

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, October 1, 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, October 1, 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: Doris Pierce, Stan Carver, Shane Williams, and Michelle Hawkins. **CDC and EDC Board Members Participating Remotely:** Anthony Richardson. **CDC and EDC Board Members Absent:** Bruce Norwood and Rocio Gonzalez **Others Present:** Councilmember Lee Miller, Joey Grisham (Economic Development Director), Taylor Lough (Economic Development Manager) **Others Participating Remotely:** Clark McCoy (CDC/EDC Legal Counsel), Kevin Johnson (IT Manager), and Jason Meyer (Cooksey Communications)

1. **Call to Order. Roll Call and Establishment of Quorum.**
The meeting was called to order by Stan Carver, Board Vice President, at 6:11 p.m.
2. **Invocation and Pledge.**
Invocation was given by Stan Carver. Pledge of Allegiance was led by Stan Carver.
3. **Citizen Comments.**
There were no citizen comments.
4. **Consider/Discuss/Act on approving minutes from the July 30, 2020 CDC Special Called Meeting. (CDC)**

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5. Consider/Discuss/Act on approving minutes from the July 30, 2020 EDC Special Called Meeting. (EDC)

Doris Pierce made a motion to approve the minutes on behalf of the CDC and EDC for the July 30th, 2020 Joint CDC and EDC Meeting. Shane Williams seconded the motion. All were in favor. Motion passed.

6. Receive an update from Cooksey Communications regarding the Marketing Plan and Tagline.

Joey Grisham reminded the Board that staff is working with Cooksey Communications to develop a marketing plan and tagline. He stated that Cooksey has extensive experience with cities and EDCs. Joey Grisham introduced Jason Meyer with Cooksey, who provided a presentation and introduced his firm, which is celebrating their 20th anniversary. Over the past two months, Cooksey interviewed board members, city staff, and external stakeholders and benchmarked Anna against peer and aspirational EDCs. He covered the key advantages and opportunities for Anna to leverage in future messaging, assignment and methodology, key messaging recommendations, and an overview of budget suggestions over the next three years. Jason stated that the Anna CDC/EDC's marketing budget is currently very competitive when compared to other organizations.

Stan Carver asked how Cooksey would brand and market the community, which is growing and changing. Jason Meyer explained that even the best marketing can only go so far – the demographics, market conditions, and execution are most important. Mr. Carver asked if print is still relevant or if in the post-pandemic world if we should back off print. Jason explained print is expensive, but necessary and that digital will be key moving forward, especially as several events are being postponed or canceled.

Jason was asked about the EDC/CDC website user experience and he suggested interactive videos and additional promotional videos. Jason explained they had a partnership with Slingshot, a digital firm in Dallas that would help come up with ideas and solutions.

Doris Pierce asked if Jason thought branding and marketing were separate functions or as one. Jason stated that he believed marketing and communications were one function with branding as a subset of those. Jason shared that he is working with staff on the tagline and advertising materials that are being developed from the interviews and research. Doris asked if the Board would have input on the materials and Joey stated that the Board would have input. Joey Grisham shared that staff is working with D CEO to sponsor the Real Estate Awards and will bring additional updates in the future. He thanked the Board for their input and support.

7. Consider/Discuss/Act approving a resolution adopting an Anna Economic Development Incentives Policy and recommending to the City of Anna City Council. (CDC/EDC)

Joey Grisham explained that staff took the suggestions and questions to Clark McCoy who reviewed the policy draft. If approved by the Board, it would go to the City Council for their consideration. Rather than emailing inquiries directly to Joey, interested parties may go online to directly input data on the Impact Data Source website. Each project will be required to meet performance standards and execute a performance agreement. The policy is a

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guideline and can be changed as needed—it will also be put on the website for interested developers and prospects to view.

Shane Williams made a motion on behalf of the CDC to approve a resolution adopting an Economic Development Incentives Policy. Michelle Hawkins seconded the motion. All were in favor. Motion passed.

Doris Pierce made a motion on behalf of the EDC to approve a resolution adopting an Economic Development Incentives Policy. Stan Carver seconded the motion. All were in favor. Motion passed.

8. **Consider/Discuss/Act on appointing an ex-officio member to the Greater Anna Chamber of Commerce Board of Directors. (CDC)**

Joey Grisham reminded the Board that as part of the professional services agreement with the Greater Anna Chamber of Commerce, the CDC can appoint a non-voting member to the Chamber Board of Directors. With board members missing, the members in attendance would like to table this item. The Board took no action.

9. **Director's Report**

A. Report on current corporate financial status—Discussion Only

Joey Grisham explained that the July sales tax collections were up 26% from the previous year. We are projecting a high year end and we have not heard of any businesses closing directly due to COVID.

B. ED Strategic Plan Update

Staff is working on a year-end document to the Strategic Plan.

C. Anna Business Park Update

Joey Grisham shared that staff is working with the architect and engineer to update renderings that should be completed soon. Activity is strong and several projects are considering the site.

D. Comp Plan, Downtown Master Plan, and Parks/Trails Master Plan Update

There are three 'virtual rooms' as part of the community engagement on the website. The first two rooms will close tomorrow, but the third room on Anna's future will be open until the end of the month. <https://anna2050.com/>

10. **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

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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.

Stan Carver made a motion to enter closed session. Shane Williams seconded the motion. All were in favor. Motion passed. The CDC moved into closed session at 8:39 p.m.

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

Doris Pierce 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 9:05 p.m.

12. 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.

The Greater Anna Chamber of Commerce is hosting fall events the weekend of October 23 as well as City Council candidate forums. Check the Greater Anna Chamber of Commerce website for details.

Anthony Richardson shared that the last day to register to vote in Texas is October 5th.

13. Adjourn.

Shane Williams made a motion to adjourn the meeting at 9:09 pm. Stan Carver seconded the motion. All were in favor. Motion passed.

APPROVED:



Anthony D Richardson (Nov 12, 2020 16:12 CST)

Anthony Richardson
President of CDC/EDC

ATTESTED:



Rocio Gonzalez
Secretary of CDC/EDC

October 1 2020 CDC EDC Joint Meeting Minutes

Final Audit Report

2020-11-13

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