NOTICE OF REGULAR MEETING OF BOARD OF DIRECTORS OF
BASTROP ECONOMIC DEVELOPMENT CORPORATION (BEDC)
Monday, January 11, 2016 – 6:00 P.M.
Bastrop City Hall, 1311 Chestnut Street, Bastrop, Texas

In compliance with the requirements of Chapter 551 of the Texas Government Code, the public is hereby provided notice that it is possible that a quorum or more of the membership of the Bastrop City Council may be in attendance, to observe and/or participate in the above-referenced meeting of the Bastrop Economic Development Corporation.

1. CALL TO ORDER
The BEDC Board reserves the right to convene into Executive Session at any time during the meeting regarding any agenda item. In compliance with the Open Meetings Act, Chapter 551 Government Code, Vernon’s Texas Code, Annotated, such item, if taken into executive session, would be discussed in closed session under Section 551.071 – Consultations with Attorney – duty to advise on legal matters.

2. PUBLIC COMMENT(S)

3. REGULAR BUSINESS
3.1. Approval of meeting minutes of the Regular Board Meeting of December 14, 2015. (page 3)
3.2. Consideration, discussion and possible action on acceptance of the BEDC’s financial summary report for period ending December 31, 2015. (page 7)

4. ACTION ITEMS
4.1. Consideration, discussion and possible action on a presentation by Elliott Electric Supply on the development plan for their project located in the Bastrop Business and Industrial Park. (page 22)
4.2. Consideration, discussion and possible action on a request that BEDC participate in funding the development of a YMCA facility, as a BEDC project, under statutory authority related to promoting the establishment/expansion of medical facilities for the community of Bastrop. (page 27)
4.3. Consideration, discussion and possible action on disposition of real property owned by BEDC located at 903 Main Street, as it relates to a potential economic development project for expansion of a local business, i.e., Zintek Properties (a.k.a. Maxine’s Café Project). (page 31)
4.4. Consideration, discussion and possible action on BEDC’s involvement in the development of a marketing plan concerning a new ‘on-site hotel’ at the Bastrop Convention Center, including a potential recommendation to the Bastrop City Council from the BEDC related to same. (page 35)
4.5. Consideration, discussion and possible action on committees, working groups, task forces, etc., for the BEDC. (page 38)

5. UPDATE(S), REPORT(S), AND/OR ANNOUNCEMENT(S) – The BEDC, City of Bastrop, and Main Street Program will provide written reports and be available to answer questions from the Board. (includes items for update, discussion, and/or possible action by the Board of the BEDC)
5.1. BEDC Projects and/or Business (page 42)
5.2. Main Street Program Monthly Report  
5.3. City Manager’s Report (including update on Main Street Improvement Project)  
5.4. City of Bastrop Comprehensive Plan  
5.5. City of Bastrop Construction Projects (page 47)  

6. EXECUTIVE SESSION  

6.1. The BEDC 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(1)(A) and Section 551.071(2)** – Consultations with Attorney: (1) threatened and/or contemplated litigation, and (2) matters upon which the Attorney has a duty and/or responsibility to advise or report to the governmental body.  

(2) **Section 551.072** – Deliberation about real property: including, but not limited to, potential sales, acquisitions, exchanges, leases, dispositions or values of real property: ‘Project Bronze Star’, ‘Project Gold Steel’, and/or disposition of 903 Main Street – Maxine’s Café Project.  

(3) **Section 551.087** – Deliberation regarding economic development negotiations: ‘Project Bronze Star’, ‘Project Gold Steel’, ‘Project Apothecary’, and/or 903 Main Street – Maxine’s Café Project.  

(4) **Section 551.074** – Personnel Matters: Executive Director’s Six Month “Interim Performance Review” and Update.  

6.2. The BEDC Board of Directors will reconvene into open session to discuss, consider and/or take any action necessary related to the executive sessions noted herein, or regular agenda items, noted above, and/or related items.  

7. BOARD INPUT ON FUTURE AGENDAS  

7.1. Inviting input from the Board of Directors related to issues for possible inclusion on future agendas, related to (but not limited to) issues such as BEDC projects, property, economic development prospects, community events, and BEDC business.  

8. ADJOURNMENT  

CERTIFICATE  

I, Angela Ryan, Assistant Director of the Bastrop Economic Development Corporation (BEDC), certify that this Notice of Meeting was posted on the front window of the BEDC offices, 301 Hwy 71 W., Suite 214, at the Bastrop City Hall, 1311 Chestnut Street, and on the BEDC’s website on this the 8th day of January 2016 at 5:00 p.m. Copies of this agenda have been provided to those members of the media requesting such information.  

Angela Ryan  
Angela Ryan, BEDC Assistant Director  

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

BASTROP ECONOMIC DEVELOPMENT CORPORATION

STANDARDIZED AGENDA RECOMMENDATION FORM

DATE SUBMITTED: January 7, 2016

MEETING DATE: January 11, 2016

1. Agenda Item:
   Approval of meeting minutes of the Regular Board Meeting of December 14, 2015.

2. Party Making Request: Angela Ryan, Assistant Director

3. Nature of Request: (Brief Overview) Attachments: Yes ☑ No ☐
   The draft minutes from the 12/14/15 BEDC Regular Board meeting are attached for the Board's review.

4. Policy Implication:

5. Budgeted: Yes ☐ No ☐ N/A ☑
   Bid Amount: 
   Budgeted Amount: 
   Over/(Under) Budget: 
   Budget Balance: 

6. Alternate Option/Costs:

7. Routing: ED Staff ☑ ED Chair ☐

8. Staff Recommendation:

Motion: SM GS CC KK WD KLK CL
Second: SM GS CC KK WD KLK CL
For: SM GS CC KK WD KLK CL
Against: SM GS CC KK WD KLK CL
Abstained: SM GS CC KK WD KLK CL
BASTROP ECONOMIC DEVELOPMENT CORPORATION (BEDC)  
BOARD OF DIRECTORS  
Minutes of Monthly Meeting, December 14, 2015  
Bastrop EDC Office, 301 Hwy 71 W., Suite 214, Bastrop, Texas  

The Bastrop Economic Development Corporation (BEDC) met on Monday, December 14, 2015, at 6:00 p.m. at the BEDC Office, 301 Hwy 71 W., Suite 214, for the Regular Monthly Meeting. Board members present were: Steve Mills, Gary Schiff, Kristi Koch, Mayor Ken Kesselus, Willie DeLaRosa, and Joe Beal. Board member Cam Chavez and Mike Talbot (ex-officio) were absent. Staff members present: Shawn Kirkpatrick, Angela Ryan, and JC Brown, BEDC Attorney.

1. CALL TO ORDER – BEDC Board Chair Steve Mills called the Board Meeting to order at 6:00 p.m.

2. PUBLIC COMMENT(S) – None.

3. REGULAR BUSINESS

3.1. Oaths of Office for Board Members, Statement of Elected/Appointed Officer, Conflict of Interest form, and discussion of documents for providing bonds for Directors. Welcome of new Board Member Joe Beal. Mr. Kirkpatrick requested that the Board members who had not already completed their paperwork do so soon; the Conflict of Interest form is due to the City Secretary on December 15th. He then welcomed new BEDC Board member Joe Beal.

3.2. Approval of meeting minutes of the Regular Board Meeting of November 16, 2015. Ms. Koch made the motion to approve the minutes as submitted, Mr. DeLaRosa seconded, and the motion passed.

3.3. Consideration, discussion and possible action on acceptance of the BEDC’s financial summary report for period ending November 30, 2015. Mr. Kirkpatrick reviewed the financial report included in the Board packets. Mr. Schiff made the motion to accept the financial report as submitted, Mr. DeLaRosa seconded, and the motion passed.

4. ACTION ITEMS

4.1. Consideration, discussion and possible action on approval of a proposed “Internal Financial Control Policy #3” related to placing certain BEDC “reserved” and/or “restricted funds” into alternative investment options/instruments. Tracy Waldron, the Chief Financial Officer for the City of Bastrop, explained that currently, all investment funds are in TexPool and earn very little interest. The proposed policy would allow the BEDC the flexibility of placing the reserved funds into a CD which could yield a higher percentage rate. The policy would authorize Mr. Kirkpatrick, Mr. Mills and Ms. Waldron to make the decision as to where to invest the funds. Mr. Schiff made the motion to approve Internal Financial Control Policy #3, Mayor Kesselus seconded, and the motion passed.

4.2. Consideration, discussion and possible action on approval of a “Resolution” by BEDC to participate in “Texas CLASS,” specifically to ensure the BEDC’s compliance with the ‘Public Fund Investment Act’ (“Act”), adoption of an investment policy reflecting same, and investment of reserved and/or restricted funds of the Board, through ‘investment pools’ that meet all requirements of the Act, and as recommended by the City’s Finance Department. Mayor Kesselus made the motion to approve the Resolution to participate in Texas CLASS, Mr. Schiff seconded, and the motion passed.

4.3. Consideration, discussion and possible action on approval of a “Resolution” by BEDC to participate in “TexPool,” specifically to ensure the BEDC’s compliance with the ‘Public Fund Investment Act’ (“Act”), adoption of an investment policy reflecting same, and investment of reserved and/or restricted funds of the Board, through ‘investment pools’ that meet all requirements of the Act, and as recommended by the City’s Finance Department. Ms. Waldron explained that financial investors
recommend investing in more than one pool. Mr. Schiff made the motion to approve the Resolution to participate in TexPool, Mr. DeLaRosa seconded, and the motion passed.

4.4. Consideration, discussion and possible action on approval of a FY16 budget transfer in the amount of $5,000, from “Contingency” to “Local & Miscellaneous Advertising”, to cover sponsorship of the Texas Economic Development Council (TEDC) Winter Conference, to be held February 24–26, 2016, at the Hyatt Regency Lost Pines Resort. Mr. Schiff made the motion to approve transferring $5,000 from “Contingency” to “Local & Miscellaneous Advertising” in order to sponsor the TEDC Conference. Ms. Koch seconded, and the motion passed.

4.5. Consideration, discussion and possible action on the potential disposition of BEDC owned real property located at 903 Main Street, as a component of a proposed economic development project to enhance and promote an existing local business enterprise, as authorized by State law pursuant to LGC §505.158, *et seq.*, including a presentation to and discussion with the Board by the proposed project developer, i.e., representative(s) of Maxine’s Café. David Sartain, owner of Maxine’s Café, spoke to the Board about his expansion plans, which include consolidating the restaurant with the bakery and catering kitchen currently located on Chestnut Street. He explained he would prefer a three year clawback period instead of the five years stated in the draft performance agreement. After discussion, Mr. Schiff made the motion to sell the former BEDC office at 903 Main Street to Zintek Properties/Maxine’s Care at the appraised value of $138,000, with an economic incentive of $38,000, for a net sale price of $100,000, with a three year performance term. Mayor Kesselus seconded, and the motion passed.

4.6. Consideration, discussion and possible action on election of a new Vice Chair to fill the position vacated with the resignation of Carlos Liriano. Mayor Kesselus made the motion to elect Ms. Koch to fill the unexpired term of the Vice Chair, Mr. Beal seconded, and the motion passed.

5. **UPDATE(S), REPORT(S), AND/OR ANNOUNCEMENT(S)** – The BEDC, City of Bastrop, and Main Street Program will provide written reports and be available to answer questions from the Board. (includes items for update, discussion, and possible action)

5.1. BEDC Projects and/or Business – Mr. Kirkpatrick’s report was included in the Board packet. Copies of BEDC marketing materials were available for the Board to see.

5.2. Main Street Program Monthly Report – Ms. Wood reported the previous weekend downtown had been the best holiday weekend the downtown businesses have had in several years.

5.3. City Manager’s Report – A synopsis of Mr. Talbot’s City Manager report was included in the packet.

5.4. City of Bastrop Comprehensive Plan – Ms. Koch gave a brief update on the comprehensive plan.

5.5. City of Bastrop Construction Projects – The list of construction updates was included in the packet.

6. **EXECUTIVE SESSION**

6.1. At 7:22 p.m., Mr. Mills convened the BEDC Board of Directors into a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following:

(1) **Section 551.071(1)(A) and Section 551.071(2)** – Consultations with Attorney: (1) threatened and/or contemplated litigation, and (2) matters upon which the Attorney has a duty and/or responsibility to report to the governmental body.

(2) **Section 551.072** – Deliberation about real property: including, but not limited to, potential sales, acquisitions, exchanges, leases, dispositions or values of real property: ‘Project Gold Steel’, ‘Project Bronze Star’, and/or ‘Project MT Star Wars’, and/or disposition of 903 Main Street.

(3) **Section 551.087** – Deliberation regarding economic development negotiations: ‘Project Gold Steel’, ‘Project Bronze Star’, ‘Project MT Star Wars’, and/or 903 Main Street – Maxine’s Café Project.
(4) **Section 551.074** – Personnel Matters: Executive Director’s Six Month “Interim Performance Review” and Update.

6.2. At 7:33, the BEDC Board of Directors reconvened into open session to discuss, consider and/or take any action necessary related to the executive sessions noted herein, or regular agenda items, noted above, and/or related items. There was no action taken.

7. **BOARD INPUT ON FUTURE AGENDAS**

7.1. Inviting input from the Board of Directors related to issues for possible inclusion on future agendas, related to (but not limited to) issues such as BEDC projects, property, economic development prospects, community events, and BEDC business. Items for future agendas included the Main Street Improvement Project and Board picture.

8. **ADJOURNMENT** – Ken Kesselus made the motion to adjourn and Willie DeLaRosa seconded. The BEDC Board of Directors adjourned the meeting at 7:34 p.m.
Consideration, discussion and possible action on acceptance of the Bastrop Economic Development Corporation's financial summary report for period ending December 31, 2015.

Attached for the Board’s review and consideration is the BEDC financial summary report for the period ending December 31, 2015.

Shawn Kirkpatrick, Executive Director
Bastrop Economic Development Corporation

Financial Summary
For Period Ending December 31, 2015
Fiscal year 2016 is 25% complete as of December 31, 2015. These reports provide an unaudited and preliminary snapshot of the BEDC financial information.

- Revenues reflect 25.78% collected over budgeted or $498,330. Revenues during this same time period last year reflected $465,426. Additional analysis concerning revenues are on the next two pages.

- Expenses for the BEDC reflect 15.40% spent or $297,614. Expenses during this same time period last year reflected $381,367. Additional analysis concerning the expenses, year to year comparisons, and capital outlay is located within this report.

### Revenues vs. Expenditures

<table>
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<tr>
<th>FY 2016 Budget</th>
<th>FY 2016 Actual</th>
<th>% of FY2016 Budget</th>
<th>FY 2016 Budget</th>
<th>FY 2016 Actual</th>
<th>% of FY2016 Budget</th>
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<tr>
<td>$ 1,933,000</td>
<td>$ 498,330</td>
<td>25.78%</td>
<td>$ 1,933,000</td>
<td>$ 297,614</td>
<td>15.40%</td>
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Summary of Revenues
As of December 31, 2015

REVENUE: Sales Tax receipts represent 99% of the total budgeted revenue for the BEDC. As such, the line graph will be a good performance indicator as a comparison of sales tax receipts of the two previous fiscal years to the current fiscal year. Other revenue is included within the line graph to include Lease Agreement Income, Interest Income, and Miscellaneous Income.

The spikes reflected on the graph in FY2014 are tied to specific transactions. These include the reimbursement of expenses from the Combination Tax and Revenue Certificates of Obligation, Series 2013 in February 2014 of $102,638; and the transfer from Bond Fund proceeds to cover debt service costs in May 2014 of $200,261. The spike in the graph in September 2013 reflects the sale of land for $93,475.
Sales Tax Revenue Chart
As of December 31, 2015

Sales Tax Receipts YTD reflect $493,841 and are more than the prior year to date Sales Tax Receipts of $464,558.
Expenditure Charts
As of December 31, 2015

* Chart reflects FY2016 Fiscal Year-to Date expenses as of Dec. 31, 2015. Data provided by City of Bastrop Finance Department records.
EXPENSES: The line graph makes a comparison of the current fiscal year expenses to the last two fiscal years on a monthly basis. The funds’ basic operations or fixed expenses should stay relatively flat or fixed on the line graph. The spike in May 2015 is due to the entry required for the donation of the Arena land to the City.
### BASTROP ECONOMIC DEVELOPMENT CORPORATION FUND
#### FY 2015-2016 BUDGET

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<th>Description</th>
<th>Amount</th>
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<td><strong>FY 2015-2016</strong></td>
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<td>Budgeted Revenues</td>
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<td>Total FY 2016 Resources</td>
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<td>Budgeted Expenditures:</td>
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<td>Projected Ending Gross Fund Balance 09-30-2016</td>
<td>$2,642,528</td>
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* The projected operating balance includes a $150,000 reduction for designated operating equity.

** In order to maintain a 25% or 90 day balance, the ending operating balance cannot be less than $483,250. The budgeted expenditures for the Bastrop Economic Development Corporation can only increase $2,159,278 and the total budgeted expenditures may not exceed $4,092,278. These figures are subject to change depending upon actual Revenues and Expenditures.
B E D C  F i n a n c i a l  S t a t e m e n t s  a t t a c h e d
### 601-BASTROP E.D.C. FUND

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<th>Source</th>
<th>Prior Y-T-D</th>
<th>Current Y-T-D</th>
<th>M-T-D</th>
<th>Y-T-D</th>
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<th>Actual % of Budget</th>
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**PERSONNEL SERVICES**

- **70-00-5101 BEDC OPERATIONAL SALARIES**: 28,561.11 212,696.00 15,768.68 40,520.16 172,175.84 19.05
- **70-00-5116 LONGEVITY**: 222.00 500.00 258.00 258.00 242.00 51.60
- **70-00-5117 OVERTIME**: 0.00 0.00 0.00 37.50 (37.50) 0.00
- **70-00-5150 SOCIAL SECURITY**: 1,787.94 16,000.00 1,205.90 3,070.41 12,929.59 19.19
- **70-00-5151 RETIREMENT**: 4,610.64 21,400.00 1,742.17 4,168.80 17,231.20 19.48
- **70-00-5155 GROUP INSURANCE**: 2,075.77 24,912.00 1,388.66 4,165.98 20,746.02 16.72
- **70-00-5156 WORKER’S COMPENSATION**: 78.63 1,100.00 112.72 112.72 987.28 10.25
- **TOTAL PERSONNEL SERVICES**: 37,336.09 276,608.00 20,476.13 52,333.57 224,274.43 18.92

**SUPPLIES & MATERIALS**

- **70-00-5201 SUPPLIES**: 484.73 4,500.00 242.91 868.60 3,631.40 19.30
- **70-00-5203 POSTAGE**: 4.59 480.00 0.00 47.19 432.81 9.83
- **70-00-5206 OFFICE EQUIPMENT**: 1,063.77 7,500.00 79.94 79.94 7,420.06 1.07
- **TOTAL SUPPLIES & MATERIALS**: 1,553.09 12,480.00 322.85 995.73 11,484.27 7.98

**MAINTENANCE & REPAIRS**

- **70-00-5301 MAINT OF EQUIPMENT**: 0.00 1,000.00 0.00 0.00 1,000.00 0.00
- **70-00-5331 INDUSTRIAL PARK MAINT EXP**: 0.00 5,000.00 0.00 0.00 5,000.00 0.00
- **70-00-5345 BUILDING REPAIRS & MAINT.**: 807.97 3,600.00 200.00 600.00 3,000.00 16.67
- **TOTAL MAINTENANCE & REPAIRS**: 807.97 9,600.00 200.00 600.00 9,000.00 6.25

**OCCUPANCY**

- **70-00-5401 COMMUNICATIONS**: 1,242.09 10,000.00 542.60 2,163.64 7,836.36 21.64
- **70-00-5402 OFFICE RENTAL**: 0.00 36,000.00 0.00 9,000.00 27,000.00 25.00
- **70-00-5403 UTILITIES**: 660.03 6,000.00 333.62 1,253.33 4,746.67 20.89
- **TOTAL OCCUPANCY**: 1,902.12 52,000.00 876.22 12,416.97 39,583.03 23.88
### CONTRACTUAL SERVICES

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<th>Y-T-D</th>
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### OTHER CHARGES

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<td>70-00-5700 TARGETED MARKETING</td>
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<td><strong>TOTAL OTHER CHARGES</strong></td>
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<td><strong>660,100.00</strong></td>
<td><strong>12,912.52</strong></td>
<td><strong>29,602.15</strong></td>
<td><strong>630,497.85</strong></td>
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### CONTINGENCY

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<tr>
<th>Code</th>
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<th>M-T-D</th>
<th>Y-T-D</th>
<th>Budget</th>
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<tr>
<td>70-00-5900 CONTINGENCY</td>
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<td><strong>44,626.16</strong></td>
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<td><strong>0.00</strong></td>
<td><strong>44,626.16</strong></td>
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### CAPITAL OUTLAY

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<th>Code</th>
<th>Prior</th>
<th>Current</th>
<th>M-T-D</th>
<th>Y-T-D</th>
<th>Budget</th>
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<td><strong>0.00</strong></td>
<td><strong>0.00</strong></td>
<td><strong>0.00</strong></td>
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</tbody>
</table>
## Financial Statement

**601-BASTROP E.D.C. Fund**

**Prior Y-T-D** | **Current M-T-D** | **Y-T-D** | **Budget** | **% of**
---|---|---|---|---
Debt Service | | | | |
70-00-7133 C Of O Series 2013 Principal | 10,284.99 | 76,230.00 | 6,352.50 | 19,057.50 | 57,172.50 |
70-00-7134 C Of O Series 2013 Interest | 25,540.26 | 100,926.00 | 8,410.50 | 25,231.50 | 75,694.50 |
70-00-7137 C Of O Series 2010 Principal | 10,410.00 | 42,334.00 | 3,527.83 | 10,583.49 | 31,750.51 |
70-00-7138 C Of O Series 2010 Interest | 8,738.01 | 33,494.00 | 2,791.17 | 8,373.51 | 25,120.49 |
70-00-7152 GO Refunding Ser 2014 Int | 0.00 | 6,326.00 | 527.11 | 1,581.33 | 4,744.67 |
70-00-7501 C Of O Series 2008A Principal | 5,163.75 | 21,263.00 | 1,771.92 | 5,315.76 | 15,947.24 |
70-00-7502 C Of O Series 2008A, Interest | 4,804.26 | 10,766.84 | 897.25 | 2,691.75 | 8,075.09 |
Total Debt Service | 64,941.27 | 291,339.84 | 24,278.28 | 72,834.84 | 218,505.00 |

**Transfers Out**

---

**Total 00-Non-Program** | 298,691.40 | 1,676,754.00 | 82,387.17 | 231,662.13 | 1,445,091.87 |

**Administration**

---

**Capital Outlay**

---

**Debt Service**

---

70-10-7097 Interest Expense On FNB Not | 58.14 | 500.00 | 671.89 | 2,015.72 |
70-10-7603 Bond Principal 2006 | 54,999.99 | 235,000.00 | 19,583.33 | 58,749.99 |
70-10-7604 Bond Interest 2006 | 7,722.00 | 20,746.00 | 1,728.83 | 5,186.49 |
Total Debt Service | 62,780.13 | 256,246.00 | 21,984.05 | 65,952.20 |
Total Administration | 62,780.13 | 256,246.00 | 21,984.05 | 65,952.20 |
BEDC Industrial Park

---

**Maintenance & Repairs**

---

70-71-5301 Park Maintenance | 19,894.98 | 0.00 | 0.00 | 0.00 |
Total Maintenance & Repairs | 19,894.98 | 0.00 | 0.00 | 0.00 |
Total BEDC Industrial Park | 19,894.98 | 0.00 | 0.00 | 0.00 |
Total BEDC Administration | 381,366.51 | 1,933,000.00 | 104,371.22 | 297,614.33 |
*** Total Expenses *** | 381,366.51 | 1,933,000.00 | 104,371.22 | 297,614.33 |
*** End of Report ***
# Balance Sheet

**As of: December 31st, 2015**

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**Total Assets:** 6,527,515.06
LIABILITIES & FUND BALANCE

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TOTAL LIABILITIES & FUND EQUITY 6,527,515.06
AGENDA ITEM  4.1

BASTROP ECONOMIC DEVELOPMENT CORPORATION

STANDARDIZED AGENDA RECOMMENDATION FORM

DATE SUBMITTED: January 7, 2016

MEETING DATE: January 11, 2016

1. Agenda Item:
   Consideration, discussion and possible action on a presentation by Elliott Electric Supply on the development plan for their project located in the Bastrop Business and Industrial Park.

2. Party Making Request:  Shawn Kirkpatrick, Executive Director

3. Nature of Request:  (Brief Overview) Attachments:  Yes [✓]  No [ ]
   Elliott Electric Supply is preparing to break ground on their project in the Bastrop Business Park, and would like to show the Board their plans for the project. Please see attached documents for additional information. Project representatives will be in attendance.

4. Policy Implication:

5. Budgeted:  Yes [ ]  No [ ]  N/A [✓]
   Bid Amount:  
   Budgeted Amount:
   Over/(Under) Budget:  
   Budget Balance:  

6. Alternate Option/Costs:

7. Routing:  ED Staff [✓]  ED Chair [✓]

8. Staff Recommendation:

Motion:  SM GS CC KK WD KLK CL
Second:  SM GS CC KK WD KLK CL
For:  SM GS CC KK WD KLK CL
Against:  SM GS CC KK WD KLK CL
Abstained:  SM GS CC KK WD KLK CL
BASTROP ECONOMIC DEVELOPMENT CORPORATION

STANDARDIZED AGENDA RECOMMENDATION FORM

DATE SUBMITTED: January 7, 2016

MEETING DATE: January 11, 2016

1. Agenda Item:
   Consideration, discussion and possible action on a request that BEDC participate in funding the
development of a YMCA facility, as a BEDC project, under statutory authority related to promoting
the establishment/expansion of medical facilities for the community of Bastrop.

2. Party Making Request: Shawn Kirkpatrick, Executive Director

3. Nature of Request: (Brief Overview) Attachments: Yes ☑ No ☐
   Please see attached memo for additional information.

4. Policy Implication:

5. Budgeted: Yes ☐ No ☑ N/A ☑
   Bid Amount: 
   Budgeted Amount: 
   Over/(Under) Budget: 
   Budget Balance: 

6. Alternate Option/Costs:

7. Routing: ED Staff ☑ ED Chair ☑

8. Staff Recommendation:

Motion: SM GS CC KK WD KLK CL For: SM GS CC KK WD KLK CL
Second: SM GS CC KK WD KLK CL Against: SM GS CC KK WD KLK CL
Abstained: SM GS CC KK WD KLK CL
MEMORANDUM

Date: January 06, 2016

To: Bastrop EDC Board of Directors

Cc: Mike Talbot, Bastrop City Manager

JC Brown, Legal Counsel

From: Shawn A. Kirkpatrick, Executive Director

Subject: YMCA of Bastrop

I was asked by City Manager Mike Talbot and YMCA to attend a meeting in the City Manager’s office on November 24, 2015, to discuss the current status of the YMCA project. As a result of that meeting, it was requested that a meeting with Board Chair Steve Mills be scheduled for further discussion about the BEDC participating in the development of a YMCA facility in Bastrop, with the addition of the proposed expansion of medical services in Bastrop through a partnership of the YMCA and Seton.

A meeting was scheduled for December 16, 2015, with James Fink and Andrew Wiggins of the YMCA and Steve Mills, Kristi Koch, and me. Steve had a conflict and was unable to attend. To fill his spot, Gary Schiff and Joe Beal attended the meeting, in addition to Kristi Koch and me on behalf of the BEDC.

As a follow-up to the YMCA meetings I met with Bastrop County related to the HUD GLO grant ($1.5/6 million). From my conversations with the County Judge, if the City and YMCA can agree on an alternate project to the “Plan B – City of Bastrop Activity Center,” currently proposed to fulfill the grant requirements, the County would have no objections in working with the City and YMCA on an alternate site and enhanced project moving forward, subject to the terms and timeline of the HUD GLO grant.

The YMCA will be present at the January 11, 2016, BEDC Board meeting to publically request the BEDC participate in the construction of a YMCA facility and expansion of medical services in Bastrop through a partnership of the YMCA and Seton.

From an economic development standpoint the following are the key components for BEDC participation:
✓ Job creation: A key component will be the additional employment in the medical field provided through the expansion of services attached to the project. Additionally, the YMCA will provide employment opportunities for additional full-time, part-time, and contract staff through the additional programming offered within the facility and community.

✓ Quality of Life: The YMCA through their programming will improve the health and wellness for Bastrop. This includes youth, family, and active adults (seniors). The expanded program offerings from the YMCA will provide opportunities to improve the overall health and wellness of our community.

✓ Marketing: From a BEDC staff perspective, our ability to market to workforce and companies considering Bastrop is substantial. As we design marketing related to Quality of Life for Bastrop, the addition of a full-service YMCA as the recreation provider for the community resonates and has meaning to our target markets. It’s best explained as people know and understand the recreation offerings of a YMCA and the services they provide. In contrast, when a city provides recreation services for a community our size, its offerings are relatively unknown and vary dramatically from community to community. It’s the consistency of programming through the YMCA that will resonate and give Bastrop a competitive advantage to a city recreation department.

When you look at other communities within Central Texas with competitive economic development programs, most have a partnership with the YMCA of Austin or Williamson County.

The YMCA will outline their complete project requirements to the Board during the presentation. Staff makes the following recommendation based on the meetings with the YMCA, Board feedback, and staff evaluation of the project.

Recommendation

BEDC provide a commitment of contingent funding on the following terms and conditions:

✓ Commitment of funding for $700,000 under the following terms:
  o $200,000 at Certificate of Occupancy (Year 0), to be funded through the use of BEDC’s fund balance.
  o $100,000 annually for 5 years (Years 1-5) totaling $500,000.

✓ YMCA obtains commitments funding the entire project prior to execution of contract documents.

✓ YMCA enters into a partnership with a medical provider to offer expanded services in Bastrop, Texas, thereby creating and/or retaining employment in the medical field and additional employment through expanded programming of the YMCA.

✓ The recreation facility will be an asset of the City of Bastrop, and the YMCA and City agree to an agreeable lease/operating term for the facility.

✓ During the term of the lease/operating agreement for the facility, the BEDC shall have no other obligations for additional or future funding as it relates to the facility to either the YMCA or City of Bastrop.
 ✓ This commitment of contingent funding is dependent upon the development of agreeable definitive contract documents and final approval by the BEDC Board of Directors and necessary approvals of the City Council of the City of Bastrop.

 ✓ Final approval and execution of definitive contract documents by the BEDC Board of Directors shall occur no later than March 31, 2016, and necessary approval by the City Council of the City of Bastrop by April 30, 2016.
AGENDA ITEM 4.3

BASTROP ECONOMIC DEVELOPMENT CORPORATION

STANDARDIZED AGENDA RECOMMENDATION FORM

DATE SUBMITTED: January 7, 2016

MEETING DATE: January 11, 2016

1. Agenda Item:
   Consideration, discussion and possible action on disposition of real property owned by BEDC located at 903 Main Street, as it relates to a potential economic development project for expansion of a local business, i.e., Zintek Properties (a.k.a. Maxine’s Café Project).

2. Party Making Request: Shawn Kirkpatrick, Executive Director

3. Nature of Request: (Brief Overview) Attachments: Yes ☑ No ☐
   Please see attached memo and documentation for additional information.

4. Policy Implication:

5. Budgeted: Yes ☐ No ☐ N/A ☑
   Bid Amount: 
   Budgeted Amount: 
   Over/(Under) Budget: 
   Budget Balance: 

6. Alternate Option/Costs:

7. Routing: ED Staff ☑ ED Chair ☑

8. Staff Recommendation:

Motion: SM GS CC KK WD KLK CL
For: SM GS CC KK WD KLK CL
Second: SM GS CC KK WD KLK CL
Against: SM GS CC KK WD KLK CL
Abstained: SM GS CC KK WD KLK CL
MEMORANDUM

Date: January 06, 2016

To: Bastrop EDC Board of Directors

Cc: Mike Talbot, Bastrop City Manager
    JC Brown, Legal Counsel

From: Shawn A. Kirkpatrick, Executive Director

Subject: 903 Main Street (Zintek Properties/Maxine’s Café Project)

Following the December 14, 2015, Board meeting, I drafted a term sheet as approved by the Board for David Sartain to consider and agree to prior to engaging legal counsel to proceed with developing definitive contract documents. Mr. Sartain has agreed to the terms presented within the term sheet with one contingency which alters the agreed upon deal. Attached is the term sheet provided by me and the response from Mr. Sartain.

It has been agreed throughout the process and reiterated several times that the BEDC would consider entering into a performance agreement and provide an economic benefit to sell the building in “As Is” condition. Mr. Sartain has had access to the building and to my knowledge had been through the building to assess the condition prior to meeting with the Board on December 14, 2015.

Legal Counsel will consult with the Board in closed session under Section 551.071 – Consultation with Attorney – duty to advise on legal matters.

Staff is working to identify the appropriate persons/firms to conduct the requested inspections and ascertain the associated cost. With the limited timeframe this information may not be available until the Board meeting and possibly after.

Additional update:

In our last inspection of the building in late December 2015, it was necessary, due to unknown minimal damage and expenses (utilities beyond customary), for the BEDC to re-secure the building. This includes new exterior door locks, locking the water meter, and draining the water system.
Date: December 18, 2015

To: David Sartain
Maxine’s Café and Zintek Properties

Cc: Steve Mills, BEDC Board Chair
JC Brown, BEDC Legal Counsel

From: Shawn Kirkpatrick, Executive Director
Bastrop Economic Development Corporation

To recap the action from the Bastrop Economic Development Corporation Board of Directors meeting on Monday, December 14, 2015, related to the project to enter into a performance agreement with Maxine’s Café and Zintek Properties, the following are the deal points agreed to by the parties and approved by the Board through a motion, second and affirmative vote.

Deal Points
- Agreed to sell 903 Main Street (formerly BEDC office) to Maxine’s Café and Zintek Properties
- Expanded business of Maxine’s Café, Bakery, and Catering
  - Relocate bakery and catering operations to 903 Main Street
  - Expand the café kitchen facilities
  - Additional restaurant seating capacity to generate additional economic activity
  - Expand sales opportunities of bakery items and other revenue generators
- Gross sale price of $138,000.00 (Real Property Services appraised value)
- Economic incentive $38,000.00
- Net sale price $100,000.00 (after economic incentive)
- Qualifying investment of $38,000.00 into the expanded business of Maxine’s Café, Bakery, and Catering
- Three (3) year performance term to capture full value of agreed economic incentive

Prior to initiating legal counsel and the expense related to redrafting the final performance agreement and contract, the BEDC needs assurances that the terms are agreeable. Please provide a counter-signed copy of this letter or written offer for the Board to consider at its January 11, 2016 meeting.

Sincerely,

Shawn Kirkpatrick

Shawn Kirkpatrick
Date: December 29, 2015

To: Shawn Kirkpatrick, Executive Director

From: David Sartain, Owner & Managing Partner
Maxine’s Café and ZinTek Properties, Ltd.

As you request in your letter dated December 18, 2015 regarding the intention of ZinTek Properties, Ltd and Maxine’s Café LLC and Bastrop Economic Development Corporation (BEDC) to enter into a performance agreement, the purpose of this letter is my assurance that the deal terms are agreeable, with one requested contingency.

I would like to request that prior to signing the performance agreement, an inspection for mold be performed by a certified building inspection firm at my expense. If mold is present, BEDC will remediate the mold at BEDC’s expense and the building will be sold to me with no mold issues.

Sincerely,

David Sartain
BASTROP ECONOMIC DEVELOPMENT CORPORATION

STANDARDIZED AGENDA RECOMMENDATION FORM

DATE SUBMITTED: January 7, 2016

MEETING DATE: January 11, 2016

1. Agenda Item:
   Consideration, discussion and possible action on BEDC’s involvement in the development of a marketing plan concerning a new ‘on-site hotel’ at the Bastrop Convention Center, including a potential recommendation to the Bastrop City Council from the BEDC related to same.

2. Party Making Request: Mayor Ken Kesselus

3. Nature of Request: (Brief Overview) Attachments: Yes ✔ No ☐
   Please see attached memo for additional information.

4. Policy Implication:

5. Budgeted: Yes ☐ No ✔ N/A ☐
   Bid Amount: Budgeted Amount: 
   Over/(Under) Budget: Budget Balance: 

6. Alternate Option/Costs:

7. Routing: ED Staff ✔ ED Chair ✔

8. Staff Recommendation:

Motion: SM GS CC KK WD KLK CL
Second: SM GS CC KK WD KLK CL

For: SM GS CC KK WD KLK CL
Against: SM GS CC KK WD KLK CL
Abstained: SM GS CC KK WD KLK CL
MEMORANDUM

Date: January 06, 2016

To: Bastrop EDC Board of Directors

Cc: Mike Talbot, Bastrop City Manager
    JC Brown, Legal Counsel

From: Shawn A. Kirkpatrick, Executive Director

Subject: ‘On-site hotel’ at the Bastrop Convention Center

The Mayor has requested the BEDC consider assisting the City in marketing an ‘on-site hotel’ at the Bastrop Convention Center. I have been asked several times about the feasibility of the concept and BEDC assisting the City in this matter. A hotel footprint was test fit on the ‘Farmers Market’ site and it is capable of being developed into what is generally believed to be a suitably sized hotel for the existing size of the Convention Center.

Moving forward should the Board wish to provide assistance in marketing an ‘on-site hotel’ at the Convention Center, the blessing of the Council to proceed would need to be requested.

Generally speaking, a specialized firm would need to be retained to conduct a feasibility study related to an ‘on-site hotel’ at the convention center. This study would be the basis upon which to develop a ‘Master Plan’ and engage a consultant/planner/engineer to assist in developing a Request for Proposals (RFP) to allow developers of these types of projects the opportunity to submit proposals. If no acceptable proposal is received the BEDC would then begin a marketing campaign to attract interest in the project.

As part of the pre-planning process a budget in which to conduct the feasibility study and develop the master plan would need to be developed, funding sources identified and secured, and timeline to proceed with the initial phases of the project. This will not be a quick and easy process.

There are a couple of on-going hotel convention center projects in the region and in visiting with the developer this is the general process they recommend. Other comments that have been received that will need consideration is the configuration of the Convention Center. Generally speaking, the Convention Center needs additional break-out space to accommodate multi-day or full-day meetings and conventions.
Recommendation

Either

The BEDC Board approve offering to the City Council developing a marketing plan and assisting with the effort.

Or

The City Council request the BEDC staff to develop a marketing plan and assisting with the effort with Board approval.
Consideration, discussion and possible action on committees, working groups, task forces, etc., for the BEDC.

Please see attached memo for additional information.
MEMORANDUM

Date: January 07, 2016

To: Bastrop EDC Board of Directors

Cc: Mike Talbot, Bastrop City Manager
    JC Brown, Legal Counsel

From: Shawn A. Kirkpatrick, Executive Director

Subject: Discussion Related to BEDC Committees

The Mayor requested this item be on the agenda following Carlos’ departure from the Board.

Carlos had requested this item while he was serving on the Board to discuss having one of the BEDC working groups related to the HB5/BISD/ACC career cluster initiatives recognized by the Board as a formal committee. Since Carlos’ departure from the Board, that project continues to move forward, being led primarily by BISD and ACC. Jean is tracking the progress of the HB5/BISD/ACC career cluster initiative and continues providing technical assistance. This working group is primarily made up of state officials and agencies, college and school district representatives, industry representatives, and local stakeholders involved in education.

Staff has considered asking for standing committees related to the core areas of economic development: (1) marketing and recruiting, (2) business retention and expansion, and (3) education and workforce development, with Board members sitting as chair and involving the community on these committees. Would Board members be interested in meeting monthly as committees to receive updates and provide guidance through the committee structure? The issue I have not been able to overcome is the confidentiality of projects and engaging the public in BEDC committee work related to recruiting and business retention and expansion. Two of the three committees would have limited workflow do to the confidentiality issues, and I believe after a couple of months interest in serving would wane.

The Board is authorized through the by-laws to appoint ad-hoc and standing committees. Traditionally, committees have been appointed as needed to address specific issues, and they disband once a resolution has been reached. The only standing committee at the moment is the Executive Committee of the Board Chair, Vice Chair, and Secretary/Treasurer. This group has
not met formally since my arrival in Bastrop, yet is available. When the need arises for an ad-hoc committee the Board should appoint such a committee, accomplish the task and disband.

As staff we form informal working groups, task forces, and committees around specific projects, engaging the partners needed to accomplish the task or mission. The 2016 Bastrop Career Day is an example and has had a pre-planning working group with the BEDC, Chamber and BISD since the fall of 2015. In the coming weeks that group will expand to include our other partners, local stakeholders, and volunteer groups that support the project. This staff level formation of informal working groups, task forces, and committees gives us the flexibility to involve the partners that have interest in supporting a project and more importantly at the right time.

These informal working groups, task forces and committees are noted in my weekly staff reports to the Board. I will make it clearer when staff is using an informal group to assist us with a project.

The BEDC has several standing meetings every month with various groups and some that are on an as needed basis. As an example, the Bastrop Community Partners is a Director level group made up of invited members, currently the BEDC, Chamber, and DBA. With Kayli Head’s departure from the Main Street program, she was removed from the group pending the hire of a new Director. This group has been invaluable in coordinating and avoiding duplicative marketing efforts. I anticipate the formation of a similar Director level group around economic development in Bastrop County in the coming months. The County, BEDC, and Smithville have expressed interest and we are awaiting the start of the new ED Director in Elgin.

One other note related to this topic. When the BEDC has high-level project meetings and/or site visits I engage Council and Board members, City Directors, and community members to attend. Participation is normally determined by the request of the project and attendees are selected based on their expertise. Sometimes I have a lot of flexibility and other times the project requests specific persons.

**Recommendation**

No action.
AGENDA ITEM 5

BASTROP ECONOMIC DEVELOPMENT CORPORATION

STANDARDIZED AGENDA RECOMMENDATION FORM

DATE SUBMITTED: January 7, 2016

MEETING DATE: January 11, 2016

1. Agenda Item:
   The BEDC, City of Bastrop, and Main Street Program will provide written reports and be available to answer questions from the Board. (includes items for update, discussion, and/or possible action by the Board of the BEDC)

2. Party Making Request: Shawn Kirkpatrick, Executive Director

3. Nature of Request: (Brief Overview) Attachments: Yes ☑ No ☐
   Memo is attached with BEDC Staff updates. An update from the City of Bastrop Planning Department is also attached. Other updates will be presented at the Board meeting.

4. Policy Implication:

5. Budgeted: Yes ☐ No ☑ N/A ☑
   Bid Amount: Budgeted Amount:
   Over/(Under) Budget: Budget Balance:

6. Alternate Option/Costs:

7. Routing: ED Staff ☑ ED Chair ☐

8. Staff Recommendation:

Motion: SM GS CC KK WD KLK CL
Second: SM GS CC KK WD KLK CL
For: SM GS CC KK WD KLK CL
Against: SM GS CC KK WD KLK CL
Abstained: SM GS CC KK WD KLK CL
January 08, 2016

Memorandum

To: Board of Directors
Cc: Mike Talbot, City Manager
    JC Brown, BEDC Attorney

From: Shawn A. Kirkpatrick, Executive Director

Subject: BEDC Update

Meetings since last report (12/15/2015) through board meeting (01/11/2016):
City Staff Meeting
TX Wide Open Magazine
Chamber Board Meeting
YMCA (Kristi, Gary, Joe)
Pecan Park Commercial (Kristi, Gary)
Cobalt Development (Kristi, Gary)
Opportunity Austin Regional Partners
Central Texas Foreign Trade Zone
Project Gold Steel x2
High Tech Consortium Christmas Party
Impact Data Source (Webinar)
Bastrop Career Day (I/F Pre-planning Committee) x2
Project Warehouse Buda
Chamber
Project Apothecary (Site visit) x2
Steve Mills
Proof Advertising
Project White Foam
JAMCo (BRE)

Self-Evaluation
The Board will be receiving copies of my self-evaluation in advance of the January 2016 board meeting.

Elliott Electric Supply and BEFCO
EES has decided not to seek any variances to the CCRs. They will be present at the January 2016 Board meeting to present their development plan to the Board. No action is necessary.
YMCA
Board representatives and staff met with the YMCA and they will be at the January 11th Board meeting to present their project. Additional information is available in the Board packet.

Pecan Park Commercial
Board representative and staff met with Duke and his team and discussed his commercial development. BEDC will continue to provide technical assistance moving forward.

Impact Data Source
Staff participated in a webinar with IDS and evaluated their economic impact software vs. internal modeling. It was agreed by all staff to acquire IDS economic impact software to model all projects moving forward. Adjustments are being made internally to request the correct data from projects in order to standardize the economic impact models.

Items for Future Board Meetings
The following items have been requested for future meetings.

January 11, 2016
- BEDC Executive Director self-evaluation
- Committee structure (Carlos Liriano and Mayor Ken Kesselus)
- On-site hotel at the convention center (Ken Kesselus)
- YMCA

Future Meetings
- Main Street Improvement Project (Mike Talbot)
- Business and Industrial Park infrastructure development (Shawn Kirkpatrick)
- East 80 acres Land Use Study (Kristi Koch)
- Historic Bridge lighting (Kristi Koch)
- Consideration/Recommendation to the City of Bastrop regarding possible annexation (Mayor Ken Kesselus)

Education and Workforce Development

Bastrop ISD HB5 Career Cluster Initiative (I/F Working Group)
HB5 Cluster Initiative. After several high-level meetings with community and state partners, BISD is working with ACC to integrate vocational technical (continuing education) into the high school HB5 clusters. Currently, the automotive program is most advanced, with BISD and ACC working to integrate 1 to 3 ASE certifications into the high school program. BISD and ACC are exploring options to offer all 8 of the ASE certifications. BEDC staff is working on identifying other industry partners that fit within the HB5 clusters to expand the vocational technical programs offered within BISD. Through integrating BISD and ACC into the vocational technical programs, the real possibility exists of additional post-secondary adult education for Bastrop residents. The Bastrop County Business and Education Alliance has been instrumental in this topic and is leading the effort. BISD and ACC have begun examining other certification programs that fit within the HB5 cluster.

Bastrop Career Day (I/F Committee)
The Bastrop Job Fair in 2015 was a huge success. BEDC staff has begun meeting with the partners in anticipation of the 2016 event. The high school and adult job fairs will be separated into two distinct events for 2016. Staff met with the high school principals on October 26th to
launch the planning process. The Bastrop Youth Career Day will be May 25th at the Performing Arts Center.

Bastrop Job and Career Fair (I/F Committee)
October 1, 2015 is the tentative date for the Bastrop Job Fair. Planning will begin sometime in the spring 2016.

**Business Retention and Expansion (BRE)**

Formal and Informal BRE Visit
Jean has started scheduling formal and informal BRE visits. Thank you Jean for your hard work in developing the program.

Bastrop Redevelopment Program (I/F Committee forming)
For FY2016 the BEDC will launch a redevelopment program for the corporate limits of the City of Bastrop. This program will replace the previous Façade and Mega-grant Program. Committee members to date: Shawn Kirkpatrick, Angela Ryan, Dan Hays-Clark, Main Street Director. If a BEDC Board member would like to participate in the process please contact Angela Ryan.

Cripple Creek Building, 928 Main Street, Bastrop, Texas.
Steve Mills and I toured the building on Thursday, October 22nd, with the new owners. They are working on their scope of work and business plans for the building. With the suspension of the mega-grant program, the owners have been asked to put their redevelopment plan together for staff to review and possible consideration by the Board.

BEDC Building at 903 Main.
Update include under agenda item in Board packet.

Main Street CIP – Infrastructure.
Mike will update the Board during updates at the Board meeting January 11, 2016.

Economic Development Forum (I/F Committee)
**This Project is on hold.** We are working with the Chamber and Main Street on hosting an economic development forum in the spring of 2016. Programming is TBD; tentatively we are discussing workshops for small business in the morning, a mid-day session on economic development, and state of our economy and afternoon workshop sessions (topics TBD).

**Marketing and Recruiting**

Business Park – Infrastructure
Project rescinded by Board. On-hold. I am working with a project on the north end of Technology Drive. This is a BRE project and could affect the next phase of development. Staff’s recommendation to the Board at this time is to allow Project Bonze Star to develop prior to making any decision on expanding the infrastructure in the Business Park.

Lot A-1 and A-7
BEFCO has prepared a preliminary site improvement estimate to prepare both lots for future office (campus) development.
Project Artic Sea (PPP)
Kristi, Gary and I met with the private developer on December 16th to receive an overview of public-private partnerships and concept for an office/campus development within the Business Park. **Project is on hold.**

Fiber Connectivity
We have been meeting with 1GB plus fiber providers to develop a community solution and provide the connectivity needed to attract IT and Bio/Life Sciences companies. A potential provider met with the City and is developing a financial model.

Land Use Study
Accepted by the Board at the July 2015 meeting. Staff met with Bowman Consulting and they are putting together a budget for next steps.

Medical Demand Analysis
I have met with one of the healthcare providers and they will be getting with County Judge and working with him to put together a countywide solution. This will come back to the BEDC at a later date.

Hwy 71/95 Billboard
We have been in touch with Proof Advertising who has designed the existing billboards for BMC and DBA. This selection was made to maintain a consistent message across the community billboard campaign. Conference call with Proof is scheduled for Friday, January 8th.

Internal Marketing.
As part of our internal marketing campaign, a series of OpEd styled news releases are under development to provide information to the community about BEDC activities and education on economic development.

Opportunity Austin Economic Development Guide.
Staff has contracted with OA/Texas Monthly for ad placement. Ad copy submitted.

Texas Wide Open for Business (Governor’s Office Publication)
We have placed our ad buy and reduced our costs for 2016 vs 2015.

“Quality of Life”.
In our rebuild of our marketing materials, we will begin development of collateral focusing on Bastrop’s quality of life.

Chamber and EDC support of Bastrop ISD.
The BEDC partnered with the Chamber to produce collateral about the successes in BISD. The Chamber is developing the material.

Photography.
The BEDC contracted to have 8 to 10 professional still and drone photographs taken the first part of December. Project is complete.
Project Updates

Project Gold Steel
The economic impact has been modeled and staff will be presenting the project to the Board in Executive Session.

Project Bronze Star
The economic impact has been modeled and staff will be presenting the project to the Board in Executive Session.
City of Bastrop Update on Construction Projects as of 01/07/16

- Major Construction Projects in process:
  - Goodwill Store – Site being prepared
  - Mattress One (Little Colony Retail Center) – CO issued 12/17/15
  - Fresenius Medical Care Facility – (Jackson Square by CVS) – CO issued 12/22/15
  - Bastrop Retail Station – TCO of building shell issued 1/6/16:
    - Sally’s Beauty Supply – permit issued 1/7/16
    - Western Liquor Beverage – permit issued 1/7/16
  - Coghlan Group – site work 84% complete; project approximately 83% complete
  - Murphy Oil Site Development (west of Wal-Mart) – CO issued 12/11/15
  - Burleson Crossing:
    - Wing Stop – Building J in Burleson Crossing – Opened 12/14/15
    - Garcia’s Restaurant (Burleson Crossing, Building J) – tenant finish out approximately 20% complete