**MINUTES**

SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT CORPORATION

CITY OF LIVE OAK

WAS HELD AT THE LIVE OAK COUNCIL CHAMBERS

8001 SHIN OAK DRIVE

TUESDAY, DECEMBER 12, 2023

1. CALL TO ORDER– The special meeting was called to order at 6:16 p.m. by Board President Mary M. Dennis

2. INVOCATION/PLEDGE OF ALLEGIANCE – A moment of silence was observed, and the Pledge of Allegiance was recited.

3. ROLL CALL

**Present**

Mary M. Dennis, Board President

Cynthia Audelo, Board Vice President (arrived @ 6:22 p.m.)

Bob Tullgren, Council Director

Ed Cimics, Council Director

Elizabeth Kuhlmann, Citizen Director

Angela Green, Citizen Director

**Absent**

Paras Arora, Citizen Director (Excused)

STAFF

Anas Garfaoui, Interim City Manager

Donna Lowder, EDC Director

Isa Gaytan, City Secretary

Clarissa Rodriguez, City Attorney

4. CITIZENS TO BE HEARD - None

5. CONSENT AGENDA

A. November 14, 2023 – MINUTES (Special Meeting)

Bob Tullgren, Council Director made a motion to approve the CONSENT AGENDA as presented; seconded by Elizabeth Kuhlmann, Citizen Director.

**Vote FOR:** Mary M. Dennis, Board President, Bob Tullgren, Council Director, Ed Cimics, Council Director, Elizabeth Kuhlmann, Citizen Director, Angela Green, Citizen Director – **Passed 5/0**

6. NEW BUSINESS

A. Discussion and possible action regarding approval of an application for the Visual Improvement Program (VIP) by Wayland Baptist University for the approval authorizing a payment directly to the contractor in accordance with the VIP requirements - D. Lowder

Ms. Lowder provide the following information during the staff presentation:

* Dr. Glenn Simmons, Executive Director/Campus Dean for Wayland Baptist University (WBU) has applied for the Visual Improvement Program (VIP) to assist with exterior painting improvements located at 8300 Pat Booker Road, Live Oak, Texas 78233.
* WBU took advantage of the VIP grant program to improve their parking lot on August 2022.
* Scope of work: painting the exterior iron structure at the front entrance of the building to match the blue in the WBU logo. Painting will be accomplished on the trim and metal flashing at the front and west side of the building and the exterior canopies.
* Three bids were received for the project and the applicant selected Pineda Remodeling with a total amount of $12,500.00. This request meets staff approval.
* Approval of this VIP application, payment would go directly to the contractor under Resolution 2023-12.
* The applicant has requested the maximum grant amount of $5,000.00 and the staff has no objections.
* Staff had no objections.

Bob Tullgren, Council Director made a motion to approve Resolution 2023-12 authorizing payment directly to the contractor Pineda Remodeling on behalf of Wayland Baptist University in the amount of $5,000.00 in accordance with the VIP requirements; seconded by Angela Green, Citizen Director.

**Vote FOR:** Mary M. Dennis, Board President, Bob Tullgren, Council Director, Ed Cimics, Council Director, Elizabeth Kuhlmann, Citizen Director, Angela Green, Citizen Director – **Passed 5/0**

B. Discussion and possible action regarding approval of an application for the Visual Improvement Program (VIP by Bellissima Laser Hair Removal for the approval authorizing a payment directly to the contractor in accordance with the VIP requirements – D. Lowder

Ms. Lowder provide the following information during the staff presentation:

* Anthony Carrasco, owner of Bellissima Laser Hair Removal has applied for the Visual Improvement Program (VIP) to assist with signage improvements located at 12315 Judson Road, Live Oak, Texas 78233.
* The owner took advantage of the VIP grant program to improve their sign on August 2022. The business has changed its name and services rendered.
* Scope of work: fabrication of new name signage for pylon and building, rejuvenation of metal exterior front facia and framing of overhead building sign. The pylon 2-sided sign will each measure 48”x24” and be made of polycarbonate with digital printing, the building sign 96”x29” and 3/16” thickness. Door white cut vinyl graphics with customer name, business telephone and hours of business.
* Three bids were received for the project and the applicant selected Red Hot Signs with a total amount of $3,412.33. This request meets staff approval. Should you vote to approve this VIP application, payment will go directly to the contractor under Resolution 2023-13.
* The staff has no objections.

Ed Cimics, Council Director made a motion to approve Resolution 2023-13 authorizing a payment directly to the contractor Red Hot Signs in the amount of $3,412.33 on behalf of Bellissima Laser Hair Removal in accordance with the VIP requirements; seconded by Elizabeth Kuhlmann, Citizen Director

**Vote FOR:** Mary M. Dennis, Board President, Cynthia Audelo, Board Vice President, Bob Tullgren, Council Director, Ed Cimics, Council Director, Elizabeth Kuhlmann, Citizen Director, and Angela Green, Citizen Director – **Passed 6/0**

C. Discussion and possible action regarding approval of an application for the Visual Improvement Program (VIP by Stretch Zone Forum for the approval authorizing a reimbursement payment directly to the owner in accordance with the VIP requirements – D. Lowder

Ms. Lowder provided the following information during the staff presentation:

* James and Christine Tanner, owners of Stretch Zone located at 8222 Agora Parkway, Ste. 108 inside the Forum Shopping Center has applied for the VIP assistance grant for signage.
* During the 2023 luncheon, the Tanners learned of the grant assistance and have decided to ask for reimbursement for signage installed before their grand opening held in July 2022.
* The signage was manufactured and installed by the selected sign contractor Aetna Sign Group. The building signage included a new set of channel letters with a logo measuring 1’ x 2 3/4” and a yellow 5’-8” logo with applied yellow vinyl. The length of the sign is 13’1/2” internally illuminated with white LED’s.
* Three bids were received back in 2022 (Aetna Sign Group) and received approval from the Forum Management team.
* The total amount of the signage was $6,991.86 and they are requesting the maximum reimbursement of $5000.00.
* If approved, it would be under Resolution 2023-14.
* Staff have no objection to this request.

Q&A

Council Director Tullgren asked for clarification on the program timeline within the VIP guidelines to request reimbursement; Ms. Lowder mentioned there is not a timeline provided and staff provided business names in which were granted the grant in the past.

Council Director Cimics agreed with the timeline concerns of Council Director Tullgren.

Board President Dennis reminded the Board of the precedence set on prior businesses.  She continued by recommending a review by the Board of the guidelines in January or February for the VIP program.

Board Vice President and Citizen Director Kuhlmann asked staff for the longest timeline between the opening and request for reimbursement; Ms. Lowder stated research resulted in a six-month period was the longest.

Hearing no further discussion on the matter, Board President Dennis called for a motion.

Council Director Tullgren made a motion to disapprove Resolution 2023-14 authorizing a reimbursement payment to Stretch Zone in accordance with the Visual Improvement Program due to the time lapse in the request; seconded by Council Director Cimics.

**VOTE FOR:** Council Directors Tullgren and Cimics, and Citizen Directors Kuhlmann and Green; and Board Vice President Audelo. **Passed (5/1)**

**VOTE AGAINST:** Board President Dennis.

D. Discussion and possible action regarding the Year End Presentation of Economic Development activities during 2023. – D. Lowder

Ms. Lowder provided the following Year End Report for 2023 of Economic Development Activities:

* As one of the fastest growing communities in the northeast region, we know that change is inevitable and growth is currently at its highest rate, but how we grow is our choice.

* Our work has been collaborative in nature, including regional public, state, and private partnerships, designed to maximize the impact of Live Oak and stimulate economic development not only in this community but in the state.
* Our vision for 2024 is one of unity and progression!
* LOEDC programs and projects will continue to be diverse and innovative, robust, and relevant.
* Ms. Lowder provided the list of EDC expenditure totals, business openings, jobs created and VIP grant totals.
* Ms. Lowder closed by thanking the EDC Board for their staff support and making 2023 a prosperous year.

Board President Dennis also thanked the EDC Directors for their time on the Board and thanked Ms. Lowder for her efforts throughout the year. She continued by thanking Madwomen Marketing for their design efforts with the Hometown News, and Interim City Manager Anas Garfaoui for his support and great work.

No motion necessary.

E. Discussion and possible action regarding a Resolution approving and authorizing the application for funds for advertising and promotions made by the San Antonio Stock Show and Rodeo for the City of Live Oak promotional purposes – D. Lowder

Ms. Lowder presented the following information during the staff presentation:

* Ms. Jackie Van De Walle with the San Antonio Stock Show & Rodeo Western Heritage Weekend and San Antonio Livestock Exposition has requested funds from the City of Live Oak.
* Staff felt the event is better suited for compliance as an EDC Sponsorship and will still benefit Live Oak as a marketing campaign throughout the Western Heritage Weekend which will promote Live Oak businesses in various manners during the Rodeo along with promoting “ShopLiveOak”.
* Ms. Van De Walle has provided two marketing packages for your review: The **Platinum Cowboy Package** at $20,000 or the **Presenting Sponsor** at $50,000.

Ms. Lowder invited Ms. Van De Walle to answer questions of the Board.

Q&A

Council Director Tullgren supported the EDC sponsorship for the value of the marketing advantages and being able to provide a 30 second commercial for thousands of spectators to see what Live Oak has to offer. He also would like to see the package offering more opportunities for the residents.

Citizen Director Kuhlmann agreed with Council Director Tullgren and asked if there is still a chance to negotiate the packages; Ms. Van De Walle stated the jumbotron commercial is driving the cost of $50,000.00.

Council Director Cimics stated that there are pros and cons but overall, the marketing of Liv Oak is very important.

Citizen Director Audelo commented that she was very excited about the parade opportunity. She supports the invitation to have some of the local students within the parade.

Citizen Director Green had no additional comments.

Board President Dennis wanted staff to negotiate with the Rodeo personnel in getting the best use of the taxpayers’ money spent to benefit the residents this year.

Council Director Tullgren made a motion to approve the Resolution 2023-15 of the Live Oak Economic Development approving and authorizing the application for funds for advertising and promotions in the amount of $50,000.00 for the San Antonio Stock Show and Rodeo for the City of Live Oak promotion purposes; seconded by Council Director Cimics.

**VOTE FOR:** Council Directors Tullgren and Cimics, and Citizen Directors Kuhlmann and Green; and Board Vice President Audelo and Board President Dennis. **Passed (6/0)**

F. Discussion, presentation, and possible action regarding the resignation of Business Director Elizabeth Kuhlmann from the Economic Development Corporation effective December 29, 2023. – D. Lowder

Ms. Lowder stated that Business Director Elizabeth Kuhlmann submitted her official resignation letter to staff on July 13, 2023, which includes an effective date of December 29, 2023

After many years of service to the City of Live Oak and a longtime, dedicated employee of RBFCU, Mrs. Kuhlmann has decided to retire from her duties at RBFCU. Mrs. Kuhlmann’s retirement will make her ineligible to continue to serve as a business liaison and Business Director on the Live Oak Economic Development Corporation Board.

Mrs. Kuhlmann has served the Live Oak EDC Board since April 2020 and the Live Oak community for as long as we can remember.

Staff will have a plaque to present during the December special meeting to commemorate Elizabeth’s unwavering service to this community.

A motion was made by Council Director Cimics to accept the official resignation of Citizen Director Elizabeth Kuhlmann from the Live Oak Economic Development Corporation effective December 29, 2023; seconded by Council Director Tullgren.

**VOTE FOR:** Council Directors Tullgren and Cimics, and Citizen Directors Kuhlmann and Green; and Board Vice President Audelo and Board President Dennis. **Passed (6/0)**

7. GENERAL ANNOUNCEMENTS

A. EDC Members - City event information, upcoming ribbon cutting/grand opening dates and times, and special acknowledgements.

:05

B. STAFF - City event information, upcoming ribbon cutting/grand opening dates and times, and special acknowledgements.

\* Next EDC Regular meeting – January 30, 2024 @ 6:00 p.m.

\* Best of Live Oak Competition begins, January 2nd through January 31, 2024

\* Unchartered Adventures’ Ribbon Cutting Ceremony – January 19, 2024 @ 3:00 p.m.

Mr. Garfaoui reminded everyone to stay for the City Council presentation to Ms. Kuhlmann.

8. ADJOURNMENT at 7:05 p.m.

APPROVED:

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Mary M. Dennis, EDC Board President

ATTEST:

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Donna Lowder, EDC Director