

ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION

REGULAR MEETING
7:00 A.M. – CITY HALL
305 N. ARCH STREET
ROYSE CITY, TEXAS 75189
MINUTES – NOVEMBER 26, 2019

APPROVED 12-17-19, 7:0

Members Present	Employees Present	Other:	Members Absent:
Dena Elder	Charles Houk, CDC Director	Vanessa Stahl (RC Chamber Director)	Jesse Vaughn
Bobby Gladu	Tonya Brown, Secretary	Russell Ratterree	Clay Ellis
Richard Pense		Tanner Dietz	
Lee Loveless			
Michael Holder			

A. CALL TO ORDER

Announce the presence of a quorum.

At 7:01 A.M., Ms. Elder called the meeting to order and Mr. Pense gave the invocation.

B. DISCUSSION AND ACTION REGARDING MINUTES AND SALES TAX COMPARISON

Sales tax revenue for November 2019 is \$95,456 an increase of 22% over November 2018. The sales tax revenue deposited in November is from sales in September which includes Buc-ee’s sales; as part of the incentive agreement with Buc-ee’s, the CDC will pay Buc-ee’s an amount equal to the sales tax revenue generated from their sales. for a period of 10 years. The change for the rolling 12 months period is a 16.3% increase.

ACTION (7:04 A.M.)

- a. Mr. Pense made a motion to approve the October 22, 2019 meeting minutes and the November financials;
- b. Mr. Gladu seconded the motion;
- c. The motion passed 5:0.

C. DISCUSSION REGARDING INCENTIVE DOLLARS SPENT AND ENCUMBERED

Smoke Session’s Barbeque and Resolute Compliance have signed a performance; the incentives, \$50k and \$33K respectively, have been included in the encumbered amount. The encumbered amount is now \$330,984.00. We still do not own the property that is subject to the Thirsty Bro incentive. The paid incentive amount remains at \$255,010.86.

D. CITIZENS PARTICIPATION

This period is reserved for citizens to discuss items not listed on the agenda. Persons may have three (3) minutes to address the board, however, by law, no action or discussion will be taken on these items.

- No citizen participation.

E. DISCUSSION REGARDING EXPIRING TERMS FOR CDC BOARD MEMBERS: DENA ELDER, BOBBY GLADU, AND LEE LOVELESS

A brief discussion took place regarding the expiring terms for the named CDC board members. All three board MEMBERS have submitted their application to continue serving on the CDC board.

F. DISCUSSION REGARDING DECEMBER MEETING DATE AND PLACE

The forth Tuesday in December falls on Christmas Eve. There was a consensus to reschedule the December meeting to the 17th AT 7 A.M. A location was not chosen.

G. DISCUSSION AND ACTION REGARDING CONTRIBUTION TO THE 2020 CENUS COUNT

The city is willing to contribute \$1,500 if we match it. These funds will help with activities geared at reaching citizens in our community to increase participation in the 2020 census count.

ACTION (7:18 A.M.)

- Mr. Loveless made a motion to match the city’s contribution of \$1,500;
- Mr. Pense seconded the motion;

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- The motion passed 5:0.

H. DISCUSSION AND ACTION REGARDING CONTRACTING WITH GOLDEN SHOVEL FOR THE REDESIGN AND IMPLEMENTATION OF A NEW CDC WEBSITE

Mr. Houk addressed the board regarding revamping the website via Golden Shovel, a company who specializes in building websites for economic development organizations. If approved, the new website would allow us to compete in the digital marketing arena and provide some interactive research tools including one that would help small businesses better gauge their potential success in opening or relocating their business in our community.

ACTION (7:49 A.M.)

- Mr. Pense made a motion to allow Mr. Houk to negotiate a contract with Golden Shovel for a new website;
- Mr. Holder seconded the motion;
- The motion passed 5:0.

I. DISCUSSION AND ACTION REGARDING APPOINTING A DIGITAL DESIGN COMMITTEE

Mr. Houk discussed that he would like to have different points of view and opinions on the committee to ensure all needs for the website are being met.

ACTION (7:51 A.M.)

- Mr. Pense made a motion to appoint a committee for the development and content of the new website;
- Mr. Loveless seconded the motion;
- The motion passed 5:0.

J. DISCUSSION AND ACTION REGARDING THIRSTY BRO BREWING INCENTIVE (TABLED DURING OCTOBER MEETING)

Last month we discussed possibly withdrawing our incentive grant to Terry Gordon, owner of Thirsty Bro, due to a stagnant progression toward the move-in date requested by Mr. Gordon as stated in the deal points of the Performance Agreement. Since that time, Mr. Gordon has been very responsive in adhering to the timeline. We are waiting on the city to transfer the deed for the fire station to the CDC so that we can execute the Performance Agreement. Mr. Gordon will have to sign a lease agreement with the city until the deed has been transferred to the CDC. After the transfer, we will execute the Performance Agreement and include a lease agreement.

ACTION (7:57 A.M.)

- Mr. Gladu made a motion to continue (reaffirm) the incentive with Thirsty Bro;
- Mr. Holder seconded the motion;
- The motion passed 5:0.

K. DIRECTOR'S REPORT: CHARLES HOUK

ELLIOT GERSTENHABER

- Owns shopping center with Sprint and Rehab;
- Is building a shopping center where Starbucks will be one of the tenants – not ready to discuss other tenants at this time;
- Has purchased additional property between Tractor Supply and Popeye's.

TEMPORARY FIRE STATION

- Will be located at Whiteside Village, south of I-30 on FM 548;
- The developer is allowing the city to use the house and barn to temporarily house the fire department;
- They start moving today.

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BEDC TRAINING

- Mr. Houk spent a week in Waco at the Basic Economic Development training;
- BEDC focuses on the importance of EDOs and why we do what we do.

CONNECT- -INDUSTRIAL

- Mr. Houk also attended a one-day industrial conference in an effort to gain contacts;
- The conference focused on industrial being “the new retail” and how fulfillment centers will be very important to the future of online retail.

JOINT MEETING COUNCIL-ISD

- Takes place one a year;
- Each entity of the city gives an update;
- Helps maintain alignment of our goals for the city.

NEDAL NASSAR

- Mr. Nassar is actively looking for property in RC.

SELF STORAGE

- We have received a multitude of call/emails regarding building self-storage units;
- The city’s ordinances and fire safety standards make it costly to build.

CONSULTANT MEETINGS

- Mr. Houk wants to contract with consultants to arrange meetings with targeted businesses at events like ICSC and plans request from the board, at a later date, funding to do so.

RESIDENTIAL DEVELOPMENT

- Mr. Houk provided a handout with a brief update of residential developments to the board.
- No discussion took place.

N. ADJOURNMENT

- At 8:12 A.M., Mr. Gladu made a motion to adjourn the meeting.
- Mr. Holder seconded the motion
- The motion passed 5:0

ATTEST:

Secretary
Tonya Brown

President | Vice President
Dena Elder | Bobby Gladu