

**CITY OF SANTA FE
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
March 26, 2024 7:00 P.M.
COUNCIL CHAMBERS
12002 HWY. 6, SANTA FE, TEXAS**

MINUTES

The meeting was called to order at 7:00 p.m. by President Bob Wylie.

Roll Call: Present: President Bob Wylie
Vice-President Matt Crable
Secretary/Treasurer Terri O'Connell
Director Johnny Helpenstill
Director Pam Schwertner
Director Ryan McCamy
Director Gary Summerville

Absent: None

The Invocation was given by Director Crable, and the pledge to the U.S. Flag and to the Texas Flag was led by President Wylie.

Citizens' Comments

There were no comments from citizens.

Reports

a. Approval of Board Minutes from the Regular Meeting of February 27, 2024

Motion by Secretary/Treasurer O'Connell to approve the Minutes from the Regular Meeting on February 27, 2024, seconded by Director McCamy. The motion passed unanimously.

b. Current Budget Update & Financial Statements, period ending February 2024

Economic Development Corporation (EDC) Executive Director Rudy Zepeda gave an overview of the current budget and financial statements as of January 31, 2024:

- Financial Statements showing Current Revenue posted through February at \$128,884 and Expenses at \$23,012.53 with a Net Revenue over Expenses at approximately \$105,872
- Balance Sheet shows an ending Fund Balance of \$3,101,919

c. Sales Tax Report February and March 2024

Executive Director Rudy Zepeda gave an overview of the Sales Tax Report for February and March 2024 Sales:

- February Sales Tax Revenue was \$96,684
- March Sales Tax Revenue was \$74,113 which currently represents a projected 3% over budget for 2024 from \$962,000 to \$989,694

- Year to date the sales tax revenue is 5.4% over last year year-to-date and 2.3% over last March

d. Quarterly Investment Report October-December 2023

Current cash accounts include:

- AMOCO, Money Market Texas First Bank, Checking Texas First Bank, TexPool & LOGIC, Etc.

During the first quarter of FY2024, the total interest received from these accounts amounted to \$28,468. Mr. Zepeda stated that EDC has most of its money in investment pool accounts yielding around 5.5% interest rate, and it offers flexibility as funds can be withdrawn at any time.

e. Current Economic Development Status Report

Executive Director Rudy Zepeda presented an overview of the Community Services Department for January 2024:

- Total Permits issued - 399 (compared to 198 permits in February 2023)
- New Residential Construction Permits issued - 86 (26 New Residential permits were issued in February 2023)
- Fees Collected - \$55,321 (compared to \$8,378 in February 2023)
- Completed Inspections – approx. 280 (compared to 151 in February 2023)
- New Subdivisions Centennial Oaks, Maple Landing, Mulberry Farms, Tower Road Estates (with several new construction permits approved in each)
- Major ongoing projects: Big Horn BBQ, Hubcap Grill, Whataburger, Starbucks, and RC Systems
- Tres Rios conceptual Land Use Plan: 1,050 Acres, consisting of 2,707 lots, and a lagoon.

Director Schwertner inquired about the number of permits issued for February.

Secretary/Treasurer O'Connell asked for clarification regarding information on water district supply rates.

President Wylie responded that the City has more information and it's an ongoing conversation.

f. Presentation by Bay Area Houston Economic Partnership

- BAHEP President Brian Freedman provided a detailed presentation on BAHEP's background, mission, and value proposition.
- BAHEP aims to unite leaders from various sectors, including industry, academia, nonprofit, and government, to address regional issues effectively.
- Originating 48 years ago, BAHEP was founded by visionary leaders with strong beliefs in business development, recruitment, retention, and expansion projects.
- Membership comprises 300 members, including 18 municipal members like Santa Fe.
- Mr. Freedman highlighted major industries within the Bay Area Houston region, including Maritime, Aerospace & Aviation, Tourism, Healthcare/Life Sciences, Specialty Chemical/Manufacturing, and Energy, along with the associated support infrastructure.
- Discussion on benefits for Santa Fe Economic Development Corporation (EDC) as BAHEP members.
- Mr. Freedman emphasized the advantages of companies investing in the Bay Area Houston region, citing the diverse opportunities available, such as a small-town feel, proximity to petrochemical complexes, shipping access, and efficient market product distribution.
- BAHEP provides access to tools like Costar and LandGlide for property analysis and identification.
- The organization facilitates collaboration through various committees and hosts general membership meetings featuring flagship speakers.

- BAHEP publishes tools like Hot Projects and Business Development Updates, offering insights into ongoing projects and business developments.

President Wylie expressed gratitude to Mr. Freedman for the insightful presentation. He highlighted the benefits of utilizing BAHEP's resources, especially considering Santa Fe EDC's membership.

g. Consider with possible action on the approval of the final pay application for FM1764 Project

- Bill Manning from Sander Engineering presented the final payment application for the FM 1764 Project for a total of \$211,277.80, inclusive of one change order and the final retainage of \$158,029.08.
- Mr. Manning summarized the project, confirming it was under budget.
- Project closeout is almost complete pending the transfer document for the FM1764 infrastructure asset purchased by the Economic Development Corporation (EDC) to WCID#8 and handling of the Mr. Amato property.
- Mr. Manning provided a final cost summary, indicating that engineering survey, geotech, and material testing were \$106,000 under budget, while construction was \$134,772.00 under budget.
- Project walk-through inspection is scheduled for April 26, 2024.
- Approval of Final Payment

- Motion by Secretary/Treasurer O'Connell to approve final payment, seconded by Director McCamy. The motion passed by roll call vote unanimously.

- Mr. Manning confirmed that record drawings and operational manuals would be provided.
- Executive Director Zepeda provided an update on Mr. Amato's property, presenting a letter issued during the last EDC meeting on 2/27/24 outlining options for hydro mulching of St. Augustine grass or receiving a check for its value.
- President Wylie requested a deadline of 90 days from the issuance of the letter for Mr. Amato's property decision. Rudy Zepeda agreed to add it to the action items for the April monthly EDC meeting.

6. Old Business

a. Discussion with possible action regarding the branding and logo for the Economic Development Corporation

Economic Development Corporation Coordinator Jesci Portie emphasized the significance of selecting an appropriate logo for the Economic Development Corporation (EDC) of Santa Fe, highlighting its role in establishing identity and communicating values to the city. Ms. Portie outlined a series of professional steps to ensure the selection of the right logo:

- Purpose and Values: Understand the purpose and values of the EDC, considering its mission, vision, and goals, along with the unique characteristics of Santa Fe.
- Research and Gathering Ideas: Conduct research on logos of other economic development corporations locally to gather inspiration and understand current trends.
- Engagement: Gather input from various stakeholders, including board members, staff, city officials, and community representatives.
- Define Design Requirements: Define clear design requirements based on the gathered input, considering factors like simplicity, scalability, versatility, and relevance to Santa Fe.

- Hiring a Professional Designer: Consider hiring a professional graphic designer with experience in branding and logo design.
- Concept Development: Work closely with the designer to develop initial logo concepts that reflect the values and goals of the EDC.
- Feedback: Present initial logo concepts for feedback and refinement based on suggestions.
- Finalization and Refinement: Finalize the preferred logo concept in collaboration with the designer.
- Legal and Trademark Considerations: Conduct a thorough check to ensure the logo does not infringe on existing trademarks or copyrights.
- Launch and Promotion: Plan a strategic launch to introduce the finalized logo to the public.
- Review of Logo Submissions:
 - Executive Director Rudy Zepeda informed the board about the new logo submissions and directed them to copies in the agenda for review. Mrs. Portie suggested narrowing down the submissions, and after a discussion, the board selected the top three logos.
- Action items for next meeting:
 - Review the top three logo submissions on products and provide feedback for further refinement.

7. New Business

Mrs. Portie initiated a discussion on branding avenues for the Economic Development Corporation (EDC), including showcasing the logo on a website with Search Engine Optimization (SEO).

- Director Schwertner inquired about the possibility of the EDC having its own website, to which Executive Director Rudy Zepeda indicated that it would be discussed at the next EDC meeting and considered in the following year's budget.
- Mrs. Portie proposed utilizing social media platforms to showcase the logo once selected.
- President Wylie suggested the EDC having its own website, with a potential link on the City of Santa Fe website for increased visibility.

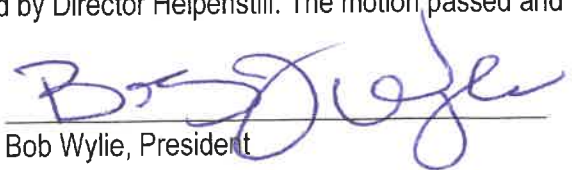
8. Citizens' Comments and Announcement

- President Wylie announced a joint meeting with the City Council scheduled for March 28, 2024, to discuss the future of the organization.
- Director Schwertner announced a free small business marketing strategies seminar hosted by Santa Fe Business Boost, with Ms. Amy Reid from Galveston County Small Business Development Center presenting on April 9th, 2024.
- Secretary/Treasurer O'Connell announced that the Santa Fe Chamber of Commerce ("the chamber") Sunrise Santa Fe event will take place at Innovation Nutrition on the following morning at 7:45 a.m.
- Communications Specialist Laurie Tollett Tollett announced the launch of an alert notification system by the City of Santa Fe for severe water issues, road closures, and events, encouraging sign-ups and offering assistance if needed.

Motion by Vice-President Crable to adjourn the meeting, seconded by Director Helpenstill. The motion passed and the meeting adjourned at 8:13 p.m.

ATTEST:


Rudy Zepeda, Executive Director


Bob Wylie, President