

# **BudaTx** Economic Development Corp.

**REGULAR MEETING MINUTES OF THE  
CITY OF BUDA 4B CORPORATION  
(Buda Economic Development Corporation)  
Monday, August 30, 2021 at 6:00 PM  
Buda Municipal Complex – Council Chambers  
405 East Loop Street, Bldg. 100, Buda, TX 78610**

## **MINUTES**

### **A. CALL TO ORDER**

President Storm called the meeting to order at 6:00 p.m.

### **B. ROLL CALL**

EDC Executive Director Anderson certified a quorum with the following:

#### **Board Members Present:**

President Jennifer Storm  
Vice President Amy Martin  
Treasurer LaVonia Horne-Williams  
Secretary Betsy Urban  
Board Director Monica Davidson – excused absence  
Board Director Evan Ture

#### **Buda EDC Staff/Attorneys Present:**

EDC Executive Director Traci Anderson  
EDC Attorney Josh Brockman-Weber

### **C. PUBLIC COMMENTS / PUBLIC TESTIMONY**

*Members of the public who wish to participate in Public Comment or offer Public Testimony must utilize the “Chat” function in the Zoom meeting application to request they be recognized for Public Comment or Public Testimony when the period provided for Public Comment or Public Testimony is called for consideration by the presiding officer. Those individuals who identify themselves to make public comment or to give public testimony during the meeting will be placed on a list and called in that order during “Public Comments” or “Public Testimony.”*

Executive Director Anderson confirmed there were no public comments.

### **D. CONSENT AGENDA**

- 1. Approval of the July 12, 2021, Regular Board meeting minutes.**
- 2. Approval of the August 9, 2021, Special Joint Session with City Council.**

RESOLVED, that the Board approved the Consent Agenda as presented. Motioned by Treasurer Horne-Williams, seconded by Secretary Urban. Motion passed 5-0-0.

**E. GENERAL AGENDA ITEMS**

**1. Discussion and possible action regarding Buda EDC Target Industries. [ANDERSON]**

Executive Director Anderson presented an updated spreadsheet of the Buda EDC Target Industries to the Board. After much discussion, Executive Director Anderson will compile a final list for Board to review at the next Board meeting.

No action taken.

**2. Discussion and possible action regarding plans of a potential Navigator position to assist businesses through the City of Buda and Buda EDC processes. [ANDERSON]**

No action taken. Tabled item for an unknown future date.

**3. Discussion and possible action regarding adoption of the revised Buda EDC FY 2021-2022 Budget. [ANDERSON]**

Executive Director Anderson mentioned that when the revised Buda EDC FY 2021-2022 Budget was taken to City Council, they had a few minor changes that Executive Director Anderson presented to the Board. The Board wanted further clarification on a budget item before approving.

No Action taken. Tabled for next meeting

**4. Discussion and possible action regarding an art display agreement with Betsy and Carl Urban to display a wiener dog photo at the Buda EDC office. [ANDERSON]**

RESOLVED, that the Board authorized President Storm to accept the art display agreement to display a wiener dog photo at the Buda EDC office. Motioned by Treasurer Horne-Williams, seconded by Vice President Martin. Motion passed 4-1-0, with Secretary Urban abstaining.

**5. Discussion and possible action regarding a proposal from Flyer View Group, LLC for a Dynamic Map Poster Program, online mapping. [ANDERSON]**

Executive Director Anderson stated that the maps we currently have are outdated and would like to update the maps and utilize an online version. Would like to have this done and ready to present at the upcoming ICSC conference. The good thing about the online version is that we can make changes at any time. Printable maps will still be available.

RESOLVED, that the Board approved the proposal from Flyer View Group, LLC for the Dynamic Map Poster Program, online mapping subject to Buda EDC legal review. Motioned by President Storm, seconded by Vice President Martin. Motion passed 5-0-0.

**6. Discussion and possible action regarding a proposal from Executive Pulse, a Customer Relationship Management (CRM) Program to host the Buda EDC Business Retention and Expansion information, and Prospect Leads. [ANDERSON]**

Executive Director Anderson went over the need for different functions in the CRM program that we cannot utilize in the current program we have in HubSpot through GSMP. We have looked at different CRM programs and have decided that Executive Pulse will meet the need of the Buda EDC office.

RESOLVED, that the Board approved the proposal from Executive Pulse, a Customer Relationship Management (CRM) Program to host the Buda EDC Business Retention and Expansion information, and

Prospect Leads pending legal review. Motioned by President Storm, seconded by Member Davidson. Motion passed 5-0-0.

**7. Discussion and possible action regarding new developments, projects, and economic development activity in Buda. [ANDERSON]**

Executive Director Anderson went over the most current items on the new DRC/LOI report received.

No action taken.

**F. EXECUTIVE SESSION**

At 7:44 p.m., the Buda Economic Development Corporation Board of Directors will recess its open meeting and adjourn into executive session pursuant to the Texas Government Code, Chapter 551, to deliberate the following:

**§ 551.071 – Consultation with Attorney – (1) legal advice regarding Facility License Agreement between City of Buda 4B Corporation and the City of Buda; (2) legal advice regarding Memorandum of Understanding for Administrative & Professional Services between the City of Buda 4B Corporation and the City of Buda; (3) legal advice regarding a Small Business Development grant for Glow Laser and Beauty; (4) legal advice regarding Executive Director Agreement; (5) legal advice regarding art display agreement; (6) legal advice regarding the Navigator position.**

**§ 551.074 – Deliberation on personnel matters including the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee: (1) Executive Director.**

**§ 551.087 – Economic Development Negotiations – to discuss or deliberate 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 for the following projects: (1) Glow Laser and Beauty.**

**RECONVENE INTO OPEN SESSION**

At 9:18 p.m., the Buda EDC Board of Directors reconvened into open session to discuss, consider, and/or take any action necessary related to the items noticed for discussion during executive session.

- 1. Discussion and possible action regarding review of the Facility License Agreement between the City of Buda 4B Corporation (Buda EDC) and City of Buda.**  
No action taken.
- 2. Discussion and possible action regarding review of the Memorandum of Understanding (MOU) for Administrative & Professional Services between the City of Buda 4B Corporation (Buda EDC) and City of Buda.**  
Direction was provided to staff.
- 3. Discussion and possible action regarding the Small Business Development Grant application for Glow Laser and Beauty.**  
No action taken. Tabled to next meeting agenda.

4. **Discussion and possible action on possible amendment to Buda EDC Executive Director contract.**  
No action taken.
5. **Discussion and possible action regarding a potential FY2020-2021 budget amendment #6 related to cell phone expense.**  
No action taken.

## **G. UPDATES**

### **1. Buda EDC Staff Report – ANDERSON**

#### **1. Project/EDC Activities**

Marketing RFP to be reviewed and sent out.

Accounting RFP were reviewed by Finance Committee except for Member Davidson, applicants narrowed down to top two and interviewed, finalist chosen and now in negotiations for an agreement.

Incentive Policy still being reviewed by the Incentive Task Force.

Working with an international prospect and hoping to hear back from them soon.

Met with two Developers seeking office space.

Met with a couple of Board Members for a one on one.

Working with the Governor's office for some potential companies from Tokyo.

Bond Committee meetings.

Couple of retailers interested in having Drive-thrus.

EDC office working with the new work/project management software ClickUp.

Staff took Strength Finder Test recommended and hoping to have Board Members take the test at the next retreat.

#### **2. BRE Activities**

EDC Attended ABJ Family Business Award with the City for Helen's Casa Alde, they were one of the runners up.

Working with a couple of businesses that have outgrown their space they are in and trying to find an alternate location to keep the businesses here in Buda.

#### **3. Buda Chamber Activities**

Attended the BACC Luncheon where Mayor Urbanovsky delivered his first State of the City Address.

#### **4. Updates:**

- **Marketing RFQ** (see above)
- **Accounting RFQ** (see above)
- **Incentive Policy** (see above)

### **2. Buda EDC Board Report – BOARD**

#### **1. Mobile Food Truck Ad Hoc Committee (Davidson)**

Staff Liaisons met, went over document and revision will be created to present.

2. **Finance Committee (Horne-Williams, Davidson, Storm)**  
Working on negotiations agreement for accounting services.
3. **Buda EDC Incentive Review Committee (Urban, Davidson, Storm)**
4. **Buda EDC Personnel Committee (Storm, Urban, Martin)**  
Job posted for the Economic Development Specialist position.
5. **Events Committee (Martin, Herbert, Urban)**  
Postponing BRE award event. Executive Luncheon canceled.
6. **Small Business Task Force (Storm)**
7. **Greater San Marcos Partnership Board (Storm)**
8. **City/BEDC Incentive Task Force (Storm)**

### 3. City Activities

1. **Capital Improvement Projects, Road Projects, Finance, Grants, Tourism, Events, Parks & Recreation, Legislative, Library, Development Projects.**

State of the City Address with Mayor Urbanovsky is available online.

City of Buda budget report hearing coming up with the new tax rate, which is the same as our existing tax rate. City Manager presentation online will walk you through it.

November election coming up. Information available at budabonds.com.

### H. FUTURE AGENDA ITEMS

Per President Storm:

Next Meeting September 13, 2021.

Project Report on Murals for the Miniature Golf, both from their artist and the contest artist.

Revisit available Land Audit.

Survey for Main Street potential project.

Small Business Grant policy update.

October 11, 2021, Board meeting will be changed to October 18, 2021, due to the Columbus Day holiday.

Per Member Ture:

Update on Valentina's agreement.

### I. ADJOURNMENT

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

### APPROVAL OF MINUTES:

  
Betsy Urban, Secretary

ATTEST:

  
Traci Anderson, Executive Director