request the businesses with marquees to put our message on their boards. Creating small postcard type flyer to hand out also would help get the message out. A good place to also meet will be with the booster club meetings, fire department meetings, Thelma Webber Center, and the police officer's union meetings, Ministerial Alliance, and the VFW.

c. Discuss a Business Expansion and Retention (BRE) Committee in partnership with the Santa Fe Chamber of Commerce Board and non-chamber members to establish a BRE program

In the last meeting Chris Nichols advised that if EDC sets up a committee at least 3 directors must be on the committee. Matt Crable and Bon Wylie stated he was concerned this matter might need to wait due to everything that is currently going on. Gina advised she thought a BRE committee will help the proposition pass and she thinks this is something the Chamber board will support the committee. Fidencio thinks a BRE committee will also help with the campaign. BRE can be used to survey the businesses and can educate them at the same time. A BRE program could collect data to support future efforts. Glen Adams advised that he liked the idea. The BRE committee could possibly meet quarterly. The committee will need develop a mission and vision. There is data on best practices for this program. This is a great way to find out all the business needs and build relationships between the EDC and Chamber. Matt Crable and Bob Wylie advised they would like to further discuss this after the election and most of our time needs to be focused toward the election. Gina advised that she thought that if the committee was established under the Chamber then the committee would not have to have three directors on the board and maybe we could go in that direction. Mayor Tabor advised that if the EDC proposition passes, then the EDC could possibly fund money to the Chamber to run and advertise the BRE. Fidencio advised we could talk to our attorney and discuss the ins and outs of the BRE, when to start it, and when to meet.

d. Discuss hiring a part time EDC Executive Director

Fidencio advised that the EDC may want to hire a Director in the future if the proposition passes. The workload of the possible projects may require someone just dedicated to EDC. This person could attend other city's EDC meetings and Chamber meetings. Information gathered from the other meetings can affect our area. Glen Adams advised you will want to keep this position under the city for the benefits and it may take a fulltime person. Stacey Baker advised she compiled a salary survey from information received from surrounding communities. Mayor Tabor was concerned of the amount of salary that may be used that could have been used on a project. Fidencio expressed his concerns about Stacey having so much work if the proposition passes since she has many duties within the city. He feels that EDC can get a successful person to fill the position for \$65,000 - \$70,000 a year or more. Matt Crable thinks that this position will take an experienced person to succeed. Glen Adams agrees that there is a potential for the workload to be increased in about a year's time if the proposition passes. Bob Wylie advised he would like to maintain a good relationship with the city and agrees that a person will be needed a year from now and not set someone up for failure. A job description will need to be devised and this person will have to know how to be a project manager. This person will need to be able to build relationships, multi-task, and manage the information and knowledge available to them. Gina advised the director will be the face of the EDC and be able to get out of the office to build relationships with the public and entice businesses to come to your city and stay. A seasoned person may justify the salary that is willing to be paid per qualifications. Mayor Tabor advised he thinks a third-party group and recruit a director. He advised that this matter really needs to be discussed later if the proposition passes. This person will need to increase upon the shop local campaign. Matt Crable thinks the goal is a fulltime director is going to be needed and this needs to be discussed annually as the EDC grows and advised Stacey that she needs to tell them when she is overwhelmed. This is an item that needs further discussion. This matter will be revisited 3<sup>rd</sup> quarter.

5. Citizen's comments

Gina advised that Barbara Kutsinger may be sought out to for additional information or to present information to distribute to other communities regarding our EDC projects. There are articles that can be prescribed to and get a ton of information on developments or upcoming projects.


7. Adjournment

A motion was made by Bob Wylie and seconded by Robert Bracknell to adjourn at 11:54A.M. The motion passed unanimously.



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Fidencio Leija, Jr., President

ATTEST:



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Stacey Baker, Administrative Services Director