



**MEETING AGENDA
ANNA COMMUNITY DEVELOPMENT CORPORATION
AND
ANNA ECONOMIC DEVELOPMENT CORPORATION**

Thursday, January 7, 2021 @ 6:00 PM

The EDC/CDC of the City of Anna will meet at 6:00 PM, on January 7, 2021, at the Anna City Hall, located at 111 North Powell Parkway (Hwy 5), to consider the following items.

1. **Call to Order, Roll Call and Establishment of Quorum.**
2. **Invocation and Pledge of Allegiance.**
3. **Neighbor Comments.**
Persons may address the Board of Directors on items not on the agenda; please observe the time limit of three (3) minutes. Members of the Board cannot comment on or deliberate statements of the public except as authorized by Section 551.042 of the Texas Government Code.
4. **Consider/Discuss/Act on approving minutes from the December 3, 2020 CDC Meeting. (CDC)**
5. **Consider/Discuss/Act on approving minutes from the December 3, 2020 EDC Meeting. (EDC)**
6. **Consider/Discuss/Act on approving CDC logo and tagline. (CDC)**
7. **Consider/Discuss/Act on approving EDC logo and tagline. (EDC)**
8. **Consider/Discuss/Act on approving a resolution authorizing an agreement and expenditure of funds to provide commercial real estate listing data. (CDC)**
9. **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; Anna Business Park.
 - 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

IMPORTANT LEGAL NOTICE: The Corporation may vote and/or act upon each of the items listed in this agenda. The Corporation reserves the right to retire into executive session concerning any of the items listed on this agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. Disabled persons who want to attend this meeting and who may need assistance should contact the City Secretary at 972-924-3325 two working days prior to the meeting so that appropriate arrangements can be made.

State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement.

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.

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

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

Items of community interest include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen (but not including a change in status of a person's public office or public employment); a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after posting of the agenda.

12. **Adjourn.**

This is to certify that I, Joey Grisham, Director, posted this agenda at a place readily accessible to the public at the Anna City Hall and on the City Hall bulletin board at or before 6:00 p.m. on January 4, 2021.

Joey Grisham, Director of Economic
Development



Item No. 4.

EDC/CDC Agenda
Staff Report

Meeting Date: 1/7/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on approving minutes from the December 3, 2020 EDC Meeting. (EDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

1. December 3 2020 CDC EDC Joint Meeting Minutes (002)

Officers:

Anthony Richardson, President
Stan Carver, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager



Anna Community Development Corporation and Anna Economic Development Corporation Regular Meeting Minutes

Thursday, December 3, 2020 at 6:00 pm

Anna City Hall, Council Chambers

111 N. Powell Parkway, Anna, Texas 75409

The Anna Community Development Corporation and the Anna Economic Development Corporation conducted a regular meeting at 6:00 p.m. on Thursday, December 3, 2020. Some members of Anna Community Development Corporation and the Economic Development Corporation participated in this meeting remotely in compliance with the Texas Open Meetings Act as suspended or modified under the pending Declaration of Disaster and associated executive orders and proclamations of the Governor of Texas.

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: Anthony Richardson, Doris Pierce, Stan Carver, and Rocio Gonzalez **CDC and EDC Board Members Participating Remotely:** Michelle Hawkins **CDC and EDC Board Members Absent:** Shane Williams **Others Present:** Joey Grisham (Economic Development Director), Taylor Lough (Economic Development Manager) and Councilmember Lee Miller **Others Participating Remotely:** Kevin Johnson (IT Manager)

1. Call to Order. Roll Call and Establishment of Quorum.

The meeting was called to order by Anthony Richardson, Board President, at 6:07 p.m.

2. Invocation and Pledge.

Invocation and Pledge of Allegiance were led by Anthony Richardson.

3. Citizen Comments.

Gina Maria Ottavio, neighbor from Avery Pointe, spoke regarding the City's proposed bond program. Ms. Ottavio suggested having commercial rent/retail space within the proposed Library building and sports complex and asked for greater transparency with the process.

4. Consider/Discuss/Act on approving minutes from the November 5, 2020 CDC Special Called Meeting. (CDC)

Officers:

Anthony Richardson, President
Stan Carver, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager

5. Consider/Discuss/Act on approving minutes from the November 5, 2020 EDC Special Called Meeting. (EDC)

Stan Carver made a motion to approve the minutes on behalf of the CDC and EDC for the November 5, 2020 Joint CDC and EDC Meeting. Rocio Gonzalez seconded the motion. All were in favor. Motion passed.

6. Review and Discuss Tagline Ideas and Marketing Plan.

Joey Grisham introduced Jason Meyer with Cooksey Communications who has been working with the CDC/EDC to develop a marketing plan and tagline. Jason Meyers outlined the process that led to the creation of the marketing plan recommendations as well as the tagline and ad campaign. Jason showed three tagline options with various logo alternations. Stan Carver stated the “Groundbreaking Possibilities” is a tagline for Economic Development while “Neighbors for Life” applies to the Community Development. Joey Grisham suggested that for cohesiveness, one tagline is ideal. Anthony Richardson asked if the star in the first concept could be larger, more like the current logo. Doris Pierce stated she was leaning more towards “Neighbors for Life.” for businesses with more people working from home. Jason agreed that the “Neighbors for Life” is soft and welcoming.

Jason Meyers displayed four ad concepts. The first could go in site selector magazines or other similar publications. The second is focused on neighbors’ lifestyle opportunities for businesses. Jason explained that they heard from neighbors who wanted more restaurant and entertainment options. The third concept is for site selectors and new businesses, showing open land and new buildings. The fourth concept shows what is coming to Anna – for retailers needing additional population. Anthony Richardson would like to see the first concept “Groundbreaking Possibilities” with “Build Your Dreams Here” in the text. Doris Pierce agreed and would like to see the “Neighbors for Life” on the second concept rather than “Big Dreams are Built Here”. Anthony Richardson and Stan Carver stated they liked the first concept. Bruce Norwood agreed that the “Big Dreams are Built Here” fits for business and neighbors.

Jason Meyer explained that guide standards will be sent to staff to outline how the logo should be used. Rocio Gonzalez and Michelle Hawkins also like the “Groundbreaking Possibilities” for Economic Development. Michelle Hawkins liked the blue logo version. Joey Grisham stated the next meeting will include the final logo and tagline. Jason Meyers added that the next ad creation will be for the D CEO piece coming up in the spring. Anthony Richardson clarified that the January board meeting will officially adopt the logo and tagline and the February meeting will review the advertisement samples.

7. Director’s Report

A. Report on current corporate financial status—Discussion Only

Joey Grisham explained that the August financial documents were not included in the packet so they will be emailed to the Board once received. Sales tax revenue receipts were 24% above the year before. The CDC has a 100% fund balance and the EDC has a fund balance mostly related to the TxDOT right-of-way purchase.

B. ED Strategic Plan Update

A document outlining last month’s accomplishments are included in the packet. Joey Grisham stated that single family permits for this fiscal year are above 220 and a ribbon

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Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager

cutting was held for the Texas Bank in front of the Falls Development. The surgery center should be holding a ribbon cutting soon.

C. Comprehensive Plan, Downtown Master Plan, and Parks/Trails Master Plan Update

A survey will be sent to gather input for Downtown. The plan is on scheduled to be completed in early April. Information on all the plans is available at anna2050.com

F. January Meeting Date

Joey Grisham stated the meeting is scheduled for January 7th.

8. CLOSED SESSION (exceptions):

- 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; Anna Business Park.
- 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 promotional 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.

Rocio Gonzalez made a motion to enter closed session. Bruce Norwood seconded the motion. All were in favor. Motion passed. The CDC moved into closed session at 8:00 p.m.

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

Anthony Richardson made a motion to reconvene into open session. Stan Carver seconded the motion. All were in favor. Motion passed. The CDC reconvened into open session at 9:07 p.m.

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

Items of community interest include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen (but not including a change in status of a person's public office or public employment); a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

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Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager

- Doris Pierce stated the Greater Anna Chamber of Commerce's annual Christmas Parade will be held December 12th at noon.
- Joey Grisham stated the City's 12 Days of Christmas are happening now and more information is on the city website.
- Stan Carver stated that the two City Council seats runoff election are being held December 8th and the following day starts early voting for the Texas Senate runoff election.

11. **Adjourn.**

Stan Carver made a motion to adjourn the meeting. Bruce Norwood seconded the motion. All were in favor. Motion passed. Meeting adjourned at 9:11 p.m.

APPROVED:

ATTESTED:

Anthony Richardson
President of CDC/EDC

Rocio Gonzalez
Secretary of CDC/EDC



Item No. 5.

EDC/CDC Agenda
Staff Report

Meeting Date: 1/7/2021

Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on approving CDC logo and tagline. (CDC)

SUMMARY:

As you are aware, we have been working with Cooksey Communications on a marketing plan and tagline development. After months of research and detailed conversations /meetings, Cooksey identified three potential taglines for the EDC and CDC to employ. Variations of the recommended tagline are included in the packet.

STAFF RECOMMENDATION:

After careful consideration, Staff recommends the Groundbreaking Possibilities tagline.

ATTACHMENTS:

1. Anna ad campaign concept v3
2. Anna EDC Logo with tagline concepts v5

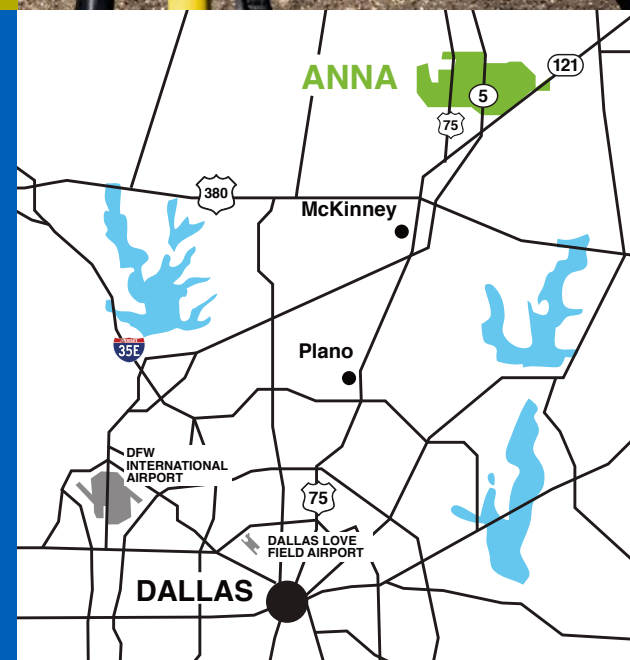
Big dreams are built here.

Situated on U.S. Highway 75, Anna is the next natural stop on the northern expansion of the Dallas-Fort Worth metroplex. With competitive real estate prices, affordable housing and excellent schools, Anna offers you and your business a place to succeed.

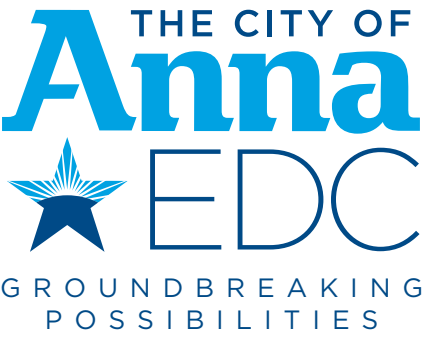
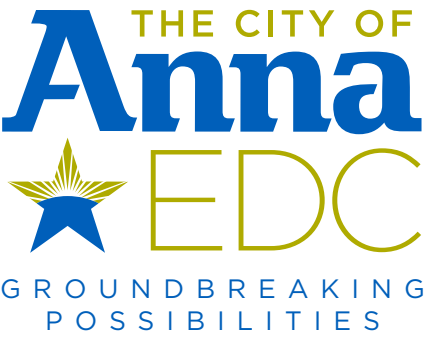
- **EDC owns 85-acre Business Park**
- **65 square mile planning area**
- **5 major highways intersect near Anna**
- **15 minutes from McKinney National Airport**
- **45 minutes from DFW International Airport**

Come explore Anna's pro-business mindset and see how we can help you build a framework for future growth and opportunity.

opportunityannatx.com



CITY OF ANNA
LOGOS





Item No. 6.

EDC/CDC Agenda
Staff Report

Meeting Date: 1/7/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on approving EDC logo and tagline. (EDC)

SUMMARY:

As you are aware, we have been working with Cooksey Communications on a marketing plan and tagline development. After months of research and detailed conversations /meetings, Cooksey identified three potential taglines for the EDC and CDC to employ. Variations of the recommended tagline are included in the packet.

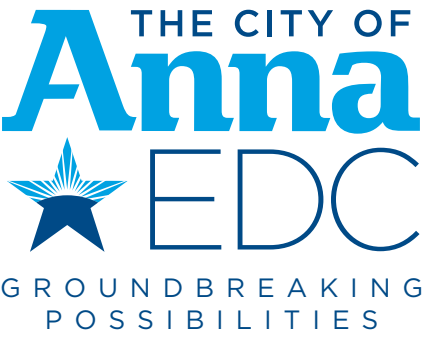
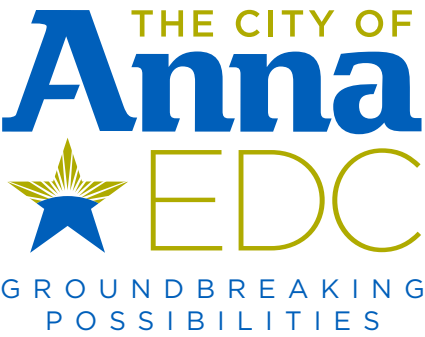
STAFF RECOMMENDATION:

After careful consideration, Staff recommends the Groundbreaking Possibilities tagline.

ATTACHMENTS:

1. Anna EDC Logo with tagline concepts v5
2. Anna ad campaign concept v3

CITY OF ANNA
LOGOS



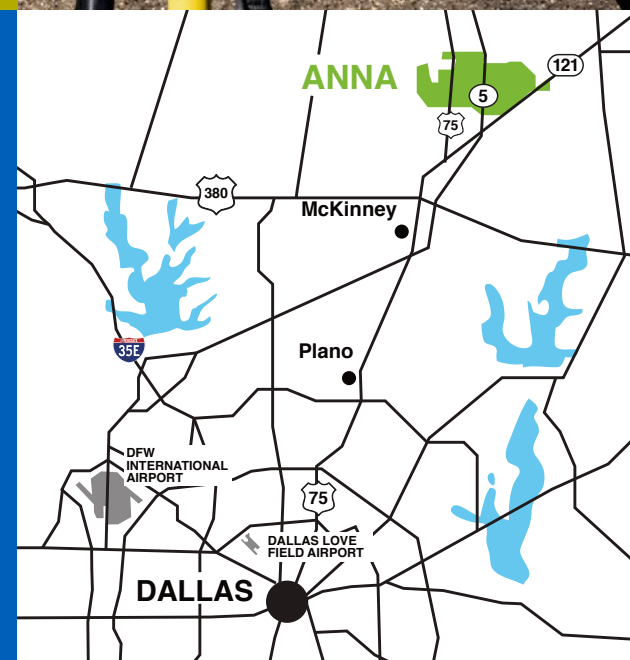
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COMPANY OVERVIEW

December 2020

We strive for the best coverage in the commercial real estate markets we serve in order to provide a complete overview of the properties available for sale or lease within your market. By working with local market leaders, REsimplifi is able to offer a content-rich alternative that provides maximum coverage. ***Find more by going local!***

ABOUT US

WHAT WE DO

We are a SAAS company that collects and distributes commercial real estate (CRE) property data to brokerage professionals and economic development offices (EDO) through our CRE Marketplace, www.resimplifi.com.

Our primary focus is serving companies and organizations in small- to mid-size markets throughout the United States.

We are the first and only company that actively and fully discovers and manages syndicated commercial real estate property data for economic development offices.

BACKGROUND

We launched our first application, a commercial real estate CRM, in 2016. In 2019, the company pivoted and launched its CRE Marketplace solution, closing its first EDO in February 2020.

We are now exclusively focused on collecting and syndicating local commercial real

estate property data for CRE brokerage and economic development offices.

In October 2020 we expanded our reach beyond our initial launch in South Carolina. We are now expanding rapidly and are currently engaged in markets across the US.

OUR COMPANY

We are located in Columbia, South Carolina, and Atlanta, Georgia. Our partners include South Carolina Research Authority; Integral GIS in Seattle, Washington; GIS WebTech in Atlanta, Georgia; and GIS Planning in San Francisco, California.

Our company has been featured in Inc Magazine, NAIOP, and Shopping Centers Today by ICSC. We are the recipient of a 2017 South Carolina Innovision Award for Technology Integration.



WHY IT WORKS

POSITIVE ROI

We save commercial real estate brokerage companies and economic development offices time and money by collecting and distributing quality commercial real estate property information through reasonably-priced technical solutions.

THE COMMERCIAL REAL ESTATE PROBLEM

The biggest problem within the commercial real estate brokerage industry is the need for alternative marketplaces and research platforms. There is a perceived monopoly within the industry where the national marketplace with the most complete coverage is becoming increasingly expensive.

Alternative marketplaces have emerged offering disparate and disjointed national coverage. The end result is that the broker has to manage multiple applications, all of which takes time, and the consumer has to visit multiple marketplaces in order to get a complete overview of their market of interest. This is less than optimal.

THE ECONOMIC DEVELOPMENT PROBLEM

Economic developers are tasked with promoting industry within their geographies. One of the ways in which they do this is by displaying dynamic commercial real estate availabilities on their websites. The problem is that these properties are sourced by multiple companies and are constantly changing. It takes a full-time effort to manage the solicitation and posting of the properties to be displayed on these EDO websites. This is difficult and expensive to staff and manage.

DELIVERING A LOCAL MARKET SOLUTION

Focused and Select Target Markets

We work in a select number of markets with the intention of covering as much of that market as possible. We identify target markets based on economic development need. Partnering with local EDOs enables us to monetize initial broker offerings by collecting and syndicating data to these offices. The broker gets the benefit of an additional distribution channel. The local EDO has fully-managed property data and a conduit to its local CRE broker community. The collective network creates a real and meaningful alternative to expensive national listing options.

Coexist, not Replace

We can complement and coexist with large national platforms rather than trying to compete head-to-head. The majority of transactions that occur in small- to mid-size markets happen when the consumer is located within the same region as the transacted property. REsimplifi clients have responded that, on average, 80% of their business comes from within their region. Therefore, we are able to deliver a higher ROI to our clients by offering an alternative market solution for companies' local listings that do not need expensive national coverage. We recommend that our clients remove these listings from expensive national platforms and load them onto resimplifi.com. This has resulted in our clients significantly reducing their overall exposure from expensive national platforms to only those property listings that require national exposure.

Increased Local Distribution through Connected Partnerships

The end-result is that we are able to reduce overall listing fees for the participating commercial brokerage company while redirecting local and regional listing efforts to locally focused channels that directly serve the actual markets that these users occupy.

Economic Development

Accurate and Managed CRE Data for Economic Development

We collect and distribute web-based commercial real estate data to economic developers. We serve our EDO clients first and manage their data on a routine basis with the goal of providing over 90% of the local CRE properties available to be displayed online.

Complete

Research and discover over 90% of the available CRE regardless of association or marketplace affiliation.

Quality

Data is managed on a routine basis with the intention of serving our EDO clients first with the highest quality information possible.

Connected

Once data is collected, it is sent directly to the EDO website and can be displayed directly on page or provided via API feed.

While other commercial real estate data providers offer incomplete and disjointed coverage, we work with area economic developers to increase exposure for available commercial property listings with a streamlined and connected approach.

By integrating commercial real estate and economic development platforms within communities, we create maximum exposure and significantly less administrative work for both parties.

More Exposure, More Time, Better ROI

A Connected and Focused CRE Marketplace

Phone: 888.968.8998 • Email: info@resimplifi.com • Follow Us:    



To our prospective partners and clients,

Today we learned that RealMassive plans on ceasing all operations approximately two weeks from today, **on December 31, 2020**. We understand that this leaves many of you concerned about sourcing your site selection data. Within the last few years, Xceligent and Real Massive have abruptly shut down and pulled their services to economic development offices across the country, giving their clients very little notice. We recognize the frustration and potential caution regarding any intention to work with a future data provider.

It is important to note the similarities between Xceligent and RealMassive's business models that resulted in their closing. Xceligent and RealMassive's primary market **was not economic development**. They focused on providing commercial real estate brokers a **national** marketplace and research platform. The data syndicated to economic development offices was simply a byproduct of another (large and expensive) market being served.

REsimplifi, Inc. has no interest in becoming a large national marketplace for the commercial real estate industry. This is a fundamental difference between us and other providers. We believe this approach will ensure a long term, sustainable path for providing CRE property data to local economic development offices.

Our intention is to serve local economic development offices with tailored solutions, capturing and maintaining data based on their local need. This enables us to fully service and engage a select number of communities without having to invest in expensive marketing efforts to compete on a national scale. Understand that there are fundamental differences in the way REsimplifi approaches economic development.

Economic development data is our core business and number one priority. We focus our efforts on a limited number of markets in order to provide the highest level of service and data possible, all while keeping our operating costs level with our growth. Although we have the ability to capture nationwide data, it would not be in our nor our clients' best interest. We collect and monetize quality data based on local need rather than providing data that is the byproduct of a national CRE market. Our approach is not only dissimilar to that of Xceligent and RealMassive, it is the opposite.

Please contact me to learn more.

Kindest Regards,

Henry Moore
President and CEO of REsimplifi, Inc

CONTACT US



888.968.8998



info@resimplifi.com

ANNA COMMUNITY DEVELOPMENT CORPORATION

RESOLUTION NO. 1.7.2021

A RESOLUTION OF THE ANNA COMMUNITY DEVELOPMENT CORPORATION APPROVING AND AUTHORIZING AN AGREEMENT AND THE EXPENDITURE OF FUNDS FOR RESIMPLIFI TO PROVIDE COMMERCIAL REAL ESTATE LISTING DATA.

WHEREAS, the Anna Community Development Corporation (the “CDC”) wishes to expend funds for REsimplifi to provide commercial real estate listing data making available commercial real estate information that is maintained, updated and enhanced on an ongoing basis.

NOW THEREFORE, BE IT RESOLVED BY THE ANNA COMMUNITY DEVELOPMENT CORPORATION, THAT:

Section 1. Recitals Incorporated

The recitals set forth above are incorporated herein for all purposes as if set forth in full.

Section 2. Approval of Funding

The CDC hereby authorizes the Economic Development Director to execute the REsimplifi contract and to charge the CDC’s contract services line item in an amount not to exceed \$4,800 in the Fiscal Year 2020-2021 for commercial real estate listing data.

PASSED AND APPROVED by the Anna Community Development Corporation this 7th day of January 2021.

APPROVED:

ATTEST:

Anthony Richardson, CDC President

Rocio Gonzalez, CDC Secretary



Item No. 8.

EDC/CDC Agenda
Staff Report

Meeting Date: 1/7/2021
Staff Contact:

AGENDA ITEM:

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; Anna Business Park.

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.

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,

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SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS: