



LIBERTY HILL EDC BOARD OF DIRECTORS
MEETING MINUTES

Wednesday, May 17, 2023, 5:00 PM
Municipal Courtroom / City Council Chamber
2801 Ranch Road 1869, Liberty Hill, TX 78642

Board Directors:

Amy Gandy
Tiffany Stillwell, President
Robert Baughn
Greg Parma arrived at 5:04 PM

Absent:

Demetrice Gonzalez, Secretary
Landon Smith

City Staff:

Paul Brandenburg, City Administrator
Mary Poche, Executive Director LHEDC
Elaine Simpson, City Secretary
Sidney Smith, Director of Finance
Mayor Liz Branigan

1. CALL TO ORDER

Tiffany Stillwell called the meeting to order at 5:04 PM.

Chair Stillwell gave the invocation and led the pledges.

2. PUBLIC COMMENTS

Public comments related to posted agenda items are welcomed 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 for up to three (3) minutes on a posted agenda item. Alternatively, Public Comments related to posted agenda items may be

submitted by email to esimpson@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 citizen comments.

Chair Stillwell re-arranged the order of items on the agenda to allow those applicants for consideration of appointment to the LHEDC to make their speeches to the Board and then go home.

3) EXECUTIVE DIRECTOR'S UPDATE

- a) Discussion, consideration, and possible action regarding monthly report from Executive Director of LHEDC; Mary Poche. (M. Poche)

Executive Director Mary Poche' fielded questions regarding her written report. There were brief discussions of the YMCA item, the Texas Downtown Association membership for the Downtown Revitalization Committee. There was an extended discussion of the contracts for Realtors, so when the Board reached item 'g.' on the agenda, they skipped it since it had already been discussed.

4) MONTHLY REPORT FROM AND/OR DISCUSSION WITH LIBERTY HILL CHAMBER OF COMMERCE.

There were no representatives from the Chamber of Commerce to present their report.

5) TREASURER'S REPORT

EDC Treasurer and City Director of Finance Sidney Smith provided a financial update for the corporation.

- a) Treasurers Report / Financials for LHEDC Board of Directors 04-19-2023. (S. Smith)
- Sales Tax Refund Issue as discussed at April meeting of the Board.

There could not be a discussion regarding the issue of the Sales Tax Refund Issue, because by State Law this Sales Tax information cannot be released to the public.

There was an extended discussion of the fact that the voters voted to grant the Williamson County Emergency Services District #4 a portion of Sales Tax back in 2016. The amount was increased in 2020. This Sales Tax revenue is received by the ESD#4, even though they also receive property tax as well. It was explained that only the voters could modify the division of the Sales Tax revenues. It continues to be a challenging situation in a variety of ways.

Treasurer Smith fielded questions about account descriptions of some of the accounts which are confusing. She agreed to continue improving the layout and content of the monthly Treasurers Report in order to make it easier to read and more helpful. One new addition will be adding information about encumbered funds, potential liabilities and estimated payments coming up. Treasurer Smith explained that the payments to TEXMIX will start being paid quarterly. Also, the payments for Golf Kart King, if they meet the requirements of their agreement, will also be paid on a quarterly basis.

There was no action taken.

6) REGULAR AGENDA

- a) Discussion, consideration and possible action regarding Regular Called Meeting April 19, 2023, meeting minutes. (D. Gonzalez)

Director Baughn moved, and Director Gandy seconded, to approve, as presented, the meeting minutes as submitted by the Board Secretary for the meeting held April 19, 2023. The motion was carried unanimously by a 4-0 vote. Ayes: Baughn, Gandy, Parma, Stillwell. Nays: None. Abstentions: None. Directors Gonzalez and Smith were absent.

- b) Discuss, consideration and possible action to approve total cost of \$125,000 to be paid for by invoices provided to Director Poche' for approval and further processing for Halff & Associates Downtown Strategic Plan Proposal. (M. Poche')

Director Baughn moved, and Director Parma seconded, to approve total cost of \$125,000 to be paid for by invoices provided to Director Poche' for approval and further processing for Halff & Associates Downtown Strategic Plan. The motion was carried unanimously by a 4-0 vote. Ayes:

Baughn, Gandy, Parma, Stillwell. Nays: None. Abstentions: None. Directors Gonzalez and Smith were absent.

c) Discuss, consideration and possible action on selection of new website provider. (M. Poche') Executive Director Mary Poche introduced the agenda item and provided the staff report. She explained that there were two companies that she felt were highly qualified to do the new website for the LHEDC. Both of these companies specialize in Economic Development websites/marketing.

Representatives from the two companies were available via teleconference meeting, respectively.

First was John Marshall from Golden Shovel. He provided an overview of the company and briefed the Directors on the process that Golden Shovel normally uses. The city will be assigned an account manager. The site will be Search Engine Optimized (SEO). The time frame will be approximately 3.5 months to get the site done.

Second was Christine Rambo for Upsize Marketing. She provided an overview of her company and noted that she is a certified Economic Developer. The sites that they create are all based on research and are data driven.

There was an extended discussion after the representatives left the virtual meeting(s). The Directors determined that it is not so important that the LHEDC website look similar, or look different, from the main City website. Most important is the functionality. There was some discussion on the platforms used, with general consensus being that the Directors did not care for WordPress, as it is easily hacked.

Director Gandy moved, and Director Parma seconded, proceed forward with Golden Shovel to negotiate an agreement for the creation of a new specialty website for the LHEDC. The motion was carried unanimously by a 4-0 vote. Ayes: Baughn, Gandy, Parma, Stillwell. Nays: None. Abstentions: None. Directors Gonzalez and Smith were absent.

President Stillwell recessed the meeting for a comfort break from 6:57 PM to 7:05 PM.

d) Discuss, consideration, and possible action on having the LH EDC Incentives Subcommittee create an Incentive Matrix based on the research information provided by LH EDC Director Poche'. (M. Poche')

Agenda items d.) and e.) were opened and briefly discussed. Director Baughn noted that with the resignation of Steve Schiff, the subcommittee should get another member. It was agreed by general consensus that whomever the City Council appoints to the vacancy on EDC, this person will be on this subcommittee.

- e) Discuss, consideration and possible action on accepting for use the Performance Agreement template provided by LH EDC ad hoc attorney, Jeff Moore. (M. Poche')

This item was discussed briefly simultaneously with item d.) The Board briefly discussed and requested more information about such things as Triple Freeport Exemptions. Executive Director Poche was also asked to provide information on encouraging LEED Certified buildings in the City.

The Directors will review the information already provided, and Exec. Director Poche will provide the information on the topics discussed tonight.

There was no action on items d.) or e.)

- f) Discussion, consideration, and possible action regarding options for evaluating applications and options for forwarding recommendations to the City Council regarding applicants for vacancies on the Board of Directors. (T. Stillwell)

The Board of Directors may determine a process for reviewing applications, including possibly establishing a sub-committee of the Board for this purpose.

Chair Stillwell invited the following applicants to the meeting:

1. Robert Calvisi
2. Daniel Duckworth
3. Keith Elliston
4. Andrei Rogers
5. Ashley Vaughan
6. Cory Milam

Mr. Vaughn: Works for Dell Computers. Does financial analysis and involved in the Liberty Hill Community.

Mr. Duckworth: Owner of Duckworth Insurance in downtown Liberty Hill. Has many years of experience serving on the Liberty Hill Chamber of Commerce.

Mr. Milam: Lives in Rancho Sienna. Is in the Construction Business and handles commercial contracts.

President Stillwell requested that the Board form a sub-committee which will consider applicants in the future, and they will forward recommendations to the Board, and the Board can then forward recommendations to the City Council.

President Stillwell appointed the following volunteers to serve on this subcommittee: Stillwell, Gandy and Baughn.

Director Baughn moved, and Director Gandy seconded, to forward favorable recommendations to the City Council regarding Mr. Ashley Vaughn, Mr. Daniel Duckworth, and Mr. Cory Milam. This motion was carried unanimously by a 4-0 vote. Ayes: Baughn, Gandy, Parma, Stillwell. Nays: None. Abstentions: None. Directors Gonzalez and Smith were absent.

- g) Discussion, consideration, and possible action regarding Economic Development Corporation (LHEDC) Realtor Agreements. (T. Stillwell)

This item was discussed during the Exec. Directors Monthly Report which was addressed on the agenda as item #3.

There was no action taken on this item.

7) CONVENE TO EXECUTIVE SESSION

The LHEDC Board President will convene the EDC Board to Executive Session pursuant to Texas Government Code §551.071 - Consultation with Legal Counsel and Texas Government Code §551.087 - Economic Development Negotiations. No action will be taken in the Executive Session.

8) RECONVENE TO REGULAR SESSION

The LHEDC Board President will reconvene the EDC Board to Regular Session following Consultation with Legal Counsel pursuant to Texas Government Code §551.071 and Texas Government Code §551.087 – Economic Development Negotiations. The council will entertain discussion related to the matters outlined below.

There was no Executive Session held.

9) ADJOURNMENT

With no further business on the agenda, and no objections from the Board, Director (President) Stillwell adjourned the meeting at 7:18 PM.

PASSED AND APPROVED on August 16, 2023 by the Liberty Hill Economic Development Corporation Board of Director on vote of 6 AYES, 0 NAYS, and 0 ABSTENTIONS.

Tiffany Stillwell
LHEDC Board President / Presiding Officer

Ernie Simpson
Board or City Secretary

