

**NOTICE OF REGULAR MEETING OF BOARD OF DIRECTORS OF  
 BASTROP ECONOMIC DEVELOPMENT CORPORATION (BEDC)  
 Monday, November 18, 2019 – 5:00 P.M.  
 Bastrop City Hall, 1311 Chestnut Street, Bastrop, Texas**

**1. CALL TO ORDER**

\*\*\*\*\*  
 The Bastrop EDC Board reserves the right to convene into Executive Session at any time during the meeting regarding any agenda item in compliance with the Texas Open Meetings Act, Chapter 551 Government Code.  
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**2. PUBLIC COMMENT(S)**

**3. REGULAR BUSINESS & PRESENTATIONS**

- 3.1. Approval of meeting minutes from the Bastrop EDC Special Board Meeting of October 4, 2019 and Regular Board Meeting of October 21, 2019. **(page 3)**
- 3.2. Update on 921 Main Street Building from Project Manager Jimmy Crouch. **(page 7)**
- 3.3. Consideration, discussion and possible action to approve Resolution R-2019-0024 of the Bastrop Economic Development Corporation authorizing the payment of \$46,191 previously requested by the City of Bastrop in FY 2019-2020 to assist in funding city parks under Texas Local Government Code Section 505.152. **(page 32)**
- 3.4. Update on Bastrop EDC strategic plan, website, branding and logo from Executive Director Cameron Cox. **(page 37)**
- 3.5. Discussion and Board decision on choosing a date to receive report and strategic plan data from Garner Economics. **(page 38)**
- 3.6. Update on EDC staff activities (e.g., marketing, prospects, projects, events, and other updates). **(page 39)**

**4. EXECUTIVE SESSION**

- 4.1. The Bastrop EDC Board of Directors will meet in a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following:
  - (1) **Section 551.071** Consultation with Attorney and **Section 551.087** Deliberation regarding the commercial or financial information received on potential projects – Project Paint by Number and 921 Main Street Project.
  - (2) **Section 551.072 and Section 551.087** Deliberation about commercial and financial information received on, as well as the purchase, exchange, lease, or value of real property – Project Agnes II, Project Compassionate, Project Green, Project Noah, Project Gnome, Project Technology/MLK, Project Bronze Star, Project Paint by Number, Project Molly, Project Q-Bert, and Project Independence.
  - (3) **Section 551.074** Personnel Matters – to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of an employee.
- 4.2. The Bastrop EDC Board of Directors will reconvene into open session to discuss, consider and/or take any action necessary related to the executive sessions noted herein.

## 5. ADJOURNMENT

### CERTIFICATE

I, Kathy Merrifield, EDC Assistant of the Bastrop Economic Development Corporation (Bastrop EDC), certify that this Notice of Meeting was posted on the front window of the Bastrop EDC offices, 301 Hwy 71 W., Suite 214, at the Bastrop City Hall, 1311 Chestnut Street, and on the Bastrop EDC's website on this the 15th of November 2019 at 5:00 p.m. Copies of this agenda have been provided to those members of the media requesting such information.

*Kathy Merrifield*

Kathy Merrifield, BEDC Office Manager

THE BASTROP ECONOMIC DEVELOPMENT CORPORATION IS COMMITTED TO COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT. REASONABLE MODIFICATIONS AND EQUAL ACCESS WILL BE PROVIDED UPON REQUEST. PLEASE CALL 512-303-9700.

## Agenda Item: 3.1

# AGENDA MEMORANDUM

Meeting Date: November 18, 2019

Agenda Item: Approval of meeting minutes from the Bastrop EDC Special Board Meeting of October 4, 2019 and Regular Board Meeting of October 21, 2019.

Prepared by: Kathy Merrifield, Office Manager

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The draft minutes from the Special Board Meeting of October 4, 2019 and Regular Board Meeting of October 21, 2019 are attached for the Board's review.

Attachments:

Draft minutes from the Special Board Meeting of October 4, 2019

Draft minutes from the Regular Board Meeting of October 21, 2019

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**Recommendation** – Approve both sets of meeting minutes as submitted.

**[RECOMMENDED MOTION]** – I move to approve the October meeting minutes as submitted.



**BASTROP ECONOMIC DEVELOPMENT CORPORATION (BEDC)  
 BOARD OF DIRECTORS  
 Minutes of Special Board Meeting, October 4, 2019  
 Piney Creek, 703 Chestnut Street, Bastrop, Texas**

The Bastrop Economic Development Corporation (BEDC) met on Friday, October 4, 2019, at 3:00 p.m. at Piney Creek, 703 Chestnut Street, for a Special Meeting. Board members present: Kathryn Nash, Kevin Plunkett, Connie Schroeder, Ron Spencer, and Pat Crawford. Jeff Haladyna and Sam Kier were not present. No staff members were present: BEDC Attorney was not in attendance.

**1. CALL TO ORDER** – Board Chair Kathryn Nash called the Board Meeting to order at 3:00 p.m.

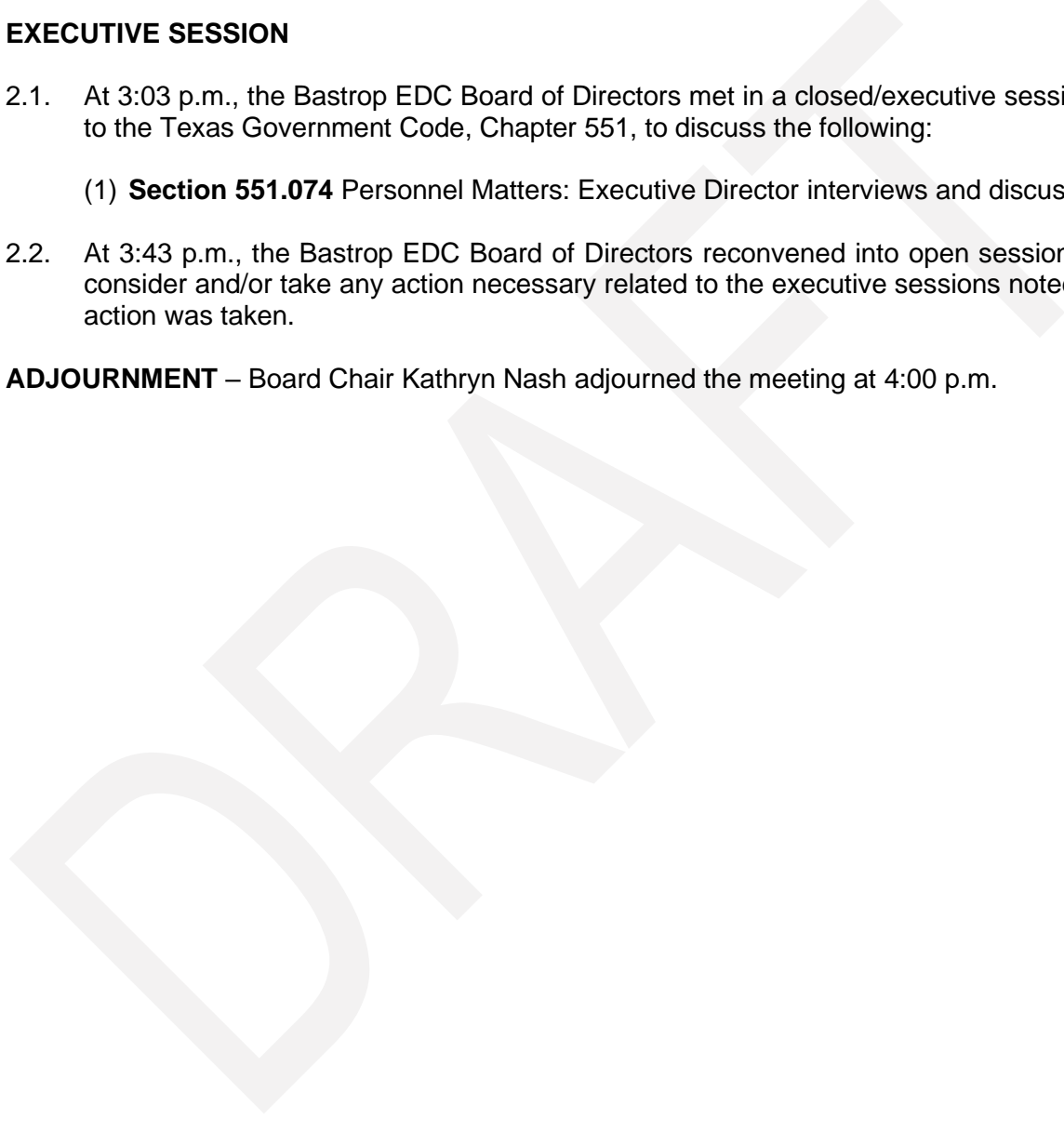
**2. EXECUTIVE SESSION**

2.1. At 3:03 p.m., the Bastrop EDC Board of Directors met in a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following:

(1) **Section 551.074** Personnel Matters: Executive Director interviews and discussion.

2.2. At 3:43 p.m., the Bastrop EDC Board of Directors reconvened into open session to discuss, consider and/or take any action necessary related to the executive sessions noted herein. No action was taken.

**3. ADJOURNMENT** – Board Chair Kathryn Nash adjourned the meeting at 4:00 p.m.



APPROVED: \_\_\_\_\_  
 Kathryn Nash, Board Chair

ATTEST: \_\_\_\_\_  
 Kevin Plunkett, Vice-Chair

**BASTROP ECONOMIC DEVELOPMENT CORPORATION (BEDC)**  
**BOARD OF DIRECTORS**  
**Minutes of Monthly Meeting, October 21, 2019**  
**Bastrop City Hall, 1311 Chestnut Street, Bastrop, Texas**

The Bastrop Economic Development Corporation (BEDC) met on Monday, October 21, 2019, at 5:00 p.m. at Bastrop City Hall, 1311 Chestnut Street, for a Monthly Meeting. Board members present: Kathryn Nash, Kevin Plunkett, Connie Schroeder, Sam Kier, Ron Spencer, Pat Crawford, and Jeff Haladyna. Staff member present: Angela Ryan. Staff members Phallan Davis, Jean Riemenschneider and Kathy Merrifield were not present. BEDC Attorney Cameron Cox was in attendance.

1. **CALL TO ORDER** – Board Chair Kathryn Nash called the Board Meeting to order at 5:01 p.m.
2. **PUBLIC COMMENT(S)** – There were no public comments.
3. **REGULAR BUSINESS & PRESENTATIONS**
  - 3.1. Approval of meeting minutes from the Bastrop EDC Regular Board Meeting of September 16, 2019. Mr. Plunkett made the motion to approve the minutes as submitted, Mr. Haladyna seconded, and the motion passed.
  - 3.2. Acceptance of the Bastrop EDC's financial summary report for period ending August 31, 2019. Note: September financials will not be available until the fiscal year is closed by the Finance Department. Mr. Kier made the motion to accept the August BEDC financials as submitted, Mr. Plunkett seconded, and the motion passed.
  - 3.3. Update on 921 Main Street Building from Project Manager Jimmy Crouch. Note: this item was moved to after item 3.1. Mr. Crouch presented his update on the 921 Main Street Project. No action was necessary.
  - 3.4. Consideration, discussion and possible action on Resolution R-2019-0022 of the Bastrop Economic Development Corporation approving and requesting approval of an amendment to the BEDC's FY 2019/2020 annual budget to allocate SIXTY-FIVE THOUSAND SEVEN HUNDRED SEVENTY-FIVE (\$65,775) DOLLARS from previous year's budget now in the reserve funds to be designated as unused promotional funds from fiscal year 2018/2019. Mr. Kier made the motion to approve Resolution R-2019-0022, Ms. Crawford seconded, and the motion passed.
  - 3.5. Update on EDC staff activities (e.g., marketing, prospects, projects, events, and other updates). Ms. Ryan presented September staff activities, including metrics for the EDC website, social media, and projects. No action was necessary.
4. **EXECUTIVE SESSION**
  - 4.1. At 5:41 p.m., the Bastrop EDC Board of Directors met in a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following:
    - (1) **Section 551.071** Consultation with Attorney – Request from AEI Technologies for final reimbursement
    - (2) **Section 551.071** Consultation with Attorney and **Section 551.087** Deliberation regarding the commercial or financial information received on potential projects – Project Paint by Number, 921 Main Street Project, and Project Q-Bert

- (3) **Section 551.071** Consultation with Attorney **Section 551.072** Deliberation about the purchase, exchange, lease, or value of real property – Project Agnes II, Project Compassionate, Project Green, Project Noah, Project Gnome, Project Technology/MLK, Project Bronze Star, Project Paint by Number, Project Molly, and Project Q-Bert
- (4) **Section 551.074** Personnel Matters – to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of an employee.
- (5) **Section 551.074** Personnel Matters – to deliberate on the appointment of an executive director.

4.2. At 7:26 p.m., the Bastrop EDC Board of Directors reconvened into open session to discuss, consider and/or take any action necessary related to the executive sessions noted herein. Mr. Plunkett made the motion to approve Resolution R-2019-0023 hiring Cameron Cox as the Executive Director by reading the entire resolution into record. Mr. Spencer seconded, and the motion passed.

**5. ADJOURNMENT** – Board Chair Kathryn Nash adjourned the meeting at 7:46 p.m.

APPROVED: \_\_\_\_\_  
Kathryn Nash, Board Chair

ATTEST: \_\_\_\_\_  
Angela Ryan, Assistant Director

## Agenda Item: 3.2

# AGENDA MEMORANDUM

Meeting Date: November 18, 2019

Agenda Item: Update on 921 Main Street Building from Project Manager Jimmy Crouch.

Prepared by: BEDC Staff

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Jimmy Crouch, the Project Manager for the 921 Main Street Project, will attend the meeting to give the Board an update.

Attachment: PowerPoint Presentation about 921 Main Street Project.

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**Recommendation** – No recommendation; item for informational purposes only.



# Bastrop Economic Development Corporation

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921 Main St.  
Monthly Report for  
October 2019

11/14/2019





## Owner Top 3 Priorities



- 1. Communication** - Communication with all parties throughout the pre-construction, construction and close out process. There are neighboring businesses and the construction will be limited with materials staging areas and parking for workers and also daily pedestrians. A constant stream of communication on street closures, deliveries, early morning concrete placements, etc. will need to be provided well in advance of the work.
- 2. Schedule** – The Art Institute has stated that they need to move into the space by 06-15-2019. The current schedule is showing the end of June 2020 for a completion date. There is concern that the permitting process will delay the project. There is currently an impact. A schedule update has been requested from the general contractor based on current permitting.
- 3. Budget** – The goal for the project is to stay within the original construction budget.

## Project Description



- Design and construction for a new building located at 921 Main Street, Bastrop TX.
- The footprint of the building is 45'x100', 2 levels for a total floor space of approximately 9,000 sq. ft. (4,500 ea. Level)
- Final drawings are in progress for the building shell for Civil, Architectural, Structural and Mechanical and Electrical scopes of work.
- Tenant Improvements will be added after the interior design documents are completed, approved and estimates provided.

# Permit Status



The Project will be permitted in the following manner:

1. Demolition phase. (foundation approval has been requested)
  - The Site Development plans and demolition permit application have been submitted to the City for review. The City has provided responses to the submittals. The general contractor has responded to all comments.
  - The City has requested a stamped Engineered drawing for any temporary wall bracing that will be installed. The General Contractor has provided a stamped Engineer letter for the condition of the existing masonry walls. The Engineer stated in his letter that bracing of the exterior walls was not required.
2. Building Shell phase.
  - The general contractor will submit for full building permit as soon as plans have been reviewed and approved by BEDC.

## Permit Status cont.



- BEDC and Crouch Const. will review in detail all future submittal and drawing packages for completeness prior to submitting to City.

### 3. Building Interior Finishes phase. (tenant improvements)

- ROW sidewalk permit – The pedestrian protective sidewalk and cover has been submitted with the Site Development Plan for approval.
- Building Permit application – General Contractor need to provide final Civil, Arch., Structural and MEP drawings to submit for review. Initial drawing package has been submitted. Review of final documents is required prior to resubmittal.
- Tennant Improvement application – The General Contractor will need all interior drawings and interior finishes for application.

# Design Status



## **Delay Concerns:**

There is a concern with the Designers that due to the additional time spent on the permitting process that they will have spent most of the allocated time for the drawing on permit related items.

## **Testing**

- Materials testing is included in the contract with the general contractor and will be per the City of Bastrop requirements.
- Structural testing will be by Terracon.
- The general contractor is providing an alternate plan for the first floor structural components. The columns and beam would be designed and built out of concrete in order to save some time and costs. This would be an alternate submittal presented to the City for review.

## Design Status cont.



### **Architectural, Civil, Structural and MEP for shell**

- Shell design has been completed.
- Drawings for full Building Permit resubmission are under way. Final input from tenant and BEDC will be required.

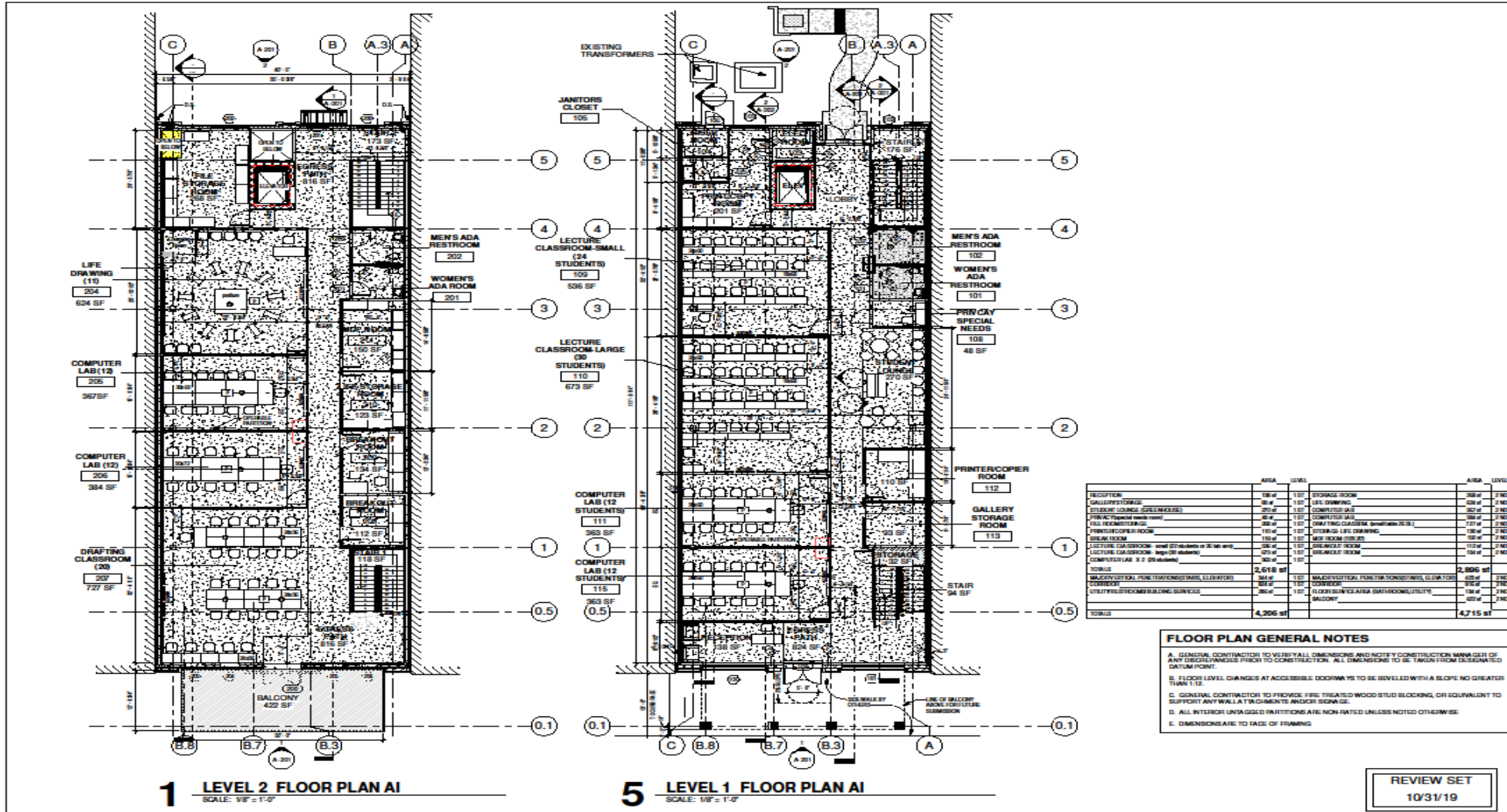
### **Building TI**

- Stone Development has had several design meetings/calls with the Art Institute to clear questions with the interior layout for the first and second floor spaces. Final design is near completion and may be submitted with the full Building permit application.
- The initial interior finishes presented have been designated as over the \$35. sq.ft. allowance. PLACE Architects are helping with less expensive options.

11/15/2019



11/14/2019



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DATE: OCT 31, 2019

**921 MAIN STREET**  
921 Main Street Bastrop TX

PROJECT NO: 19086

REVISIONS:


DRAWN BY: AUTUR  
REVIEWED BY: CHECKER

FURNITURE FLOOR PLANS

**A-101.2**  
Copyright 2019 PLACE Designers, Inc.

REVIEW SET  
10/31/19





## Budget



- Original budget: \$1,800,000.00
- Change orders to date: \$0.00. General Contractor has requested a change for potholing of the existing utilities. I do not believe that this request is valid for a change order. No costs have been submitted for review at this time.
- Change Orders submitted
  - NA
- Change Orders approved
  - NA
- See attached log



# Change Request/Order Log

Change Request #	Date	Description	Amount	Approved	Declined	Included in Change Order #
01	TBD	Pot-hole existing utilities	\$0.00			
02						
03						
04						
05						

# Procurement



Long Lead items (just releasing)

- Structural Steel
- Elevator – has been contracted.
- Electrical Switchgear
- Lighting
- Storefront
- Interior Doors



# Construction Activities



## Division 01 – General Requirements

- Shell design complete.
- Interior design is near completion.
- The Historic Appropriateness presentation materials have been submitted to the City for approval on 10-10-2019. The backlit signage was not approved.

## Division 02 – Site Construction (no change)

- Select demolition of the existing slab on grade. Most of the existing slab will remain with portions removed to install the structural portion of the foundation.
- Utility locate and removal for new connections of water, sanitary, gas and fire. Pot-holing of the existing utilities.
- Install SWPPP BMP (silt fencing, erosion control) Not required due to size.

# Construction Activities



## **Division 03 – Concrete (no change)**

- NA

## **Division 04 – Masonry**

- Demolition of the existing back wall of the property has been approved and is included in the demolition plan of the permit documents.

# Construction Activities



## **Division 05 – Structural Steel**

- Shop drawings in process.

## **Division 06 – Woods and Plastics**

## **Division 07 – Thermal & Moisture Protection**

## **Division 08 – Doors & Windows**

## **Division 09 – Finishes**

## **Division 10 – Specialties**

## **Division 11 – Equipment**

## **Division 12 – Furnishings**

## **Division 13 – Special Construction**



# Construction Activities cont.



## **Division 14 – Conveying Equipment**

- Submittals have been received for elevator equipment and interior finishes. The finishes have been selected by BEDC.

## **Division 15 – Mechanical**

- Submittals requested for underground materials.

## **Division 16 – Electrical**

- Submittals requested for electrical gear, panels and light fixtures.



# Request For Information

RFI #	Date Sent	Date Answered	Days to Answer	Question	Response	Cost Impact	Schedule Impact
01							
02							
03							
04							
05							
06							
07							
08							
09							

# Submittals



- Critical submittals
  - Concrete (in process)
  - Reinforcing steel (in process)
  - Structural steel (in process)
  - Elevator (received)
  - Underground MEP items (requested)



# Project Photos

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11/15/2019



11/14/2019



# Upcoming Highlights



- Interior Design documents completed.
- Site Development Permit issued
- Demo permit issued.
- Mobilization for construction activities.
- Select demolition of the existing slab on grade.

## Agenda Item: 3.3

# AGENDA MEMORANDUM

Meeting Date: November 18, 2019

Agenda Item: Consideration, discussion and possible action to approve Resolution R-2019-0024 of the Bastrop Economic Development Corporation authorizing the payment of \$46,191 previously requested by the City of Bastrop in FY 2019-2020 to assist in funding city parks under Texas Local Government Code Section 505.152.

Prepared by: BEDC Staff

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The BEDC agreed in 2017 to continue to fund eligible City of Bastrop projects, such as parks projects, with \$49,950 budgeted for fiscal year 2019-2020.

Upon request of the BEDC Board of Directors at the September meeting, the City of Bastrop has submitted a letter detailing the projects which will be funded by the BEDC.

This funding is allowable under Texas LGC 505.151-52.

Attachments:

Letter of Request from Bastrop City Manager Lynda Humble  
Draft Resolution

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**Recommendation** – Approve the Resolution as presented.

**[RECOMMENDED MOTION]** – I move to approve Resolution R-2019-0024.







# BASTROPTX

Heart of the Lost Pines / Est. 1832

## MAYOR

Connie Schroeder

[cschroeder@cityofbastrop.org](mailto:cschroeder@cityofbastrop.org)

## CITY COUNCIL

Place 1

Willie Lewis "Bill"

Peterson

[bpeterson@cityofbastrop.org](mailto:bpeterson@cityofbastrop.org)

Place 2

Drusilla Rogers

[drogers@cityofbastrop.org](mailto:drogers@cityofbastrop.org)

Place 3

Lyle Nelson

Mayor Pro-Tem

[lnelson@cityofbastrop.org](mailto:lnelson@cityofbastrop.org)

Place 4

Bill Ennis

[bennis@cityofbastrop.org](mailto:bennis@cityofbastrop.org)

Place 5

Deborah Jones

[djones@cityofbastrop.org](mailto:djones@cityofbastrop.org)

City Manager

Lynda Humble

[lhumble@cityofbastrop.org](mailto:lhumble@cityofbastrop.org)



1311 Chestnut Street  
P. O. Box 427  
Bastrop, Texas 78602

512-332-8800

[www.cityofbastrop.org](http://www.cityofbastrop.org)

VIA ELECTRONIC MAIL

October 23, 2019

Mr. Cameron Cox

Director of Economic Development

Bastrop Economic Development Corporation (BEDC)

301 HWY 71 W., Ste. 214

Bastrop, TX 78602

Re: Funding Request

Dear Mr. Cox:

The City of Bastrop has several projects which are eligible for funding through Type B economic development dollars. The BEDC FY 2020 budget included a line item for City projects. Please accept this letter as a formal request for \$46,191 in project funding for the following projects:

- Delgado Park Fence and Gate:** We would like to install 1,400 feet of 6' tall black vinyl coated commercial chain link fence around the park and install a new 24' double drive wrought iron gate. This will allow for the park to be secured during non-park hours and the gate will open / close automatically and not have to be closed by the Police Department each night. This project was identified as Phase II but has been escalated due to community safety concerns. This project will cost \$39,200
- Seats at Mayfest Arena:** The purpose of this request is to acquire new box seats for the rodeo arena at Mayfest Park. These would replace the current seats that are old and deteriorating. The new seats would increase the value of the rodeo arena and would provide a safer place to sit for people that attend events held there. Also, it could promote the rodeo arena as a nicer venue and encourage more event organizers to hold their events at the arena. All 56 seats need to be replaced. The arena brings in 8,000 to 10,000 people every year. This project will cost \$6,991



The City of Bastrop appreciates the partnership we have with the BEDC to support our community. If backup documentation is required for these projects, Tracy Waldron will be glad to provide the necessary information.

Best Regards,

A handwritten signature in blue ink, which appears to be "Lynda Humble", is written over the "Best Regards," text. The signature is fluid and somewhat abstract, with a large loop at the top.

Lynda Humble, MBA, CPM  
City Manager

1311 Chestnut Street  
P. O. Box 427  
Bastrop, Texas 78602

512-332-8800  
[www.cityofbastrop.org](http://www.cityofbastrop.org)

**RESOLUTION NO. R-2019-0024****A RESOLUTION OF THE BOARD OF DIRECTORS OF THE BASTROP ECONOMIC DEVELOPMENT CORPORATION AUTHORIZING THE PAYMENT OF \$46,191 REQUESTED BY THE CITY OF BASTROP TO ASSIST IN FUNDING CITY PARKS.**

**WHEREAS**, the Bastrop Economic Development Corporation (“BEDC”) is a public instrumentality and non-profit industrial development corporation duly established and operating under Texas Local Government Code, Chapters 501 and 505, *et seq.*, as amended, known as the Development Corporation Act of 1979 (the “Act”); and

**WHEREAS**, as a Type B economic development corporation, funding of city parks is an allowable and legal expense under Texas Local Government Code §505.152; and

**WHEREAS**, it was agreed in 2017 that the BEDC would assist the City of Bastrop in funding allowable projects such as city parks; and

**WHEREAS**, the BEDC has budgeted \$49,950 for fiscal year 2019-2020 for this purpose under the line item of “City Projects & Programs”; and

**WHEREAS**, at the request of the BEDC Board of Directors, the City of Bastrop has submitted a letter detailing the projects which will be funded by the BEDC; and

**WHEREAS**, the Board finds this is an allowable project under Texas Local Government Code §505.151-52 that achieves the goals of the BEDC in attracting businesses to and enhancing the attractiveness of the City of Bastrop.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE BASTROP ECONOMIC DEVELOPMENT CORPORATION THAT:**

**SECTION 1.** The above stated findings are true and correct and incorporated in this Resolution for all purposes.

**SECTION 2.** The Executive Director is authorized to execute payment to the City of Bastrop in the amount of \$46,191.00.

**SECTION 3.** Should any part of this Resolution be held to be invalid for any reason, the remainder shall not be affected thereby, and such remaining portions are hereby declared to be severable.

**SECTION 4.** This Resolution shall take effect immediately from and after its passage, and it is duly resolved.

**DULY RESOLVED AND ADOPTED** by the Board of Directors of the Bastrop Economic Development Corporation this \_\_\_\_ day of \_\_\_\_\_ 2019.

BASTROP ECONOMIC  
DEVELOPMENT CORPORATION

\_\_\_\_\_  
Kathryn Nash, Board Chair

ATTEST:

\_\_\_\_\_  
Sam Kier, Board Secretary

APPROVED AS TO FORM:

\_\_\_\_\_  
Denton, Navarro, Rocha, Bernal & Zech, P.C.

DRAFT

## Agenda Item: 3.4

# AGENDA MEMORANDUM

Meeting Date: November 18, 2019

Agenda Item: Update on Bastrop EDC strategic plan, website, branding and logo from Executive Director Cameron Cox.

Prepared by: BEDC Staff

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Executive Director Cameron Cox will be updating the Board on the new branding, logo, website, and the results of the strategic plan.

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**Recommendation** – No recommendation; item for informational purposes only.



## Agenda Item: 3.5

# AGENDA MEMORANDUM

Meeting Date: November 18, 2019

Agenda Item: Discussion and Board decision on choosing a date to receive report and strategic plan data from Garner Economics.

Prepared by: BEDC Staff

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The final draft of the strategic plan has been provided by Garner Economics.

Garner Economics would like to present their findings to the Board at a special meeting in January 2020.

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**Recommendation** – Provide input to the Executive Director about a date for the presentation.



## Agenda Item: 3.6

# AGENDA MEMORANDUM

Meeting Date: November 18, 2019

Agenda Item: Update on EDC staff activities (e.g., marketing, prospects, projects, events, and other updates).

Prepared by: BEDC Staff

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Please see attached presentation.

Attachment: PowerPoint Presentation about EDC activities.

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**Recommendation** – No recommendation; item for informational purposes only.



# bastrop

EDC







## Today's Agenda

1. Call to Order
2. Public Comments
3. Regular Business & Presentations
4. Executive Session
5. Adjournment

## 2. Public Comments



# 3. Regular Business & Presentations



## 3.1 Regular Business & Presentations

Approval of meeting minutes from the Bastrop EDC Special Board Meeting of October 4, 2019 and Regular Board Meeting of October 21, 2019.

## 3.2 Regular Business & Presentations

Update on 921 Main Street Building  
from Project Manager Jimmy  
Crouch.

### 3.3 Regular Business & Presentations

Consideration, discussion and possible action to approve Resolution R-2019-0024 of the Bastrop Economic Development Corporation authorizing the payment of \$46,191 previously requested by the City of Bastrop in FY 2019-2020 to assist in funding city parks under Texas Local Government Code Section 505.152.

## 3.4 Regular Business & Presentations

Update on Bastrop EDC strategic plan, website, branding and logo from Executive Director Cameron Cox.

## 3.5 Regular Business & Presentations

Discussion and Board decision on choosing a date to receive report and strategic plan data from Garner Economics.



# 3.6 Activity Report



## Events Attended

- Jean graduated Certified Economic Developer training on October 24<sup>th</sup> in Denver CO – Congratulations Jean!!
- Angela attended the B.E.S.T. Breakfast on October 25<sup>th</sup>.
- Cameron and Angela attended the monthly Chamber Luncheon on November 6<sup>th</sup>.
- Staff attended Cameron's Welcome Reception at 602 Brewing Company on November 7<sup>th</sup>.
- Cameron passed the Drone Certification Exam on November 13<sup>th</sup> in Austin – Congratulations Cameron!!
- Cameron attended a Texas Business Foundation networking event on November 13<sup>th</sup> in Austin.
- Cameron and Angela attended the East Austin Growth Summit on November 14<sup>th</sup> in Austin. The EDC was a sponsor of this event and Kathryn Nash, Kevin Plunkett and Connie Schroeder also attended.
- Cameron attended the Boards and Commissions Banquet on November 14<sup>th</sup> at the Bastrop Convention Center. Kathryn Nash also attended.



# Business Recruitment Activity

<b>BUSINESS RECRUITMENT</b>	<b>OCTOBER 2019</b>	<b>FY 2020 YTD</b>
<b>OUT OF REGION VISITS</b>	<b>0</b>	<b>0</b>
<b>SOURCES OF LEADS</b>	<b>6</b>	<b>6</b>
<b>Internal Leads</b>		
Direct Company	2	2
Local/Regional Broker	1	1
Site Consultant	1	1
Site Location Partnership	0	0
Other	0	0
<b>External Leads</b>		
Austin Chamber (Opportunity Austin)	2	2
State	0	0
<b>PROSPECT FOLLOW-UP REQUESTS</b>	<b>3</b>	<b>3</b>
<b>PROSPECT VISITS</b>	<b>0</b>	<b>0</b>
New Visits	0	0
Repeat Visits	0	0
<b>ANNOUNCEMENTS</b>	<b>0</b>	<b>0</b>



# Business Retention & Expansion

ENGAGEMENTS WITH BUSINESSES	OCTOBER 2018	OCTOBER 2019	FY 2020 YTD
<b>TOTAL ENGAGEMENTS</b>	<b>3</b>	<b>237</b>	<b>237</b>
In-person Visits	3	1	1
Assistance Requests	unknown	236	236
Workforce Development Meetings	unknown	0	0



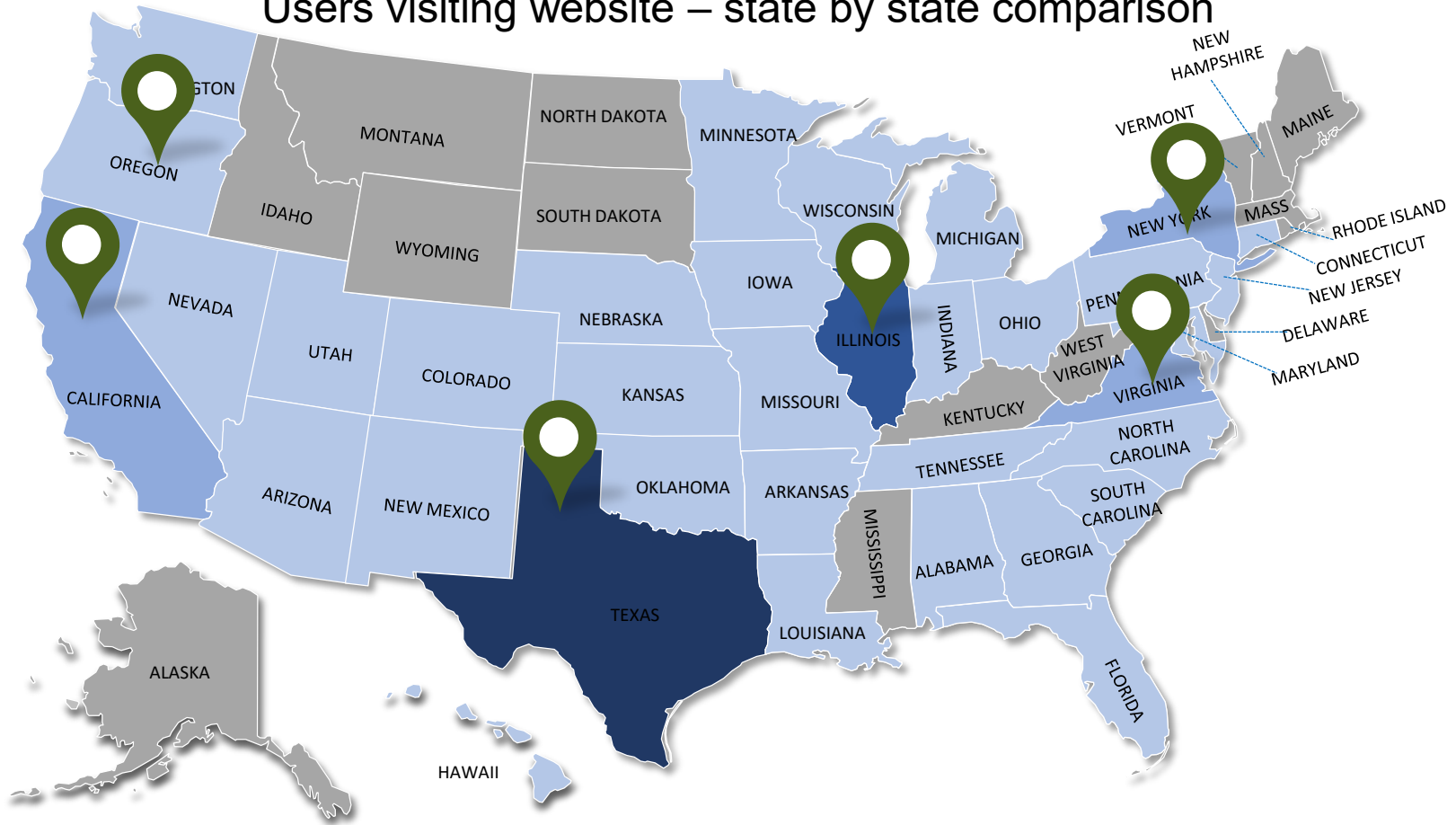
# Website Analytics October 2019

WEBSITE ANALYTICS	OCTOBER 2018	OCTOBER 2019
Unique Visitors	722	1,192
Page Views	1,930	3,503
Returning Users	13%	11%
New Users	87%	89%
Organic visits (search engines)	43%	31%
Direct visits (through URL links)	37%	58.9%
Social media visits	12%	7.8%
Referred from other sites	8%	2.3%
Number of States	34	35
Number of Countries	23	25
Most Viewed Pages:	News, Blog, Meet the Staff, Traffic Counts, About the BEDC	Meet the Staff, Community History, Current Projects, Blog



# Website Analytics October 2019

## Users visiting website – state by state comparison



### States:

- Texas – 746
- Illinois – 348
- Virginia – 91
- California – 50
- New York/Oregon – 11

### Countries:

- United States – 1,808
- Philippines – 43
- Indonesia – 41
- France – 18
- India – 17



# Social Media Engagement

<b>SOCIAL MEDIA ENGAGEMENT</b>	<b>OCTOBER 2018</b>	<b>OCTOBER 2019</b>
<b>TOTAL ENGAGEMENTS</b>	<b>6,232</b>	<b>7,692</b>
Facebook Followers		
BastropTXEDC	3,811	4,068
BuyBastropTX	1,158	1,259
Twitter Followers		
BastropTXEDC	1,118	1,158
BuyBastropTX	unknown	700
LinkedIn Followers	145	204
Instagram Followers	unknown	303



## Project Updates

- 921 Main: Progress report provided by project manager.
- Downtown Trail: Awaiting final approval with TxDOT. Construction expected to commence early 2020 in conjunction with Main Street Improvement Project.
- Technology Drive: Redrafting the interlocal agreement and will be working with Bastrop County, City of Bastrop, and Bastrop EDC.
- Applied for Texas Industry Partnership (TIP) Program grant in partnership with New Republic Studios and the Art Institute. \$150,000 matching grant.





# 4. Executive Session



## 4.1 Executive Session

The Bastrop EDC Board of Directors will meet in a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following:

- 1) **Section 551.071** Consultation with Attorney and **Section 551.087** Deliberation regarding the commercial or financial information received on potential projects – Project Paint by Number and 921 Main Street Project
- 2) **Section 551.072** and **Section 551.087** Deliberation about commercial and financial information received on, as well as the purchase, exchange, lease, or value of real property – Project Agnes II, Project Compassionate, Project Green, Project Noah, Project Gnome, Project Technology/MLK, Project Bronze Star, Project Paint by Number, Project Molly, Project Q-Bert, and Project Independence.
- 3) **Section 551-074** Personnel Matters – to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of an employee.

## 4.2 Executive Session

The Bastrop EDC Board of Directors will reconvene into open session to discuss, consider and/or take any action necessary related to the executive session items noted herein.

# 5. Adjourn

Next Regular Meeting: December 16, 2019

