



LIBERTY HILL

FREEDOM TO GROW

LHEDC BOARD OF DIRECTORS' MEETING MINUTES THURSDAY – FEBRUARY 28, 2019 – 5:00 PM Council Chambers - 2801 Ranch Road 1869

CALL TO ORDER

Liberty Hill Economic Development Corporation Board of Directors' meeting was called to order at 5:04 PM by John Johnston – Vice President. Invocation was given by Chad Pirtle followed by reciting the Pledge of Allegiance and Texas Pledge. Members Present: Bill Chapman; John Johnston; Chad Pirtle; Eric Bailey; Jack Harkrider; and Liz Rundzieher – Ex-Officio member. Quorum was met. Staff and Others Present: Lance Dean; Mayor Rick Hall; Becky Wilkins; and Nancy Sawyer.

CONSENT AGENDA

Consent Agenda items are considered to be routine and will be enacted by one motion with no separate discussion of those items unless required by the Board, in which event the item(s) will be removed from Consent Agenda and considered under Regular Agenda.

- a) Discuss and Take Action on approving minutes of the following Liberty Hill Economic Development Corporation meetings:
 - 1) Thursday, November 8, 2018
 - 2) Monday, November 26, 2018
 - 3) Thursday, January 31, 2018

OUTCOME: On motion by Jack Harkrider and second by Eric Bailey, the Board approved Consent Agenda items as presented. Motion passed on vote of 5 AYES, 0 NAYS, and 0 ABSTENTIONS.

REGULAR AGENDA

Present and Approve Façade Grant Program. **OUTCOME:** Lance Dean – Executive Director addressed the Board stating last month he presented the board with a draft document which covered the areas outside of downtown. The Board requested a slight change in verbiage clarifying the areas to be covered. The revised Façade Grant Program draft is included in the Board's packet, with the changes highlighted on the first page. On motion by Chad Pirtle and second by Eric Bailey, the Board approved the Façade Grant Program. There was discussion of the areas that were covered within this amended Façade Grant Program. Motion passed on vote of 4 AYES, 0 NAYS, and 0 ABSTENTIONS. Bill Chapman stepped out of the meeting during this item at 5:06 PM.

Bill Chapman stepped back into the meeting at 5:10 PM.

Present marketing Phase II Proposal from Hot Dog Marketing for approval. **OUTCOME:** Lance Dean – Executive Director addressed the Board stating Phase I of the marketing initiative was implemented in 2018. Phase II is focused on EDC-specific initiatives including recruiting and

targeting businesses. Mr. Dean reached out to Freich Design which executed Phase I for their input on Phase II. Their quote was beyond the financial reach of EDC. Hot Dog Marketing is providing the marketing currently for Williamson County Economic Development Partnership (WilCo EDP). Mr. Dean would hope with that economy of scale, we would receive better pricing from Hot Dog Marketing. The marketing package would include a booklet, four (4) different flyers, PowerPoint slide deck, printing 250 copies of the 20-page booklet, and 100 copies of each flyer. The proposal includes photography; however, Mr. Dean has learned the City is already working with a photographer so that line item will be cut from the proposal, making the total amount \$7,385. John Johnston – Vice President asked about a copywriting fee listed in the quote and what that covered. Mr. Dean responded it covers the actual text; Hot Dog provides the copy and the City will own that copy; the EDC can provide some of their own copy as well. Hot Dog will provide .pdf's of materials to print in-house as well. Chad Pirtle – Secretary asked about the process for content. Mr. Dean stated the demographics will be provided by The Retail Coach. Hot Dog Marketing will pull other information, including valuable information from their WilCo EDP client. Bill Chapman – President asked if EDC will be able to provide specific input / content as well, especially regarding any creative, subjective, and/or iconic Liberty Hill material. The Executive Director stated he can let Hot Dog Marketing know at the kickoff meeting that EDC wants to be closely involved. Discussion was held, and it was suggested that a subcommittee of EDC be formed to work with Mr. Dean and Hot Dog Marketing on Phase II of the City's marketing plan. Bill Chapman and John Johnston volunteered for that subcommittee. On motion by Eric Bailey and second by Jack Harkrider, the Board approved the Marketing Phase II Proposal from Hot Dog Marketing. Motion passed on 5 AYES, 0 NAYS, and 0 ABSTENTIONS.

Presentation of the Board's financials. Becky Wilkins – Finance Director provided the Board with the Liberty Hill EDC Revenue Summary and Monthly Revenue Recap as well as the Revenue and Expense Report as of February 28, 2019. She stated the fund balance for EDC currently is \$685,600.48. Bill Chapman – President stated he would like to see a full accounting report at the next meeting. Ms. Wilkins stated she would provide that. There was discussion of last year's outlay of \$100,000 for capital improvement projects. Ms. Wilkins stated there have been no output of funds this year for any capital improvement projects.

EXECUTIVE DIRECTOR UPDATE

Lance Dean – Executive Director provided a project update to the Board. See attached for details.

OTHER BUSINESS

- The next regular meeting will be Thursday – March 14, 2019 - 5:00 PM.

ADJOURNMENT

On motion by Bill Chapman and second by Jack Harkrider, the meeting was adjourned at 5:33 PM.

OUTCOME: Motion passed on vote of 5 AYES; 0 NAYS; 0 ABSTENTIONS.

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BARBARA ZWERNEMANN
City Secretary
City of Liberty Hill