



LIBERTY HILL EDC BOARD OF DIRECTORS
MEETING MINUTES
TUESDAY, MARCH 21, 2023 – 5:00 PM
City Hall Conference Room
926 Loop 332, Liberty Hill, Texas

EDC Board Present:
Tiffany Stillwell
Demetrice Gonzalez
Amy Gandy
Landon Smith
Steven Schiff
Robert Baughn

Greg Parma arrived at 5:54 p.m.

City Staff:
Paul Brandenburg, City Administrator
Mary Poche', Executive Director LHEDC
Elaine Simpson, City Secretary
Sidney Smith, Director of Finance
Jerry Millard, Director of Planning and Development
Mayor Liz Branigan

1. CALL TO ORDER

- a) Tiffany Stillwell called the meeting to order at 5:03 PM, at 926 Loop 332, Liberty Hill, Texas. Demetrice Gonzalez gave the Invocation and Chair Stillwell led the pledges.

2. PUBLIC COMMENTS

Public comments related to posted agenda items are welcome by the LHEDC Board. Individuals who wish to speak must complete a Public Comment Form and present the form to the City Secretary before the meeting is called to order. Individuals will be allowed to speak up to three (3) minutes on a posted agenda item. Alternatively, Public Comments related to posted agenda items may be submitted by email to rharness@libertyhilltx.gov before 3:00 PM the day of the meeting for comments to be read at the 5:00 PM meeting by the City Secretary.

There were no Public Comments.

3. EXECUTIVE DIRECTOR'S UPDATE

Mary Poche, Economic Development Director briefly discussed the report.

Chair Stillwell asked Mary what she would do differently with the agreements. Chair Stillwell also commented that she would like an update on the infrastructure project as soon as possible. Chair Stillwell mentioned the cross-communications meeting. It was also suggested that a quarterly Ordinance and EDC update be presented. Jerry Millard responded that he would bring to EDC meeting.

4. Monthly report from and/or Discussion with Liberty Hill Chamber of Commerce.

Steven Schiff gave updates for the Liberty Hill Chamber.

Steven Schiff and Tiffany Stillwell will be attending the Chamber luncheon on Thursday. Chair Stillwell will talk about items regarding the EDC.

The Chamber has in increased membership by 16 new members in the last 3 months. Mr. Schiff will make sure everyone gets on Chamber list for March 29, 2023 (11:00 a.m. – 1:00 p.m.) for a tour of Liberty Hill ISD school.

5. TREASURER'S REPORT

a) Treasurer's Report/Financials for LHEDC Board of Directors 01.31.2023.

At 5:18 p.m. Sidney Smith, Director of Finance, speaks about the report. Ms. Smith gave the sales tax update for January. In January the sales tax received totaled \$5158,263.31 and the EDC will receive \$148,067.83 from that amount. Ms. Smith said she will add prediction/projections on the next report. Ms. Smith also commented that at the next meeting will be budget amendments and expense projections.

The EDC Board also discussed 380 agreements.

6. REGULAR AGENDA

a) Discussion, consideration, and possible action related to the LHEDC meeting minutes from the meeting held February 15, 2023. (D Gonzalez)

Steven Schiff made a motion to approve the February 15, 2023, LHEDC meeting minutes. Seconded by Demetrice Gonzalez.

Motion passed on vote of 6 ayes, 0 nays, and 0 abstentions.

- b) Discussion, consideration and possible action to dissolve two current grant programs called Invest & Boost. (M. Poche')

Robert Baughn made a motion to officially remove the Invest & Boost programs. Seconded by Landon Smith.

Motion passed on vote of 6 ayes, 0 nays, and 0 abstentions.

- c) Discussion, consideration, and possible action on officer designees as prescribed by the Bylaws for the LHEDC Board. (M. Poche)

Mary Poche' presented the item to the board that they will need to appoint a Vice President/Vice-Chair to the EDC Board. Steven Schiff volunteered for the position.

Landon Smith made a motion to elect Steven Schiff as Vice-Chair for the LHEDC board. Seconded by Robert Baughn.

Motion passed on vote of 6 ayes, 0 nays, and 0 abstentions.

- d) Discussion, consideration, and possible action on accepting the completed LHEDC Strategic Plan from Acceleration by Design. (L. Vincent)

At 5:25 p.m., Lorie Vincent with Acceleration by Design appeared via Zoom. Ms. Vincent went over the nine main strategies and priorities of the strategic plan. Ms. Vincent said these strategies and priorities can be worked on simultaneously. Ms. Vincent suggested the LHEDC help its own and keep retain leakage under control. The LHEDC board and Ms. Vincent discussed the 3-year plan and Ms. Vincent commented that Liberty Hill is having a high growth period. It was also discussed that the executive summary of the strategic plan will be placed on the website.

Lorie Vincent also went over the 9 pillars of Economic Development as follows:

- o We can't Build for Tomorrow without Education
- o Housing is a Need, not a Want
- o Do you Have Good Bones?
- o Two is Better than One
- o Are you Growing Weeds or Flowers
- o Livability Really is a Thing
- o Memorable Marketing is Critical
- o Pursuing Growth is an Attitude
- o A vibrant Downtown is critical to healthy community

Steven Schiff made a motion to accept the Acceleration by Design Strategic Plan. Seconded by Robert Baughn.

Motion passed on vote of 6 ayes, 0 nays, and 0 abstentions

- e) Presentation of maps and overlays showing city limits, ETJ, water, wastewater planning etc. (J. Millard)

At 5:52 p.m., Jerry Millard, Director of Planning, presents maps to the LHEDC board showing the city limits, ETJ and zoning. Mr. Millard discussed with the board the ETJ, MUD's, wastewater, and planning. Mr. Millard also explained why some areas of land were zoned and why some were not. Mr. Millard and the LHEDC board discussed how the acronym works.

No Action was taken.

- f) Discussion, consideration and possible action on maintaining the LHEDC sanctioned Water Match Program in conjunction with the LCRA Water Smart Program. (M. Poche')

Mary Poche', LHEDC Director presented the item. Ms. Poche said the Water Match Program was still on the website and at the last EDC meeting there were questions about if the program was still available. Ms. Poche informed the board with regards to businesses she will have an audit done. Ms. Poche asked the LHEDC board if they had any ideas for saving water. Ms. Poche' informed the LHEDC board that the EDC has been matching the grants that the LCRA has paid. Chair Stillwell commented that she understood that the EDC was just being a facilitator promoting the program and not kicking in money.

Landon Smith made a motion to remove EDC match to LCRA Water Smart Program. The EDC will continue to promote the LCRA's Water Smart Program. Seconded by Robert Baughn.

Motion passed on vote of 7 ayes, 0 nays, and 0 abstentions

- g) Discussion, consideration and possible action on Administrative Operational and Services contract between the City of Liberty Hill, TX and the Liberty Hill Economic Development Corporation. (P. Brandenburg)

Paul Brandenburg, City Administrator, presented the item. Mr. Brandenburg commented that in the recently updated adopted bylaws it had a cost breakdown of the city's cost. The proposed contract to the EDC for Administrative Services is around \$46,000 which includes office space, office supplies and administrative staff. The proposed Administrative Services Agreement does not include an end date. Chair Stillwell responded this is a significant jump but added that maybe the EDC could add an administrative person that could do some of this work. Chair Stillwell suggested maybe do 3-month contract and have a sub-committee review. Mr. Brandenburg asked if an administrative person was warranted? Previously the amount the EDC was paying was a number pulled from the air.

Amy Gandy made a motion to approve/adopt the Administrative Services contract as presented with a review in 6 months. Seconded by Greg Parma.

Motion passed on vote of 6 ayes, 1 nays, and 0 abstentions. With Chair Stillwell opposing.

- h) Discussion, consideration, and possible action on received requests for proposals for a Downtown traffic count by outside qualified agency. (M. Poche')

Mary Poche' presented that she found that Retail Coach did a traffic count in 2020. Mary went over the Retail Strategies found on page 105 of the packet. Mary suggested that the EDC stay with Retail Coach and she will reach out to Aaron for an update to the previous study. It was asked "Is this a traffic count?". Mary wants to get more specific. Mary commented that the traffic count shouldn't be an EDC deal except as it is part of a larger report.

No action taken.

- i) Discussion, consideration, and possible action on the received requests for proposal for a current Retail Leakage study by outside qualified agencies. (M. Poche')

Mary Poche', recommended to the LHEDC board that \$2,500 be paid to Aaron Farmer with the Retail Coach for an update to the 2022 report. Mary commented that the EDC can get a full report every other year and an update every year. In 2018 an amount of \$30,000 was paid to Retail Coach. In 2019 an update was received. In April 2022 an update of the report was prepared for \$2,000. Mary said that she needs to go back to the Strategic Plan and get a report as Lorie Vincent recommended.

Steven Schiff made a motion to table item "h" and "i" until Mary Poche can integrate the new report/plan prepared by Lorie Vincent. The motion died for lack of a second.

No action taken.

- j) Discussion, consideration, and possible action to close the Liberty Hill Economic Development Corporation bank account and Certificate of Deposit (upon maturity) at Classic Bank. (S. Smith)

Landon Smith made a motion to close the EDC accounts into the city accounts, as described. Seconded by Steven Schiff.

Motion passed on vote of 7 ayes, 0 nays, and 0 abstentions.

7. ADJOURNMENT

On motion by Tiffany Stillwell with a unanimous second, The Liberty Hill Economic Development Corporation Board of Directors was adjourned at 7:22 p.m.

Motion passed on vote of 7 ayes, 0 nays, and 0 abstentions.

PASSED AND APPROVED BY THE Liberty Hill Economic Development Corporation Board of Directors on April, 19, 2023, on vote of 6 ayes, 0 nays, and 0 abstentions.

Tiffany Stillwell

Tiffany Stillwell, Chairperson

Elaine Simpson

Elaine Simpson, City Secretary

