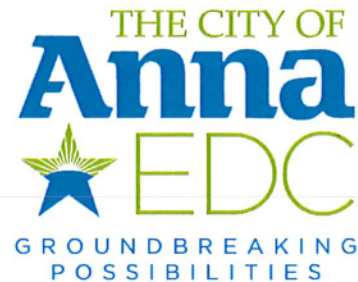


Officers:

Bruce Norwood, President
Jody Bills, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Director of Economic Development
Bernie Parker, Assistant Director of Economic Development
Kimberly Garduno, Economic Development Coordinator



Anna Community Development Corporation and Anna Economic Development Corporation Meeting Minutes

Thursday, September 7, 2023, at 6:00 pm
Anna Municipal Complex, City Council Chambers
120 W. 7th Street, Anna, Texas 75409

The Anna Community Development Corporation and the Anna Economic Development Corporation conducted a meeting at 6:00 p.m. on Thursday, August 3, 2023, at the Anna Municipal Complex City Council City Council Chambers, located at 120 W. 7th Street Anna, Texas 75409.

A video recording of the open session portions of the meeting may be viewed online at the City of Anna's website: <https://www.annatexas.gov/962/AgendasMinutes>

CDC and EDC Board Members Present: Bruce Norwood, Rocio Gonzalez, Kylee Kelley, Jody Bills, Allison Inesta and Michelle Hawkins. **CDC and EDC Board Members Absent:** Ronnie Kerr. **Others Present:** Joey Grisham (Director of Economic Development), Bernie Parker (Assistant Director of Economic Development), Kimberly Garduno (Economic Development Coordinator), Lee Miller (Mayor Pro Tem), and Clark McCoy (Attorney).

1. **Call to Order, Roll Call, and Establishment of Quorum.**
The meeting was called to order by Board President Bruce Norwood at 6:07 p.m.
2. **Invocation and Pledge of Allegiance.**
Invocation and Pledge of Allegiance was led by Bruce Norwood
3. **Neighbor Comments.**
None.
4. **Consent Agenda.**
 - a. Approve minutes from the September 7, 2023, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)
 - b. Approve minutes from the September 7, 2023, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

Officers:

Bruce Norwood, President
Jody Bills, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Director of Economic Development
Bernie Parker, Assistant Director of Economic Development
Kimberly Garduno, Economic Development Coordinator

Rocio Gonzalez made a motion on behalf of the CDC and EDC to approve the consent agenda. Kylee Kelley seconded the motion. All were in favor. Motion passed.

5. Individual Consideration.

- a. Consider/Discuss/Act on a resolution approving an agreement with Cooksey Communications for public relations and marketing services. (CDC)

Joey Grisham explained the roles and responsibilities of Cooksey as it relates to public relations and marketing services for the CDC/EDC. Mr. Grisham shared multiple examples of Cooksey's accomplishments this past year, including articles in the Dallas Morning News, articles in the Dallas Business Journal, website updates, updated imagery, and new trade booth. Mr. Grisham stated their contract would be structured not to exceed \$85,000.

Bruce Norwood made a motion on behalf of the CDC to adopt a resolution approving an agreement with Cooksey Communications for public relations and marketing services. Jody Bills seconded the motion. All were in favor. Motion passed.

- b. Consider/Discuss/Act on a resolution approving an agreement with Swimming Duck, LLC for digital media services. (CDC)

Joey Grisham explained the role and responsibilities of Swimming Duck, LLC as it relates to the digital media services they provide to the CDC/EDC. Mr. Grisham shared the importance of utilizing digital media to promote marketing opportunities and capture data regarding digital media site visits. Swimming Duck uses the captured data to establish important metrics to target certain markets for economic development. Mr. Grisham stated Swimming Duck's contract is \$45,000.

Bruce Norwood made a motion on behalf of the CDC to adopt a resolution approving an agreement with Swimming Duck, LLC for digital media services. Allison Inesta seconded the motion. All were in favor. Motion passed.

6. Director's Report.

- a. Strategic Plan Update

Joey Grisham presented August's CDC/EDC measurables and updated additional information from Anna's News Article in the Dallas Morning News. Mr. Grisham attended and informed Anna's Seniors on current EDC/CDC projects. New business openings were Lamar National Bank with the Surgery Center and Medical Office Building to open soon. Mr. Grisham mentioned speaking at a recent Texoma Council of Governments event, increased website activity, increased LinkedIn followers, increased residential activity, and multiple real estate meetings.

Officers:

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Jody Bills, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Director of Economic Development
Bernie Parker, Assistant Director of Economic Development
Kimberly Garduno, Economic Development Coordinator

- b. Financial Report/Sales Tax Update
Mr. Grisham stated that sales tax is up 5.1% from last year
- c. 3 Nations Brewing Co. Soft Opening
Mr. Grisham stated that September 14th, 6 pm – 10 pm, will be the 3 Nations soft opening, and their Grand Opening to the public would be September 16th, 12 noon – 11 pm.

7. Closed Session.

- a. Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase.
- b. Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional services contract.
- c. Discuss or deliberate Economic Development Negotiations: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or,

(2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087) Anna Business Park Property; potential retail and medical projects.

Kylee Kelley made a motion to enter closed session. Rocio Gonzalez seconded the motion. All were in favor. Motion passed. CDC Board entered closed session at 6:29 p.m.

8. Reconvene into open session and take any action on closed session items.

Bruce Norwood made a motion to reconvene into open session. Jody Bills seconded the motion. All were in favor. Motion passed. The CDC reconvened into open session at 7:37 p.m.

Officers:

Bruce Norwood, President
Jody Bills, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Director of Economic Development
Bernie Parker, Assistant Director of Economic Development
Kimberly Garduno, Economic Development Coordinator

9. Receive reports from staff or Board Members about items of community interest.

Kimberly Garduno presented the Board with Anna's 2023 Fall Guide.

Ms. Garduno stated upcoming Anna's Events: September 14th 3 Nations Soft opening at 6 pm., September 16th 3 Nations Grand Opening at 12 noon, September 11th Memorial Service at 7:30 am located at the Central Fire Station, October 3rd National Night Out, October 7th Anna Fest, October 21st Boo Bash.

Mr. Bernie Parker stated on September 26th there will be a Downtown Development Update for Downtown Business Leaders and Merchants to be held in the EOC of the Central Fire Station.

10. Adjourn.

Kylee Kelley a motion to adjourn the meeting at 7:39 p.m. Jody Bills seconded the motion. All were in favor. Motion passed.

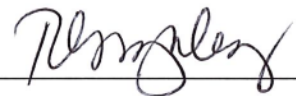
APPROVED:



Bruce Norwood

President of CDC/EDC

ATTESTED:



Rocio Gonzalez

Secretary of CDC/EDC