

**SANTA FE ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTOR MEETING
DATE: February 22, 2022, AT 6:30PM
SANTA FE CITY HALL COUNCIL ROOM
12002 HWY. 6, SANTA FE, TEXAS**

MINUTES

1. The meeting was called to order at 6:30 p.m. Fidencio Leija, Jr

2. Roll Call: Fidencio Leija, Jr.
Matt Crable
Ashley Carner (Absent)
Robert Bracknell
Greg Vicknair
Bob Wylie
Blu Baillio
Rudy Zepeda, Director

Members of the public included: Bill Pittman (City Council), Renea Dillon (SFISD), & Gina Bouvier (SF Chamber), Stacy Baker (City).

3. The invocation and Pledge of Allegiance :

Invocation was given by Bob Wylie. The pledge of allegiance was led by the President.

4. Citizens comments: General comments about the success of the EDC101 town hall presentation. The president thanked everyone including Kimley-Horn and BAHEP on their work that night. An estimated total of 60-65 persons attended the event and it lasted an hour and a half with Q&As at the end. The president then asked Mr. Zepeda to go over the information the EDC presented that night with the board members as well as a review of projects committed over the last six years. The information shows all the work done by the staff and the board.

5. Reports:

(a) Presentation and approval of minutes from November 30th and January 18th

Mr. Zepeda presented the minutes and after having reviewed them, Robert Bracknell moved to approve the meeting minutes as presented. Greg Vicknair seconded. A voice call vote was requested by Fidencio Leija. All present members were in favor of the motion. The motion passed.

(b) FM1764 Project Status Report

Mr. Zepeda informed the board that per the contractor, no pay applications/estimates were submitted for January or February due to labor and material shortages. Bob Wylie confirmed the general shortage of materials needed to continue the project from his work with the water board. The invoices presented in

the binders were for November and December work have been paid. A summary update report dated January 25th was included in the director's binders for examination. No action was required or taken.

(c) Sales Tax Report January 2022 and February 2022

Mr. Zepeda informed the board of updates to the estimated revenue projections for FY2022. No action was required or taken.

(d) Update on all current development and new businesses.

Mr. Zepeda introduced Stacey Baker, Community Services Director, City of Santa Fe to speak to new business information not in the binder. Review and discussion including questions related to a possible Whataburger. The discussion also emphasized the need to have the EDC engage potential businesses early to assist in the planning process. No action was required or taken.

(6) Business:

(a) Discussion and consider with possible action to establish, review, and approve guidelines, qualifications, the amount a business can qualify, the application process, and the application to apply for the Business Expansion and Retention (BRE) program, and forward to City Council for approval.

The president began by stating the primary need for this item was to establish a timeline for the creation of the committee and ideas on the process from the board. Goals would include being a marketing arm for the business community and assist business growth of at least 3%. This would be the paper process in creating this standing committee with the understanding that this committee would make recommendations to the EDC board for further approval by the City Council.

After discussion, it was determined that a timeline of 30-45 days was generally accepted to educate the EDC and public on the BRE as a whole and 4-6mo on the overall timeline for the committee. No action was required or taken.

(b) Approval of Quarterly Investment Report

Mr. Zepeda informed the board of updates to the estimated revenue projections for FY2022. Matt Crable moved to approve the first quarter investment report for the 1st quarter 2022. Bob Wylie seconded. All present members were in favor of the motion. The motion passed.

(c) Discussion of Golden Shovel's marketing communications proposal and the direction of the board for the FY2023 fiscal year.

Stacy Baker and Rudy Zepeda discussed the demo they attended for a company called Golden Shovel. The company specializes in EDC leads generation, web site creation, and market analysis and demographics monitoring. In short, the information gathered from the meeting was helpful in discovering the types of professional services available to the EDC and the possibilities in future budgets. Staff will continue to research innovations for the EDC community to assist city and local business growth. The consensus was that we should use the Kimley-Horn site in the interim while we work through the comprehensive plan and look at options afterward. Securing a separate domain would be the only need regardless of direction. No action was required or taken.

(d) Closed the regular Session of the EDC Board Meeting; Opened Public Hearing: 7:32pm

Pursuant to Texas Local Government Code Section 505.159, the Santa Fe EDC, a Texas non-profit 4B economic development corporation, will receive comments on the following proposed economic development projects in the approximate amount of \$225,000 to the City of Santa Fe for production of a city-wide comprehensive plan; to contribute funds in the approximate amount of \$150,000 towards other projects of the Economic Development Corporation; and to contribute funds in the approximate amount of \$78,846 to the City of Santa Fe for the lease purchase payment of a Gradall for drainage and street improvement projects.

No comments having been received; the Public Hearing closed at 7:35pm; Reopened regular session of the EDC Board Meeting at 7:35pm

(7) **Citizen's Comments**

Chamber is hosting their Business Expo on April 7th at Hack Winery 5pm-10pm. Open to all businesses.

(8) **Adjournment**

Matt Crable motioned to adjourn. Blu Baillio seconded. All present members were in favor of the motion. The motion passed.

Meeting concluded at 7:41PM



Fidencio Leija, Jr., President

ATTEST:



Rudy Zepeda, Director