

**City of Buda 4B Corporation  
Regular Meeting Minutes  
February 10, 2020**

**A. CALL TO ORDER**

President Storm called the meeting to order at 6:08 p.m.

**B. ROLL CALL**

Buda EDC Economic Development Specialist certified a quorum with the following Board Members present:

President Jennifer Storm  
Vice President Monica Davidson  
Secretary LaVonnia Horne-Williams  
Treasurer John Tomme  
Member Betsy Urban  
Member Lee Urbanovsky  
Member Ray Bryant

**C. PUBLIC COMMENTS – None**

**D. PRESENTATIONS**

**1. Presentation by Buda Area Chamber of Commerce regarding Chamber Activities Update – JR GONZALES**

- Brief overview – Involvement & Partnership
  - Market in the Park is held May through September. Last year we had about 66 vendors total with about 33-35 vendors per Saturday.
- Complimentary Headshots to Members were offered
- Census Involvement
  - JR is the Chair of the City of Buda Census Committee. Last year about 30% of the population was unaccounted for losing about \$78 million in federal funds.
- US Postal Service – There is an improvement opportunity for the amount of time it takes to receive mail. It is costing businesses money. The Postmaster will be the speaker at the February Chamber luncheon.
  - The Chamber Board approved two Ad Hoc Committees.
    - Health & Wellness Committee – Medical Professionals
    - Keep Buda Beautiful Committee
      - Work with Keep Texas Beautiful Committee
      - Conjunction with City – Annual Cleanup Event
  - New Board of Directors
    - New leadership roles voted at the March Meeting
    - The Board voted in BEDC Executive Director Traci Anderson as an Ex Officio Member
  - The Chamber partners with the BEDC for the SCORE Workshops. The Chamber with SCORE, will conduct a Saturday Spanish SCORE workshop.
  - The Annual Chamber Gala – Guys and Dolls is a 1950s theme held on March 7.
  - The Chamber is applying for a 501c3 designation
  - The Chamber is putting together a Hays County Leadership Foundation

**2. Presentation by The Retail Coach regarding Retail Recruitment and Demographics – Aaron Farmer, *The Retail Coach***

Aaron Farmer introduced himself, explaining that he knows central Texas very well. He has had a relationship with the EDC since 2013. He was the first contact to many of the restaurants and retailers in Buda. People come to Buda from South Austin to have an experience at Buda's Farmer's Market. The Retail Coach wants to help bring more experiential retail into Buda. They have 2020 data to use such as: retail trade area, demographics, psychographics, and daytime population. Buda has a large daytime population. In order to have a strong retail community, you must have a healthy mix of local, regional, and national retail. Retail coach wants to develop a strategy and plans to bring in retailers, developers, and brokers to Buda.

**E. GENERAL AGENDA ITEMS**

**1. DISCUSSION AND POSSIBLE ACTION REGARDING RETAIL RECRUITMENT & DEVELOPMENT SERVICES CONTRACT WITH THE RETAIL COACH [PUBLIC TESTIMONY]**

RESOLVED, that the Board approved The Retail Coach proposal as presented. Motion by President Storm, seconded by Treasurer Tomme. Motion passes 7-0-0.

**2. DISCUSSION AND POSSIBLE ACTION ON THE APPROVAL OF THE MINUTES FROM THE JANUARY 13, 2020 BOARD MEETING [PUBLIC TESTIMONY]**

RESOLVED, that the Board approved the minutes from the January 13, 2020 Board Meeting as presented. Motion by Treasurer Tomme, seconded by Vice-President Davidson. Motion passes 7-0-0.

**3. DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF THE DECEMBER 2019 TREASURER'S REPORT [PUBLIC TESTIMONY]**

RESOLVED, that the Board approved the December 2019 Treasurer's Report. Motion by Member Bryant, seconded by Treasurer Tomme. Motion passes 7-0-0.

**4. DISCUSSION AND POSSIBLE ACTION REGARDING THE AMENDMENT TO THE EXECUTIVE DIRECTOR CONTRACT [PUBLIC TESTIMONY]**

RESOLVED, that the Board approved the contract amendment as presented. Motion by Member Urban, seconded by Member Bryant. Motion passes 7-0-0.

**5. DISCUSSION AND POSSIBLE ACTION REGARDING THE 18<sup>TH</sup> ANNUAL BUDA CHAMBER GALA SPONSORSHIP [PUBLIC TESTIMONY]**

RESOLVED, that the Board authorized a sponsorship of up to \$2,000. Motion by Member Urbanovsky, seconded by Vice-President Davidson. Motion passes 7-0-0.

**6. DISCUSSION AND POSSIBLE ACTION REGARDING THE 23<sup>RD</sup> ANNUAL BUDA LIONS CLUB COUNTRY FAIR AND WEINER DOG RACES SPONSORSHIP [PUBLIC TESTIMONY]**

RESOLVED, that the Board authorized a custom partnership/sponsorship of up to \$1,000. Motion by President Storm, seconded by Vice-President Davidson. Motion passes 7-0-0.

**7. DISCUSSION AND POSSIBLE ACTION REGARDING AUTHORIZATION OF SIGNATURES FOR BUDA EDC CONTRACTS**

RESOLVED, that the Board approved a motion to table the item until the next Board meeting. Motion by President Storm, seconded by Member Bryant. Motion passes 7-0-0.

**8. DISCUSSION AND POSSIBLE ACTION REGARDING THE BUDA ECONOMIC DEVELOPMENT CORPORATION NAME [PUBLIC TESTIMONY]**

RESOLVED, that the Board approved a motion to authorize the City of Buda 4B Corporation to file a DBA as Buda Economic Development Corporation. Motion by President Storm, seconded by Member Bryant. Motion passes 7-0-0.

**9. DISCUSSION REGARDING THE FEBRUARY 8, 2020 STRATEGIC PLANNING WORKSHOP ITEMS [PUBLIC TESTIMONY]**

Executive Director Traci Anderson stated the SWOT analysis from the workshop would be produced later in the week. There was no further discussion.

**F. EXECUTIVE SESSION**

1. At 7:47 p.m., the Buda EDC Board of Directors met in a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following:

- (1) Section 551.071 – Consultation with Attorney regarding – (1) legal advice regarding a Joint Defense and Allied Litigant Agreement with the City of Buda related to Personnel Matters; (2) legal advice and update regarding status of unemployment claims regarding former BEDC employees; (3) legal advice regarding the adoption of a Buda EDC Employee Handbook
- (2) Section 551.071(2) – Consultation with legal counsel regarding the proposed contract with Binkley & Barfield to complete the engineering work and related services related to the South Loop 4 Wastewater Line Project where the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Tex. Gov't Code
- (3) Section 55.071(3) – Consultation with EDC Attorney regarding certain financial obligations in which the duty of the attorney to the EDC Board of Directors under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Tex. Gov't Code
- (4) Section 551.087 – Economic Development Negotiations – (1) to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations (2) to deliberate the offer of a financial or other incentive to a business prospect regarding the following projects: RDO Equipment, Fat Quarter Shop, and Buda Mill & Grain.

2. At 9:30 p.m., the Buda EDC Board of Directors reconvened into open session to discuss, consider and/or take any action necessary related to the executive session noted herein.

- (1) Section 551.071 – No action taken.
- (2) Section 551.071(2) – No action taken.

(3) Section 55.071(3) – Direction was provided to staff. No formal action taken.

(4) Section 551.087 – No action taken.

**G. UPDATES**

1. EDC Staff Report: See attachment.
2. Board President Update: None.
3. City Activities: City Park set to open the end of March. Transportation Meeting will take place February 20, 2020. Council Meeting will take place February 18, 2020. Black History Month event on February 29, 2020 in the evening.
4. Chamber Activities: Discussed in presentation.

**H. FUTURE AGENDA ITEM**

Requested by Secretary Horne-Williams - Begin outreach to find minority and women owned businesses in Buda.

**I. ADJOURNMENT**

With no further business, President Storm adjourned the meeting at 9:38 p.m.

\_\_\_\_\_  
LaVonia Horne-Williams, Secretary

APPROVED:

  
\_\_\_\_\_  
Jennifer Storm, President

Approval of Minutes:

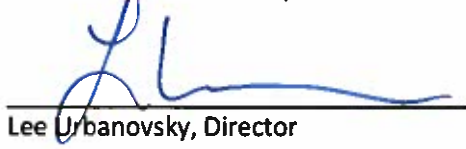
The foregoing minutes are approved as the acts of the Directors of the Corporation


  
\_\_\_\_\_  
Jennifer Storm, Director

  
\_\_\_\_\_  
Monica Davidson, Director

  
\_\_\_\_\_  
LaVonia Horne-Williams, Director

  
\_\_\_\_\_  
John Tomme, Director

  
\_\_\_\_\_  
Lee Urbanovsky, Director

  
\_\_\_\_\_  
Besty Urban, Director

  
\_\_\_\_\_  
Ray Bryant, Director

# BudaTx Economic Development Corp.

## January Buda EDC Activities Updates

- Council / EDC Joint Meeting on February 18, 2020 at 6:00 pm
- Hays CISD Taxpayer Tuesday @ Dahlstrom Middle School on February 11, 2020 @ 11:30-1:00 pm
- TxEDC Investor Meeting on February 12, 2020 (Traci)
- Buda Chamber of Commerce Luncheon on February 12, 2020 (Mandy)
- SCORE Workshop on February 13, 2020 @ 12:00 pm – HR 101 (2<sup>nd</sup> session)
- BSW Advisory Board (Jennifer & Traci)
- Parks & Recreation Board Meeting (Traci)
- Austin Regional Partners Meeting (Mandy)
- GSMP Vision 2025 Committee Meeting (Traci)
- GSMMA February 2020 Luncheon (Traci & Mandy)
- Monthly Lunch with Melissa McCollum, Development Services & John Nett, Engineering (Traci)
- Meeting with Judge Becerra (Traci)
- Meeting with PEC Representative (Traci)
- Meeting with Representative Erin Zwiener (Traci)
- Meeting with Dr. Wright (Traci)
- Events Ad HOC Committee Meetings (Traci)
- Frost Economic Outlook Luncheon (Traci & Lee)
- OA & BEDC Meeting (Traci)
- Tyler attended TEDC Basic Economic Development Course
- Economic Vitality Committee Meeting (Mandy)
- PFIA Training March 5-6, 2020 (Mandy & Traci)
- Building relationships with area banks: BBVA and Broadway Bank (Mandy & Traci)
- BRE Visits:
  - McClain Metal
  - Chip Semiconductor
  - Deep Eddy Vodka
  - Buda Mercantile Co.
  - The Massage Studio
  - Inspired Minds (IMAC)
  - Good Karma (BRE and Recruitment)
  - Buda Tavern
  - Pet Supplies
  - Buda Mill & Grain
- Business Recruitment:
  - Beaux's Seafood
- Submitted a lead to the Austin Chamber; Exeter building; bio manufacturing company
- A new development possibly coming; office warehouse; 80,400 sf project; working with them on tenants
- Business reached out about incentives; buying land and doing office space to lease out
- Spoke to someone about future industrial development
- Other:
  - EDC Office will be closed February 17, 2020 – Presidents Day Holiday