

Minutes of the Brookshire Economic Development Corporation Meeting
July 7, 2022

The Brookshire Economic Development Corporation held a Special Meeting on Thursday, July 7, 2022 in the Brookshire Municipal Building located at 4029 Fifth Street, Brookshire, Texas.

<https://www.youtube.com/watch?v=lxOqDNRXwT8&t=2268s>

The meeting was called to order at 5:30 p.m. by Vice-President, Kathy Guy

Agenda Item #1: Prayer / Pledge to the U.S. Flag / Pledge to the Texas Flag

Director, Amanda Neuendorf

Agenda Item #2 Roll Call

Present were:

Place 1, Jeremiah Hill / by remote
Place 2, Amanda Neuendorf
Place 3, Kathy Guy
Place 4, Quotatious Dun
Lace 5, Susette Baines
Place 7, Mariela Aguilar

Also, Present:

EDC Coordinator, Mike Barnes
Attorney, Justin Pruitt
Administrative Assistant, Vickie Casto

Absent:

Place 6, Glenn Mayberry
Recording Secretary, Claudia Harrison

Agenda Item #3 Public Comments.

Attorney, Pruitt explained because of the open meetings act, they can't allow someone to remote in to lead the meeting. That's why Mrs. Guy has to do it; but he can participate counts to the meeting that why it's going to be a little different and apparently the air-conditioned is not fixed and they have to do it all sweety to 😊

Agenda Item #4 Consent Agenda

- a. Approval of BEDC Board meeting minutes: May 3, 2022 and June 13, 2022.
- b. Approval of Paid Invoices
- c. Approval of Unpaid Invoices

Mr. Hill then thanked Mrs. Guy for leading the meeting. He then explained how his household had fell victim to COVID so they're quarantining to prevent the spreading. He then went on to explain about item #4 consent agenda. He reconstructed this for moving forward. The idea was most of these items moving forward for most part that they are aware of so they don't have to go through individually. In the batch of invoices, they have before them there are some diffenant issues that he sees moving forward that he's going to be addressing. Number one as an EDC they're paying for two versions of internet services at Hovas Park. The vendor who had been allowed to do this

has actually just upped the internet services on his end without a contract in place at all. He is working through that to see who gave him that authorization. For the most part. Most of the invoices are going to be acceptable. He then directed them to the invoice from Sprint and also for Verizon and added that he wanted to make a distinction on that. The Sprint invoices are for Vickie Casto, administrative assistant cell phone. The Verizon invoice is for the tablets that the EDC purchased at one time for city council and EDC board members. To date they've only received 3 of those tablets back and they're paying for 13 lines of internet services, and he wants to put a stop to that immediately. One person is using 60 GBs a month, he's not sure exactly what they are doing; but in our position we only have 3 tablets of the 13. He's asked for Ms. Casto or himself to be put on the account as an authorized user so, he can contact Verizon to get these lines shutdown. Ms. Harrison has not done that so far so we've been unsuccessful being able to go in and put a stop to these multiple lines of accounts. That's the major issue he sees on these requests, and additionally on the Wells Fargo account there were two charges for Amazon. When he questioned those to Ms. Harrison because it's on her credit card, she stated she did not know how that happened and she was calling to report those as fraud. She has yet to follow up with him with a report of actually recording those. They will be scheduling the credit card as a later item as well; but those again, are the major issues that he wanted to make them aware that he is aware of them and they are looking into those and hoping to put a stop to some of these in the future. Mr. Pruitt then stated then what they will do is entertain a motion to approve consent agenda.

Motion was made to approve Consent Agenda

Director, Amanda Neuendorf / Secretary-Treasurer, Mariela Aguilar

All For
Motion Carried

Agenda Item #5 Discuss and possible action nominating BEDC officers of President, vice President, Secretary/Treasurer.

Mr. Pruitt stated that this may sound redundant because they just did this last month but because the way it was setup, every July ... they count this as their annual meeting, and at the annual meeting you are to set the officers. Last month there was a new board created, you're filling in for the remainder term of the other people. He assumes it will be the same people.

Mrs. Guy asked if there was a request for change or was everyone or can she have a motion for us to be all in favor of the 3 that were nominated ...

Motion was made to nominate director Hill for president, Director Guy for Vice-President and Director Aguilar for Secretary/Treasurer.

Director, Amanda Neuendorf / Director, Susette Banes

All For
Motion Carried

Agenda Item #6 Discuss and possible action regarding Credit Cards to be issued to President, Secretary / Treasurer and Administrative Assistant.

Mr. Hill stated that traditionally the president and city secretary have had a credit card to be used for the purpose of purchasing office supplies, supplies in general, training reservations and things like that. He thinks it more prudent for the president, secretary/treasurer and their administrative assistant as a holder of those cards. He would like to have them remove the city secretary as a holder of those cards.

Ms. Dunn asked if there was a reason the city secretary has access to it.

Mr. Hill stated that's just the way it's been setup before. The problem with that is anything that the EDC needs to do would always have to go through her. So, right now the EDC is even unable to purchase paper for the office without going through her and when Ms. Harrison has time, she does it. It's not a very efficient policy with way things are at the moment. They will obviously in one of their future meetings will need to discuss physical control policies, to make sure those are not being abused; but right now, it just doesn't make since. Again, if they can't purchase the basic necessities without an elongated period of time to him is just inefficient in totality.

Mrs. Neuendorf stated it goes in line with what council has already voted for in terms of separating those duties completely ... separating out those duties completely and try to establish the EDC as its own entity which is supposed to be anyhow. It doesn't make since continuing city employees for different task and duties and allow them access to credit cards and accounts and things like that.

Motion was made for credit cards to be issued to the President, Secretary/Treasurer and Administrative Assistant and remove the credit card capability from the city secretary.

Director, Amanda Neuendorf / Director, Quotatious Dunn

All For
Motion Carried

Agenda Item # 7 Discussion and possible action regarding date and time change for regular meetings.

Mr. Hill stated he had reached out to them individually, what they are wanting to do is change their regular meeting to 5:30 p.m. for the first Thursday of every month. That way it kind of streamlines the process if they have things going from the EDC to the city. It allows it to be done essentially in one day versus the first of the month and maybe the end of the month for the city and kind of expedite that. Again, he's discussed this with each of them one on one and that essentially, they are approving that date and time moving forward for their regular monthly meetings.

Several replied that they liked it.

Mr. Pruitt added that unlike the city council they really don't have special meetings versus regular meetings. So, they'll set this time and if they don't get a quorum or something, it's a little easier for them to set another meeting or if they have a project that comes up that they'll need really quick action, they'll call a meeting and get that done. They're not locking themselves into only just this one day to take any action. This will be their regular meeting day.

Motion was made to move all meetings to the first Thursday at 5:30 p.m.

Director, Quotatious Dunn / Director, Amanda Neuendorf

All For
Motion Passed

Agenda Item #8 Discussion and possible action regarding the duties and responsibilities of the Recording Secretary and Administrative Assistant.

Mr. Hill addressed the board and stated this was about segregation of duties. They have an unusual setup presently for the EDC where their city secretary accentually performs most every function of their EDC. Meanwhile they are paying for an administrative assistant. He has spent a lot of time with Vickie in the last few weeks; but she's also very underutilized in what she should be doing. What he is proposing is that they shift all duties that the city secretary has been doing for the EDC over to Ms. Casto and they eliminate the recording secretary position by the next physical budgetary cycle which will be September 1st. This may require they send Ms. Casto to some training; but it would bring everything kind of central in house. It would reduce the delay with information. There are several things that again that could be run a lot more sufficiently if they had one individual as their point person for their administrative functions.

Mrs. Neuendorf stated that she thinks Ms. Casto knows what needs to be done and unfortunately in some situations because of whatever has been the norm a lot of times her hands are tied and it can be quiet frustrating. Like, just ordering paper when needed, placing orders for things, just basic process and procedures.

Mr. Hill then directed them to their packet to see kind of Ms. Casto job description as it originally was as well as a time sheet that Ms. Harrison presented to him in a meeting, they had he believes 2 weeks ago. Most of those functions there is no reason why Ms. Casto can not absorb and again with the right training and oversite and support do effectively as well. That will also free up money that's being spent out of the EDC to pay Ms. Harrison. There are several items that they're paying for that kind of unnecessary expenditures that again they can be operating a little more effectively.

Someone asked when this would take effect and several replied September 1st.

Mr. Hill stated if they start the transition now but he would want it fully in place by September 1st which is the beginning of the new budget cycle.

Ms. Baines confirmed that the recording secretary job would be eliminated the next year?

Mr. Hill replied yes.

Motion was made to change the duties and responsibilities of the Recording Secretary and Administrative Assistant.

Director, Quotatious Dunn / Director, Susette Baines

All For
Motion Carried

Agenda Item #9 Presentation on the BEDC's duties and abilities (Attorney, Justin Pruitt)

Mr. Pruitt addressed the board and stated he will go over with just what they will be doing. He stated that there maybe some over lap with what Mr. Barnes had presented. They may ask what is economic development. It's really focused on developing local businesses, promoting local businesses and making an environment that is attractive to

make new businesses come in or what it does what you hear from the community or from their professionals maybe that there are things that exist in this community or this area that prohibits some businesses from expanding and growing. By addressing those issues, they may be able to help and support the local business. Economic developments have been around for a long time. There is a big constitutional issue in Texas that prohibits public entities for giving money or aiding private entities. So, how is a city to respond if you have a local business that needs help? That means you either can't do anything or there has to be another way. So, over time what happened with these non-profit groups, these economic development industrial groups would meet and over time this is what you have now. He then went on to explain the Type A & Type B EDCs. We are a type B corporation and that means their more focused on local projects. They can still do some of the big stuff but if that ever happens and some big international firm wants to come to Brookshire as a group, they can help out that project. They can focus on local quality of life things. It's been approved for them to spend sales tax money to promote those types of businesses in their city. Sales tax in the state of Texas, the state gets 6.25% on ever sale, they allow cities to have an extra 2 cents. The city of Brookshire gets 2 cents, a portion of those 2 cents comes directly to the EDC. It was voted on by the voters and that portions comes to them and is earmarked for economic development purposes, and those purposes are spelled out in the statute and his slide show is what they can use that money on. As a type B they will see as a board they find that it promotes and expands local businesses they can do what they want to with the money that's been allotted to them. Type B board has 7 directors with two-year terms. The big deal is that the city council can remove them at any time without cause. That doesn't have to be a negative thing, it may be the council sees a different direction and they can take you off the board. That accentual is what happened two months ago.

Some may ask what the qualifications are to be on a type B corporation. You can be a resident, a resident of the county or with in 10 miles of the city boundaries or a neighboring county. He does represent a few EDC boards that the community is so small that finding anyone is hard to do so they go out to the ETJ.

He then stated that they now have two council members on their board but the state law allows up to four. When they are serving on the board they are not serving as a council person. So, there is a distinction between those rolls. If it ever where to be that their by-laws were to change and they would have four council members up there it would not be a meeting of the council it would be a meeting of the EDC they're not council when they're on this board. Brookshire has five council members; you can have four that can also be on the EDC and some cities do that. So, theoretically you can have something passed in the EDC and turn around the majority city council will approve it, and that's perfectly legal; but a lot of people don't like the way that looks.

He then stated that they had just approve their officers, and went over voting and meetings. The majority is a quorum.

He begins talking about public hearing requirements. He wanted to talk on how they approve a project. He keeps saying the work project because in the state statute what they are allowed to spend money on is almost all of it they label as a project. So, when they talk about what they can spend money on it's called a project. Historically the last three years that he's been with this EDC a lot of money and time has been spent on parks so there hasn't been much action to adopt other types of projects. He would assume once they see the list of what they can do and being members of the community hearing what can be done, if there is a project you purpose then this is how they go about doing it. So, before you do a project you have to have a public hearing. Before any money is allotted and before they decide to do anything you have to hold a public hearing. How that is done is, its not really clear in the statute but how the process they're going to take with

that is once they advertise that public hearing it's called a 60-day timeline. It's important that when they post that public hearing the 60-day timeline hits. They'll hold public hearings as a body. He knows they are getting into budget season so, why this will come into play there is a broad spectrum of how EDCs adopt these types of projects that they can do. He thinks they're going to take more conservative, more specific roll in their budget process. On one end of the spectrum, what some EDCs will do is make their yearly budget and they will list their general categories in the budget that kind of address some of those projects. Like land acquisition, incentives or something like that, just really general budget line items. Then what they will do, before the budget is adopted by them then recommended to the city council, they'll hold a public hearing on their budget on those general line items and the idea is they've satisfied if there is ever a public hearing, they've satisfied that in the budget. Even though they're not specific on what they'll spend the money on, it's general enough but they are covering what could be project so, you'll want a public hearing on a budget item and then they are finished. The good part of that it's really quick if they want to spend money, they've done the public hearing. Not so good if they want the public to be really in on what you're spending money on because you weren't specific in their budget what it is. So, you really don't know what's happening and coming to your table. On the other end they do a public hearing on each specific project that comes before you. The negative part of that there is a 60-day time limit that he will talk about later, that only starts when that publish notice for that public hearing may delay their ability to spend money on that project for two months. The good part about it they and everyone will know the process and it's real clear and specific what you're spending the money on. He continued talking about the public hearings. He stated as a Type B with a population less than 20,000 they are NOT required to do a public hearing if one of the projects is ...is Chapter 501 of the local government code. All that means is that the government code, they have 5 chapters dedicated to economic development corporations. What this means that the 501 chapter the big manufacturer groups, corporations that chapter is dedicated to those types of projects they focus on primary jobs. There is a specific list to promote a primary job. So, if they have a project that's one of these 501 authorized original big-time kind of project and you don't have a public hearing, it's understood that's the whole point of economic development corporation to spend money for those types of deals. When they come to the other ones that are not focused on the 501 and more on local kind of economic development then that's when the public hearing is required to make sure the public is aware to where they tax money is being spent on. He then continued to explain about the 60-day notice. The statute states you can undertake a project unless, not later than the 60th day after the date notice of the specific project or general type of project is first published you receive a petition from 10% of the registered voters that wants that project removed or they don't agree with it. He continued to say the idea is the citizens even though they voted to authorize you to spend their sales tax money on economic development projects there's still an opportunity for them to petition them to not authorize what ever it is they decided to spend money on a project. How they get that, when they post a notice meeting the 60-day clock starts ticking. Within those 60 days, that's when the citizens can get the petition ready and submit it to them so, they have to wait those 60 days to receive that petition before they can spend money on that project. A lot of times EDCs will forget this part or they fail to publish notice. Fortunately for them they don't have a specific way to publish notice so the way they do it is when they post the agenda that's when the time line starts. You can't spend money on that project until after those 60 days are up. There could be a citizen or group that represent the 10% of the voters that could get a petition saying they don't want you to spend money. He continued talking about the petition. So, what he is saying using a standard posting and

public hearing procedures on every project and you wait 60 days before any commitment. So, back to his spectrum on how to keep a budget this is why the city's that do EDCs budget and do one public hearing at that time, this is why they do that. Because during the year they don't know what's going to be presented to them. It could be something where a company comes in and needs the money or moving so fast and they can't wait 60 days for that. So, instead of having to go through the process of posting a meeting they want to be covered under one public hearing so they can move fast and spend money anytime during the year. The negative part of that it's not necessarily clear cut to the public what you're spending the money on, especially if your budget is not that specific. He wants them to keep in mind is that structuring their meetings ... having two city councilman members on their EDC helps. Sometimes they will see cities that they want to keep policy purpose for some reason keep everything separate. EDC functions all on its own, council all on its own. He's seen those cities where it's been the EDC because it functions that way and sometimes operates in contradiction to or just without regard to the city council; but the problem by statute the council at all time can access your books like they've already looked at they can remove any board member at anytime or purpose ... they can do that. So, the council must approve all projects and expenditures of the EDC. Again, there's a lot of interpretation of what that means. Primarily that means if they approved your budget, they've approved your expenditure that's what most people do; but nothing stops the council from telling you they don't want you to spend money on something. The council can interact with you and can direct on how some of this money is spent. Keep in mind you're not trying to fight the city council but you're not necessarily roll over and do whatever ... their function is distinct entity; but the council has oversight authority.

He pointed out other things for them to think about. They are subject to Open Meetings act. That means when they meet, they will post every meeting. They have to wait 72 hours. They can't meet just anytime they're free. Open meetings act requires them to post an agenda and notify the public 72 hours before they meet at least. It won't be that quick of a movement so if they find out a project that needs to move really quick, they can't meet for at least 3 days until they most the meeting.

Public information request, just be aware that they serve on this body that discussion's that they have that relate to business of the economic development corporation which is pretty broad, on their personal e-mail, notes they write, stuff is subject to public information. So, a citizen or anyone can come in and say they want to see all communications of EDC board from July 7th back to May 31st. If they've talked about anything in their e-mails even on their personal stuff they are required as board members to turn that over. If you don't do that then they're violating the public information act which is a crime. It's a high-stake thing so be careful. He doesn't know if they all have EDC e-mails yet; but if they don't then we're getting those done and it's for that purpose. Any EDC business, if anyone called you on your personal phone then be aware that if any of that is traceable that can be triggered as public information act. He would say all e-mails, use your EDC e-mails when you get them just to keep yourself clear.

Conflict of Interest applies to them in the since that if they ever have like their own business, maybe a husband or wife or family member that has a business and they want to do something that's benefited by your action on the EDC board than that may apply to you. If that's coming up then just talk with him, there is specific requirements that trigger conflict of interest that may or may not happen. Nothing prohibits them even if they feel like they may not legally have some conflict of interest of something just recuse themselves if they feel it would look to bad for them, that would not be a problem.

Purchasing Rules, the board that was just there before them changed what was their purchasing policy, they followed the cities policy; but then they changed to follow the

statute allows which is much broader than the city. He thinks there is some openness there that maybe uncomfortable to some people but one of the benefits being on the EDC they are able to make contracts with people that maybe the city couldn't do that. So, they are not required to bid out projects. If they have a project that needs some kind of infrastructure done or inside the business, they are not required to go out for bid on those services, they have freedom to spend money that way. There are some limited rules that are on file for them to follow; but in general, they have more openness to purchasing and bidding and spending with contractors than council does.

Whenever the EDC provides incentives in anyway to any business you have to use a Performance Agreement and that's by the statute. The main requirements of a performance agreement is that they set, like infrastructure, improvement requirements to each and every project is what they decide and as they work with a business they'll decide. Example, they might say they'll put in a million dollars' worth of infrastructure and they also have to say how many jobs or what kind of salaries they're going to provide those are benchmarks they have to meet. The reason you put those in is because if you're providing especially cash incentive to a business and they don't meet those requirements, state law requires you to have a way to get the money back if they don't meet the terms that they've agreed to. So, if a company comes in and says they're going to put a million dollars on the ground and they're going to hire ten full time employees by February 1st of next year. Then February 1st they only have \$850,000 on the ground and they only have six people then what are you going to do ... you've given them an incentive, and that's required by law.

He thinks Vickie has talked about this but one thing is required by them. Every two years they have to take a specialized Training in sales tax. He thinks this is the biggest racket that's built into state law. Because there is only one company that does this and it's the Texas Economic Development ... TEDC. He thinks there is one in Houston in October, that is something the EDC can pay for their training, it's usually only a one-day deal. It is helpful. They'll go through all the project and it's a lot more detail. He doesn't think the comptroller will chop them down if they don't take the training; but they make it a point to be there and get it done.

He then went over Projects. He stated the original groups that was designed for primary jobs. A primary job by the statute is a company for which a majority of the products or services are ultimately exported to regional, statewide national, or international markets. So, the original ideal for the economic development corporations were for big and international, regional connections shown by these primary jobs. Those are Type A corporations, that's the only thing they can do. The Type B, you don't have to necessarily have those; but he showed them some of the jobs they can do. One condition to always look for, is it allowable per the statute. If it is you move forward with it. If the project deals with creation, or attention for primary jobs then they can spend money on and it's pretty broad. Think about all the things they can plug in ... land, buildings, equipment, facilities, expenditures, improvements that relate to job training, recycling facilities. So, if that ever comes to them, a job training facility that dealt with any type of primary jobs they could incentivize that business with any of that.

He went on to infrastructure Improvement. If they have a company that comes in and says they're going to build from the ground up but they need help with their streets. Their business deals with primary jobs then they can help with anything required or suitable for infrastructure necessary to promote or develop new or expanded business. Streets, roads, rail spurs, water it's a lot of stuff, again primary deals are primary jobs. Military bases is not really an issue here, Junior College District might be. If you found out that this is something you could partner with.

Community Facilities. He believes this pervious board was able to focus on parks, is because as a Type B corporation they're able to spend the tax dollars that's allotted to them on land, buildings, equipment, facilities and improvements that are required or suitable for professional amateur sports, so that includes children's sports, athletic, entertainment, tourist, convention, and public park purposes and events, that can mean stadiums, ball parks, tourism ... all that stuff. That's a lot broader than just baseball. Like Hovas Park has been right in the middle of this, other parks could fall into that. If there was a theater or concert hall or something like that as long as it relates to community facilities, they can spend money on that according to this project.

Affordable Housing. is something if they want to look into.

Water Conservation Programs: Water supply corporations ... the problem with these they have to have an election to do a project like this; but they could technically if they wanted to partner with the water district on coming in improving their lines or do major infostructure improvements you have to have an election

He then went back to Primary Jobs and stated as a Type B corporation they don't have to focus on primary jobs; but if they had a business that creates primary jobs, they can do all these things ... essentially anything you want to do. Even if its not listed by this project they can find it develops new and expanded intersperses if it's not included in the statute, you're really wide open.

He stated the next one is important and he thinks they will use quite a bit. Again, he stated they were a Type B corporation in a population of 20,000 or less. They can do a project that includes everything they've already talked about, land, buildings, equipment, facilities and all that stuff. For new and expanded development that's just what it serves. He added that the catch on this if it's an expenditure and it's over \$10,000 then most of the time city council, even though they authorize all the expenditures generally. What's unique about this one, he thinks they could do a lot almost anything you could think of under this type of project. If they are spending more than \$10,000 the city council is going to read the resolution two times before they can move forward on the project.

That's an addition to that 60-day window he was talking. This is one of the last things that Type B corporation their size city they can do, it's really anything they can dream of. The comptroller's office sometimes, a lot of times and they will hear about it when they go to the training. They'll hear them say you be creative with it. So, if there is a way, they can see they can help out a business enterprise or sports, do something to help expand some kind of business development. As long as this board finds they can do that, this project allows you to spend that money that way or buy land, equipment ... that kind of stuff. One example of this, another city for the equipment what they did was, there was a science ... some kind of engineering science manufacturing was there. School district wanted to partner with them somehow to have a stim training program. The EDC and that corporation in that city which was under 20,000 came in and bought the equipment for the program. They found it promoted new and expended business development because it was a ... the way that the ... and the Jr. Collage was also connected if they went through this program, it helped them to get some kind of certification in the Jr. Collage. So, accentually it would lead them to have a potential for more businesses expansion for stim type research. But the EDC became involved and they were able to do this project by buying the equipment for that program.

He then made the recommendation for them to read chapters 501 and 505 because it's all in there. The reason they did it here by the way in the structure of the agenda is that they will see coming up on item 12 they are going to conduct a public hearing and then decide about a back-up generator for the convention center/city hall. The reason they did it that way was he wanted them to see the process of why they're having the public hearing, is required if you're doing a project. There are four or five different types of projects they

can justify for buying that generator, he thinks they're safe that way. Anyway, they have to start the process by having a public hearing and that 60-day window stated when this agenda was posted for that project if they approve it.

He then asked if they had any questions, they can give him a call. That's what it is to be a EDC director.

Mrs. Guy asked if there were any questions.

Agenda Item #10 Discussion and possible action regarding hosting quarterly business retention and expansion events.

Tabled

Agenda Item #11 Discussion and possible action regarding a new logo and branding.

Mrs. Guy stated she liked the one in the lower right-hand corner. Then she asked Mr. Hill if he wanted to table this also.

Mr. Hill stated that if everyone was of the same mind, there were four options for them to look at. He would like some input, the sooner they can move forward with it the better off they will be. But he would like everyone's input on which one they liked, and if everyone is in consciences, they can move forward with one of those.

Mrs. Guy stated she does a lot of marketing and she liked the lower right one. She liked the way it looks; it just draws your eye to it out of the four, that's her input on that.

Ms. Dunn asked if they had to choose which one?

Mrs. Guy said she didn't think they had to choose if they all come to consciences, they can...

Mr. Barnes asked how were these delivered?

Mrs. Guy asked Mr. Hill if he had those sent to one of those places that makes logos or...

Mr. Hill stated he could not hear what was being said.

Mrs. Neuendorf stated the questions was how was the logo's delivered.

Mr. Barnes stated he had never seen that on an agenda item.

Mr. Hill again stated he could not hear what was being said.

Mr. Barnes stated that he had not seen logo or branding on the agenda, how did they come about with this?

Mr. Hill stated that the current logo that they had right now is the city seal and someone has staggered Brookshire Economic Development Corporation over that. It's not a very professional look to begin with. He would like to see them have a more conservative effort as far as online presence and he feels they need a logo that's presentable. He confirmed that it is on the agenda, and posted.

Mr. Barnes asked how were these four logos presented would be his question?

Mr. Pruitt asked how they were created?

Mr. Barnes wanted to know how did they receive them, how...

Mr. Neuendorf replied, you mean you can reach out to a company and ask for them to provide sketches for posable logos, doesn't mean they were paid for.

Mr. Barnes said he was pretty cognizant of that; but there's never been an action for the board to do that, has there?

Mrs. Neuendorf replied that is was on todays agenda, it says discuss and possible action regarding a new logo and branding. They have four options presented to them so they can either take action on these four options or say move forward. She added that there were different conversations that can happen outside of a meeting with different developers and all sorts of other conversations that they can have and invite people to come present to meetings based on agenda items they have.

Mr. Barnes stated since the statute was created ... he does not recall the last meeting where there was something said about authorizing someone to solicit logos, maybe there was and he missed it. He didn't know how they occurred that's all, he thinks the current logo is atrocious don't miss understand him.

Mr. Hill stated that Mr. Barnes company also does logos as well. He (Mr. Hill) went out for these and he would like for them to review them and potentially discuss them and if the board does not find one of them suitable, they'll go out for others.

Ms. Aguilar stated she wanted to make a comment on the design. That when they look at a logo, they also need to also think about what they're going to put it on. If they are going to use it for any kind of items that they give to people. In her experience the more detailed the logo is the harder it is to embroider or sometime you laminate to things that looks professional. So, she thinks all these are good directions to start but the simpler logo the better as far as always keeping with crisp look if they're going to use this on apparel or any kind of mugs in regards to giving out to people. They were given a mug recently, there was a little bit of blurriness ... it's just something she pays attention to. When you present yourself to the world it has to be in a way that, like here's a pen from Brookshire EDC the pen looks a little blurry. That little detail she thinks kind of ... if it looks nice and clean it says a lot about what they're putting out there. So, like keeping in small text is hard to translate like when they're getting products made.

Mrs. Guy agreed and stated she liked the look underneath that one. When you go to embroidery that, no one can see that. So, how do they want this to represent economic development corporation from recognition because on top of it there's branding, that's a lot of work.

Ms. Aguilar stated that part of that might be just like having the two logos' where there is one logo that has kind of like the title Brookshire Economic Development Corporation and one more of a symbol that doesn't include all the text but it's still something that we think captures the spirit of this community and ideally you want it to be something people recognize from a distance. Something that's going to be ... the symbol be one thing and a second option where they use for stationary where it has the full title.

Mrs. Neuendorf spoke of the different types of fonts and how that font would have to be used every time. She then referred to the top left example and stated the font was very small. She was also concerned with the bottom left example as the font lines were very thin and they could run into a problem with printing decals etc. Then she spoke of the different color of backgrounds.

Ms. Dunn asked if they needed more options.

Mrs. Guy asked if there were any more comments or do, they to take their time and look and see more options and push this to the next meeting maybe with a larger ...

Ms. Aguilar asked if they were trying to rebrand the website in all this pretty quickly, is that why they are looking for a logo pretty soon?

Mr. Hill stated it did not have to be done quickly; but he does want it to be done with somewhat intention. Six months would be kind of taking too long, and one of the things they will be discussing soon is marketing materials. Right now, they are pretty much out of anything so, now would be the perfect time to rebrand it really needs to happen now various purchasing materials under the old logo.

Ms. Aguilar asked if everyone needed to mention their favorite one and see if they get a majority?

Ms. Baines stated the one on the top right had side seems like if they are using that for tee-shirts or stationery seems like it would transfer better just with a different background... switch the color.

Mrs. Neuendorf said she like both on the right-hand side, the other one looked like longhorns.

Mrs. Guy said she also like the upper corner one also. All she can see is Brookshire it doesn't ...

Mrs. Neuendorf pointed at one stated it looked like an automobile simple; but she did like the two on the right.

Ms. Dunn asked if these were the only two options at this time.

Mrs. Neuendorf stated they could always solicit additional options as well.

Mrs. Guy stated they could take those two and expand and give them different looks of those two to consider.

Ms. Aguilar stated she would like the feedback that they provided about the letters being one of those things like the font and the size of the letters easy to get. She agrees with the two on the right-hand side; but honestly, she liked all four, just the texting was her concern on the majority of them. Fine little details are the ones they need to avoid.

Mrs. Guy asked Mr. Hill for his thoughts.

Mr. Hills said to take the two on the right and get some more visions of them done, and they can bring it back to the next meeting and go from there.

Agenda Item #12 Conduct Public Hearing and have discussion and possible action regarding approval of the purchase of a Back-Up Generator for the Convention Center/City Hall as a project of the BEDC under Ch. 505 of the Texas Local Government Code.

Tabled

Agenda Item #13 Discuss and possible action regarding the purchase of a podium with a microphone.

Tabled

Agenda Item #14 Discussion and possible action regarding setting a date and time for a Strategic Community Assessment Plan workshop. (Mike Barnes)

Mr. Barnes addressed the board and stated he guessed the question was when did they want to have this? His suggestion would be to have it at their next board meeting and the regular secluded time. It will take about an hour rather than try to get folks in between now and the next board meeting.

Mrs. Neuendorf stated that their next regular secluded board meeting would be in August, would they be approving 22-23 budget as well? She does not see that to be feasible to do them all at one time. If they start at 5:30 they have an hour and a half before council meeting.

The problem having it at the next meeting again, there are some agenda items needing to be discussed so, it almost needs to be the day before or the day after if that will work with everyone's else's schedule.

Several discussed ref. to a date and time.

Motion was made to schedule a meeting for a Strategic Community Assessment Plan Workshop for August 3rd at 5:30 p.m. at the Brookshire City Hall.

Director, Amanda Neuendorf / Secretary/Treasurer, Mariela Aguilar

All For
Motion Carried

Agenda Item #15 BEDC Coordinator's Report (Mike Barnes)

Mr. Barnes addressed the board and stated they had two news letters in their packets along with his report. That report is from the last meeting, July 5th. One of the things he wanted to draw their attention to in the report is they will see sections where ... G.H.P. ... Greater Houston Partnership. He didn't know if they were familiar with how they get leads here. He asked if they were familiar with that process. Several replied no. He went on to explain that Greater Houston Partnership is a regional economic development group that he/they have a very good relationship with them. They get leads from the Houston Partnership, the Governor's office which many are overlapped with G.H.P. The governor sends them out to G.H.P. and they also get some in that system from utility companies. So, at any given time his e-mail goes off with sort of three dings on the same project. That's one-way leads are generated, the other way is they're integrated with commercial brokers, site selectors and developers. Mr. Hill has seen some correspondence from a site selector that they've had back and forth in the last two weeks in terms of trying to get information to them and the attorney has been involved in that as well. They will see in a number of those they did not meet specks. Meaning they could be looking for 30,000 sq. ft. building with 40 ft. ceiling height ... we don't have it. Or they could be looking for a 2,500 acre sites ... we don't have that either. One thing he needs to make them aware of is that a lot of these leads will come in and say ... heavy industrial zoning mandatory ... they don't have that either. So, there are lots of reasons there that they'll see not meet specks. Sometime they will even submit on projects where they will ask for certain types of zoning even though they don't have zoning. Their best product right now and see in the foreseeable future is the vacant space at Stream at Empire West. They've meaning he and the developer have gotten proposals on projects ranging from 760,000 sq. ft. to a million sq. ft. He's a primary job's guy, even though they are a type B primary jobs drive the train. Those are the kinds of jobs that will go into those space at Empire West.

He then stated he would be happy to answer any question that they may have.

Agenda Item #16 Presidents Report

Mr. Hill stated just to keep them aware that he and Ms. Casto were in the process of going through all EDC equipment. Computers all that kind of stuff making sure that all that stuff is in procession of EDC. Hopefully by the next meeting Ms. Casto will have some binders for all of them that have the agenda packets, minutes, financials from the current approved budget, year to date expenditures, current past projects, BEDC documents such as the BEDC bylaws, policies and procedures. All the stuff they may want to reference quickly without necessarily call Mr. Pruitt. It will have Mr. Pruitt information in there as well as well as Mr. Barnes information and Ms. Casto. Beyond that Ms. Casto will send out an e-mail to all of you with the training dates, please select one of those and make sure they set that up to attend.

Agenda Item #17 Executive Session.

The Brookshire Economic Development Corporation may convene in Executive Session under Section 551.087 of the Government Code to: (a) discuss commercial or financial information that the Corporation has received from a business prospect that the Corporation seeks to have locate, stay, or expand in or near the City of Brookshire with which the Corporation is conducting economic development negotiations; or, (b) discuss the offer of a financial or other incentive to a business prospect that the Corporation seeks to have locate, stay, or expand in or near the City of Brookshire.

N/A

Agenda Item #18 Discussion & Possible Action on Executive Session items if necessary

N/A

Agenda Item #19 Adjournment.

Motion was made to adjourn.

Director, Amanda Neuendorf / Director, Quotatious Dunn

All For
Motion Carried.

6:42 p.m.

It is possible that a quorum of the Brookshire City Council may be present at the meeting and participate in the discussion of the items on the agenda. No official action of the Brookshire City Council will be taken at this meeting.



Secretary/Treasurer, Mariela Aguilar



President / Jeremiah Hill

Prepared by Vickie Casto