

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)**

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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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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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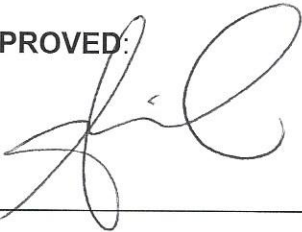
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- Doris Pierce stated the Greater Anna Chamber of Commerce's annual Christmas Parade will be held December 12th at noon.
- Joey Grisham stated the City's 12 Days of Christmas are happening now and more information is on the city website.
- Stan Carver 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:



Anthony Richardson
President of CDC/EDC

ATTESTED:



Rocio Gonzalez
Secretary of CDC/EDC