



**City of Buda 4B Corporation Minutes  
February 8, 2020**

**A. CALL TO ORDER**

President Storm called the meeting to order at 9:05 a.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 LaVonia Horne-Williams  
Treasurer John Tomme  
Member Betsy Urban  
Member Lee Urbanovsky  
Member Ray Bryant

**C. PUBLIC COMMENTS – None**

**D. WORKSHOP AGENDA ITEMS**

**1. Overview of the Strategic Planning Workshop activities.**

Executive Director Traci Anderson went over some housekeeping items for the day, the agenda and reminded everyone no action would be taken for any item discussed.

**2. Discuss and consider the following:**

- (a) **Adopted 2018 Buda Economic Development Corporation Strategic Plan; review mission, vision, goals, strategies and discuss priorities and targets for moving forward.**

The Board kept the Vision statement the same as what was currently in the 2018 Strategic Plan. They would like to Mission statement to be re-worded to not have a run-on sentence.

Goal 1 – A more formalized BRE program will be brought back to the Board for review. The social media for the BEDC will be vamped up.

Goal 2 – Work on attracting a Co-working space; vamp up SCORE workshops and the Lunch and Learn series

Goal 3 – Work on continuing to cultivate internal and external relationships; work on setting up a stakeholder's lunch on quarterly basis; give updates to the Council on quarterly basis and updates to the Board regarding the City projects.

Goal 4 – Work on attracting primary jobs; attract office space; the Board would consider owning land to entice companies

Goal 5 – Work on assisting with diversification of events to include on nationalities; focus on Buda as a whole and not just on Downtown/Main Street.

Director Anderson went over the Target Industries and all agree these are still the targets.

**(b) SWOT (Strengths, Weaknesses, Opportunities & Threats) Analysis.**

The Board came up with several strengths, weaknesses, opportunities and threats.

**(c) Recent and future developments in and around Buda; review of Buda zoning areas; highest and best use of land; future annexation plans.**

Member Urban spoke about the developments around Buda that she is seeing; attorneys spoke about annexation laws; reviewed the zoning and overlay districts; spoke about highest and best use of land in Buda and looking at doing a study.

**(d) Possible Hotel/Convention Center.**

The Board discussed the likelihood of a hotel/convention center in Buda with Kyle getting one just down the road; discussed doing a hotel resort rather than hotel/convention center; discussed updating the hotel study to accommodate the resort as opposed the convention center and the viability; look at possibilities of sites and lock in an option on the property.

**(e) South Loop 4 Wastewater Project.**

Executive Director Traci Anderson was tasked with looking to see what the costs were going to be to complete; does line A provide any economic development; and if have this would it benefit any businesses we currently have or future development.

**(f) EDC Policies and Procedures.**

Executive Director Traci Anderson will put the policies and procedures together to bring to the Board in March; Board would like to add a formal Payment Process.

**(g) EDC Incentives and Grants.**

The Board discussed many options; a new policy would be written and brought back to the Board; most important items to consider are (1) sales tax generation, (2) property tax generation followed by job creation, capital investment, additional square footage, and wages.

**(h) EDC Marketing, Social Media and Website.**

Administrative Assistant Tyler Golden went over the social media post analysis; a social media timeline and plan will be generated; staff will work on a marketing plan and timeline; staff will review the Hometown Holiday event; there was mention of looking at re-doing the BEDC logo.

**(i) 2020 Census and how this may affect Buda.**

BEDC attorneys went over that once the City of Buda is over 20,000 in population, incentives need to be tied to job creation; we would also need to change the By-Laws as the residency requirement goes to City only and not allowing for residency in the ETJ.

(j) **An assumed name designation (i.e., DBA) for the City of Buda 4B Corporation.**

The Board will add to the next agenda to approve applying for a DBA of "Buda Economic Development Corporation".

(k) **EDC and City Incentive Agreements.**

This will be revised and brought back to the Board.

(l) **Review of information provided for Board meetings.**

The Board would like to see the following:

- a Agenda packets out on Thursday at the latest
- b Add budget item to the cover sheet
- c Have the budget items numbered at the bottom
- d YTD budget; side by side of pervious year
- e Big checks and what line item came out of in the budget; summary of what it is for
- f Budget, month, total fiscal year, total spent per month, % to year
- g Try to end meetings by 9 pm; may look at going to two meetings per month

**E. FUTURE AGENDA ITEM**

- (a) Special meeting days to go to two meetings per month
- (b) Possible audit

**F. ADJOURNMENT**

With no further business, President Storm adjourned the meeting at 3:19 p.m.

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LaVonia Horne-Williams, Secretary

APPROVED:

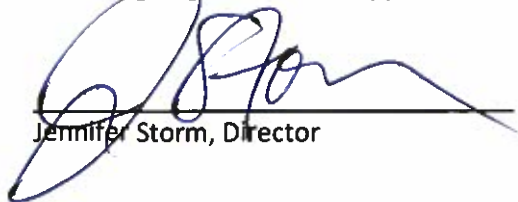


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Jennifer Storm, President

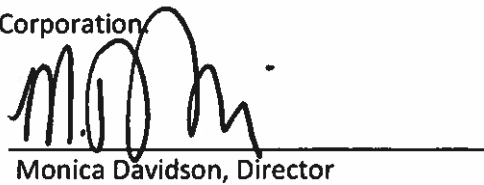
Approval of Minutes:

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



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Jennifer Storm, Director



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Monica Davidson, Director

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LaVonia Horne-Williams, Director



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Lee Urbanovsky, Director



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John Tomme, Director



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Ray Bryant, Director



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Besty Urban, Director