

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Economic Development Board of the City of Palestine convened in a regular meeting on Tuesday, March 12, 2024, at 10:00 a.m., at PEDC Office, 100 Willow Creek Pkwy, Suite A, Palestine, Texas, with the following people present: Vice President Dan Bochsler; Secretary/Treasurer Kim Willmott; Directors: Charles Drane, Suzanne Eiben, Joseph Thompson, and Linda Dickens.

Staff present: PEDC Director Christophe Trahan, Marketing Analyst Will James, and Administrative Assistant Lisa Bowman.

Others Present: City Manager Teresa Herrera

A. CALL TO ORDER

With a quorum present, Vice President Bochsler called the meeting to order at 10:00 a.m.

B. PROPOSED CHANGES OF AGENDA ITEMS

There were none.

C. PUBLIC COMMENTS

There were none.

D. CONFLICT OF INTEREST DISCLOSURES

There were none.

E. ITEMS FROM BOARD

Vice President Bochsler provided the board with informational packets to assist with the review of PEDC's action plan.

F. DIRECTOR'S REPORT

- Closing on loan with Government Capital Corporation and closing on property for Project Short Line.
- Visit to Farmers Branch, TX with members of City Council and City Manager regarding a residential infill project through Builders of Hope.
- Retail Sector Data for Local Sales & Use Tax.
- Texas Labor Market Information Data – Regional Unemployment Comparison & Private Sector Wage data.

1. Marketing Analyst Report.

- Half-page ad finalized for Trade & Industry Magazine.
- Meeting with Kayne Parish, Dronestar regarding virtual tour of 200 Vista Ridge and the Willow Creek Business Park.

- Communication with Business Xpansion Journal regarding PEDC placing an ad in their magazine.
- LS Tractor Grand Opening.
- In partnership with TVCC & SBDC, a business seminar was held with speaker, Marsha Hudson, on social media marketing.

G. DISCUSSION AND ACTION ITEMS

1. Consider approval of PEDC Minutes from February 1, 2024.

City of Palestine Finance Director, Andrew Sibai, entered the board meeting at 10:09 a.m.

Motion by Director Dickens, seconded by Director Eiben to approve item as presented with corrections to be made to the header date. Upon vote, the motion carried unanimously 6-0.

2. Consider approval of PEDC Minutes from February 13, 2024.

Motion by Director Thompson, seconded by Director Eiben to approve item as presented with corrections to be made to the header date. Upon vote, the motion carried unanimously 6-0.

3. Consider approval of the February 2024 Financial Report.

Motion by Director Drane, seconded by Director Dickens to approve item as presented. Upon vote, the motion carried unanimously 6-0.

4. Discussion and possible action regarding a presentation by Phil Johnson for a Downtown Grant Application.

Phil Johnson, owner of Dogwood Embroidery, presented to the board his Downtown Grant Application requesting funds to assist with the cost of replacing the building's roof, HVAC system and plumbing for the upstairs portion of the business located at 404 W. Oak Street.

Motion by Director Thompson, seconded by Secretary/Treasurer Willmott to approve the Downtown Grant application and Performance Agreement for Dogwood Embroidery. Upon vote, the motion carried unanimously 6-0.

5. Discussion and possible action regarding proposals to produce virtual tours of 200 Vista Ridge and the Willow Creek Business Park.

PEDC Marketing Analyst James provided the board with quotes from DroneStar to have a virtual tour and an aerial photo shoot done of 200 Vista Ridge and the Willow Creek Business park.

Motion by Director Drane, seconded by Director Dickens to approve the costs of services from DroneStar for a virtual tour and an aerial photo shoot done of 200 Vista Ridge and the Willow Creek Business Park . Upon vote, the motion carried unanimously 6-0.

6. Discussion and possible action regarding a proposal for advertising in Business Xpansion Journal.

PEDC Marketing Analyst James presented the board with a discounted advertisement rate from Business Xpansion Journal for placement in their April 2024 issue.

Motion by Director Eiben, seconded by Director Drane to approve the costs of a full-page ad in Business Xpansion Journal for their April 2024 issue. Upon vote, the motion carried unanimously 6-0.

7. Discussion and possible action regarding a proposal for professional rail engineering & design from Via Rail Engineering, Inc.

The PEDC board decided to table this item to discuss it at a Special Called Meeting to be held later in March, following a clarification of the items within the proposal.

NO ACTION TAKEN

H. CLOSED SESSION

Vice President Bochsler announced the Board would go into Closed Session pursuant to Texas Government Code, Chapter 551, Subchapter D. The time was 11:11 a.m.

1. Section 551.087 deliberation regarding Economic Development negotiations; to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting Economic Development negotiations.

a.) Tahwahkaro

I. RECONVENE IN REGULAR SESSION

Vice President Bochsler reconvened the Board Meeting into open session at 11:29 a.m.

1. Section 551.087 deliberation regarding Economic Development negotiations; to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting Economic Development negotiations.

Take any action regarding:

a.) Tahwahkaro

NO ACTION TAKEN

ADJOURN

With no other business to come before the Board, Vice President Bochsler adjourned the meeting at 11:29 a.m.

PASSED AND APPROVED THIS 9th DAY OF April 2024.



Ben Campbell, President

ATTEST:



Lisa Bowman, Administrative Assistant