



## LIBERTY HILL ECONOMIC DEVELOPMENT CORPORATION BOARD

### MINUTES

Wednesday – July 15, 2020 – 5:00 PM

2801 Ranch Road 1869 – Council Chambers - Liberty Hill

#### CALL TO ORDER

John Johnston – LHEDC Board President called the meeting of the Liberty Hill Economic Development Corporation Board of Directors to order at 5:01 PM at 2801 Ranch Road 1869 in Liberty Hill, Texas. Invocation was given, followed by reciting the Pledge of Allegiance and Texas Pledge.

LHEDC Board members present: John Johnston; John Clark, Eric Bailey, and Liz Rundzieher.

Others present: Matt Powell – Executive Director; Lacie Hale – Chief Operating Officer; and Nancy Sawyer – City Secretary.

#### PUBLIC COMMENTS

There were no public comments.

#### REGULAR AGENDA

Liz Rundzieher – EDC Director stated the Downtown Beautification Committee has been instituted. She invited all EDC members to attend those meetings

#### **Discuss and take action to approve minutes of the LHEDC meeting held June 17, 2020.**

**OUTCOME:** On motion by John Clark and second by Liz Rundzieher, the minutes of the June 17, 2020 EDC meeting were approved.

**Motion passed on vote of 4 ayes, 0 nays, and 0 abstentions.**

#### **Discuss and consider monthly financials for LHEDC for period ending June 30, 2020.**

**OUTCOME:** Eric Bailey – Director provided an overview of the bank account statements.

#### **Discuss and consider a Sign Grant Program application for Mrs. Amy's Adventures.**

**OUTCOME:** Matt Powell – Interim Executive Director of the EDC addressed the EDC members. A sign grant application for refurbishing a sign for a new preschool was received. The sign has already been put up and has been a relatively inexpensive project.

On motion by Liz Rundzieher and second by Eric Bailey, the EDC approved the sign grant application for Ms. Amy's Adventures.

**Motion passed on vote of 4 ayes, 0 nays, and 0 abstentions.**

**Discuss and consider a Business Improvement Grant application from Anderson Price – Hobo Junction.**

OUTCOME: Matt Powell – Interim Executive Director stated the request from Hobo Junction is for \$5,000 of the approximately \$335,000 that is being used to make improvements to the restaurant. This project falls within the guidelines of the grant.

On motion by John Clark and second by Liz Rundzieher, the EDC approved the application once the application has been signed.

**Motion passed on vote of 4 ayes, 0 nays, and 0 abstentions.**

**General discussion of 380 agreement policy guidelines.**

OUTCOME: Matt Powell, Interim Executive Director asked that this agenda item not be addressed at this meeting.

**Discuss and consider possible partnerships with the Chamber of Commerce.**

OUTCOME: Matt Powell – Interim Executive Director stated that he has been visiting with other EDC directors in the area. In looking at the structure in which economic development works in other cities, he sees that other EDCs enjoy a strong collaboration with their Chambers of Commerce. Round Rock is a tremendous example of with their "Round Rock Partnership" program. Mr. Powell stated he would like to start looking at how greater collaboration in Liberty Hill could work. Eric Bailey – Director stated he would like to hear about other cities' successes with this. John Johnston asked about the structure. Mr. Powell stated other cities have a co-branded Chamber of Commerce and Economic Development partnership. This is a way for businesses to become part of the process of recruitment.

**Discuss and consider Prospector Website.**

OUTCOME: Matt Powell – Interim Executive Director stated that when he started with this position, he spoke to each board member individually, and through that, saw that one of the places he felt the Liberty Hill EDC was lacking is that there are a lot of people who reach out to the EDC regarding available land and buildings but without a dedicated website. A proactive tool is a prospector website where interested parties can bring up maps and zoning, ETJ, city limits, and demographics. Cedar Park has successfully utilized this tool at cedarparkprospector.com. The cost is approximately \$10,000 to build the site but Mr. Powell was able to get that cost cut in half. It takes about 90-120 days to build the site and get it running. There are several companies that can do the data / information entry. For Liberty Hill, Mr. Powell suggests Real Massive. The data will never be more than 4 days old. Both companies are on BuyBoard and are of a cost that will not require bids. There is an annual subscription of \$5,000. John Johnston – EDC President stated Mansfield has a similar system.

On motion by John Clark and second by Eric Bailey, the Liberty Hill EDC authorized Mr. Powell to enter into a contract with the Prospector website and Real Massive Data for an amount not to exceed \$8,500 for one-time costs and \$5,000 annual subscription.

**Motion passed on vote of 4 ayes, 0 nays, and 0 abstentions.**

#### **INTERIM EXECUTIVE DIRECTOR'S UPDATE**

Matt Powell – Interim Executive Director presented to the EDC stating that sales tax is up almost 32% year over year. There has been a noticeable spike over recent years. The next meeting will include the FY 2020-2021 Budget. Mr. Powell advised the EDC to be cautious with next year's budget. Mr. Powell stated he would like to discuss the Shop Local program within the next few weeks.

#### **EXECUTIVE SESSION**

**John Johnston convened the EDC to Executive Session at 5:36 PM for Consultation with Legal Counsel on the following items or any posted agenda item pursuant to Texas Government Code §551.071 (Consultation with Attorney) and to discuss or deliberate economic development information, prospects, negotiations, or incentive offers pursuant to Texas Government Code §551.087 (Development).**

- Project Cutis
- Project Rock and Roll

OUTCOME: No action was taken during executive session.

#### **RETURN TO REGULAR SESSION**

**President – Johnny Johnson reconvene the Liberty Hill EDC Board of Directors to Regular Session at 5:56 PM following Consultation with Legal Counsel on the following items or any posted agenda item pursuant to Texas Government Code §551.071 (Consultation with Attorney) and to discuss or deliberate economic development information, prospects, negotiations, or incentive offers pursuant to Texas Government Code §551.087 (Development).**

- Project Cutis
- Project Rock and Roll

OUTCOME: No action was taken.

#### **ADJOURNMENT**

OUTCOME: On motion by Liz Rundzieher and second by Eric Bailey, the Liberty Hill Economic Development Corporation Board meeting was adjourned at 6:00 PM. **MOTION PASSED ON VOTE OF 4 AYES, 0 NAYS, AND 0 ABSTENTIONS.**

**PASSED AND APPROVED ON August 12, 2020 BY THE LIBERTY HILL ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS ON VOTE OF \_\_\_\_\_ AYES, \_\_\_\_\_ NAYS, AND \_\_\_\_\_ ABSTENTIONS.**

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Nancy Sawyer  
City Secretary  
LHEDC Board of Directors