

BASTROP ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
Minutes of Special Meeting, June 24, 2015
Bastrop City Hall, 1311 Chestnut Street, Bastrop, Texas

The Bastrop Economic Development Corporation (BEDC) met on Wednesday, June 24, 2015, at 6:00 p.m. at Bastrop City Hall for a Special Meeting.

Board members present were: Gary Schiff, Mayor Ken Kesselus, Cam Chavez, and Kristi Koch. (Ex-officio Mike Talbot arrived at 9:00 p.m.) Board members Steve Mills, Carlos Liriano, and Willie DeLaRosa were absent.

Staff members present: Shawn Kirkpatrick, Angela Ryan and Jean Riemenschneider

- 1. CALL TO ORDER** – Gary Schiff, Secretary/Treasurer of the BEDC Board of Directors, called the Special Meeting to order at 6:10 p.m.
- 2. WORKSHOP SESSION** – At 6:11 p.m., the Bastrop Economic Development Corporation convened into a Workshop Session to discuss:

2.1 2015/2016 Budget – A review and discussion regarding Fiscal Year 2015/2016 Budget for the Bastrop Economic Development Corporation, the Bastrop Economic Development Corporation's Strategic Plan, and FY2015/2016 program/scope of work.

Mr. Kirkpatrick presented his proposed Scope of Work for the BEDC and spoke about each item: Primary Job Creation and Expansion, Business and Industrial Park, Business Retention and Expansion, Entrepreneurial and Small Business Development, Education and Workforce Development, Affordable Housing, Retail Development, Downtown Redevelopment, Main Street Program, Community Development, and Marketing. Mr. Kirkpatrick said the BEDC needed to have a stronger focus on primary job creation, as well as business expansion and retention. He explained that the Bastrop Main Street Program's Entrepreneurial Readiness Team assists with small business development, entrepreneurship, and downtown redevelopment. On education and workforce development, Mr. Kirkpatrick will be meeting with the Texas Workforce Commission and the Governor's Office to discuss training initiatives. The multi-family and housing studies will be finalized soon, and those resources will help address the issue of affordable housing. Mr. Kirkpatrick anticipates contracting with The Retail Coach again to update our trade area demographic information and he would like to do more retail recruiting, as well. Mr. Kirkpatrick said that community development needs to fit within BEDC's core mission. He said our marketing materials need to be completely rebuilt, with a consistent look and message, as does the information we send to Opportunity Austin when responding to projects.

Mr. Kirkpatrick reviewed BEDC's current Strategic Plan with the Board, which included Education and Workforce Development, Business Climate, Infrastructure, Quality of Life, Marketing, and Target Markets/Niche Sectors. Mr. Kirkpatrick explained that the Board needs to set priorities, since the Strategic Plan contains so many recommendations. The Board discussed different areas of the Strategic Plan, including: bridging the gap on workforce training between high school students and employers; the possibility of adopting a formal incentives policy and application process; the importance of having shovel-ready sites available for primary job creation, including water and wastewater; supporting quality of life projects in areas of Bastrop other than just downtown; developing a more uniform marketing campaign so that BEDC and other organizations (Main Street, DBA, Chamber, etc.) share a similar message; and adding a section to the Strategic Plan about economic development.

Mr. Kirkpatrick provided an overview of the draft FY15/16 proposed budget. The Board discussed the draft budget, including: debt service; fund balance; the costs related to the new

BEDC office; being more aggressive with marketing trips and business development; local and national advertising and targeted marketing; professional services and removing engineering from that line item; the possibility of removing some portions from City Project and Support; the possibility of offering the façade grant program to businesses outside of the downtown area; and possible changes to the business outreach and sponsorships line item.

2.2 The Bastrop Economic Development Corporation adjourned the Workshop Session and reconvened into the regular session at 9:17 p.m. to take any necessary action(s) pertaining to the workshop items. There was no action taken.

3. BOARD INPUT ON FUTURE AGENDAS

3.1 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.

4. EXECUTIVE SESSION

4.1 At 9:18 p.m., Mr. Schiff convened the Bastrop Economic Development Corporation 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: potential sales, acquisitions, exchanges, leases, dispositions or values of real property.
- (3) **Section 551.074** – Personnel Matters.

4.2 The Bastrop Economic Development Corporation Board of Directors reconvened from Executive Session at 10:01 p.m. There was no action taken.

5. ADJOURNMENT

Cam Chavez made the motion to adjourn and Mayor Kesselus seconded. The Special Board Meeting was adjourned at 10:02 p.m.