



THE CITY OF

JARRELL

**City of Jarrell
4A - Type A Economic
Development Corporation Board
Regular Called Meeting
Jarrell City Hall Council Chambers
161 Town Center Blvd. Jarrell, Texas 76537
Tuesday, November 14, 2023, at 1:30 p.m.**

MINUTES

Wayne Cavalier, President - **Present**
Hugh Taylor, Secretary - **Present**
Dr. Toni Hicks, Member - **Present**

Barry Cryer, Vice-President - **Present**
Thomas Hertel, Treasurer - **Present**
Traci Anderson, Executive Director - **Present**

This notice is posted pursuant to the Texas Open Meetings Act. Notice is hereby given that the Jarrell Economic Development Corporation will hold a regular board meeting at the date, time, and place noticed above at which time the following matters will be discussed and acted upon. ALL AGENDA ITEMS ARE SUBJECT TO ACTION BY THE BOARD.

1. **CALL MEETING TO ORDER at 1:30 PM.**

2. **ROLL CALL** – Quorum Present

3. **PUBLIC COMMENTS** - None

4. **CONSENT AGENDA ITEMS**

All matters listed under this item are considered to be routine by the Jarrell Economic Development Corporation and will be enacted by one motion. There will not be a separate discussion of these items. If discussion is desired by any Board Member on any item, that item will be removed from the consent agenda and will be considered separately.

4.1. Approval of the September 27, 2023, Jarrell EDC Special Board Meeting Minutes.

Thomas Hertel made a motion to approve the Consent Agenda as presented. Second by Barry Cryer. The motion was approved by a unanimous vote.





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5. REGULAR AGENDA ITEMS

- 5.1. Discussion, consideration, and possible action regarding entering into an agreement HDR, Inc. for Scope of Services related to a City of Jarrell Gateway Sign.

Dr. Toni Hicks made a motion to authorize the Executive Director to enter into an agreement with HDR, Inc. for Scope of Services related to a Gateway Sign in the City of Jarrell. Second by Thomas Hertel. The motion was approved by a unanimous vote.

- 5.2. Discussion, consideration, and possible action regarding entering into an agreement with REsimplifi for a commercial building and site data subscription.

Dr. Toni Hicks made a motion to authorize the Executive Director to enter into an agreement with REsimplifi. Second by Ryan Phillips. The motion was approved by a unanimous vote.

- 5.3. Discussion, consideration, and possible action regarding entering into an agreement with Retail Strategies regarding retail recruitment data/analysis, recruitment plan, real estate analysis, education, marketing guide/materials, retail prospect list.

Barry Cryer made a motion to authorize the Executive Director to enter into an agreement with Retail Strategies for an amount not to exceed \$20,000. Second by Ryan Phillips. The motion was approved by a unanimous vote.

- 5.4. Discussion, consideration, and possible action regarding entering into an agreement with Impact DataSource regarding the Impact DashBoard web application for analyzing projects.

Barry Cryer made a motion to authorize the Executive Director to enter into an agreement with Impact DataSource. Second by Thomas Hertel. The motion was approved by a unanimous vote.

- 5.5. Discussion, consideration, and possible action regarding a sponsorship and table for the Jarrell Chamber of Commerce Gala on February 10, 2024.

Thomas Hertel made a motion to become a \$5,000 Platinum Sponsor for the Jarrell Chamber of Commerce 2024 Gala. Second by Dr. Toni Hicks. The motion was approved by a unanimous vote.





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- 5.6. Discussion, consideration, and possible action regarding the review of proposals from third-party consultants for a joint workshop with City Council and Jarrell EDC to form a JEDC Strategic Plan to include metrics; possible action after review of choosing a consultant and approving the entering into the agreement.

The Board discussed the item of a joint meeting and felt it best to wait until after the UDC was finalized to see what the best way to proceed would be. They wanted to review in January and also see about having topics for discussion like education on PIDS/TIRZ.

Barry Cryer made a motion to postpone the item. Second by Thomas Hertel. The motion was approved by a unanimous vote.

- 5.7. Discussion, consideration, and possible action regarding a Jarrell EDC owned Industrial/Commerce/Business/Technology Park.

Executive Director Traci Anderson brought this item for further discussion. The Board has talked about this idea, and the Board discussed what type of park they were interested in pursuing.

Thomas Hertel made a motion to authorize the Executive Director to research more information such as funding and sites for a Logistics and Small Warehouse Industrial Park. Second by Barry Cryer. The motion was approved by a unanimous vote.

- 5.8. Discussion, consideration, and possible action regarding attending the ICSC Red River Conference in Dallas January 31, 2024 – February 2, 2024.

Dr. Toni Hicks made a motion to authorize the Executive Director to attend the ICSC Red River Conference. Second by Thomas Hertel. The motion was approved by a unanimous vote.

- 5.9. Discussion, consideration, and possible action regarding Executive Director potential travel dates for 2024.

Thomas Hertel made a motion to approve the travel for the Executive Director as presented. Second by Barry Cryer. The motion was approved by a unanimous vote.





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- 5.10. Discussion, consideration, and possible action regarding Jarrell EDC Board of Director 2024 meeting dates.

Thomas Hertel made a motion to approve the 2024 JEDC Board of Director meeting dates. Second by Barry Cryer. The motion was approved by a unanimous vote.

- 5.11. Discussion, consideration, and possible action regarding approval of a Social Media Policy.

Dr. Toni Hicks made a motion to approve the Social Media Policy as presented. Second by Barry Cryer. The motion was approved by a unanimous vote.

6. **UPDATES** – Executive Director Anderson gave the following updates.

- Jarrell EDC Board
 - o No Board meeting in December
 - o Holiday Board/Staff dinner – December 14
 - o Next Board meeting – January 16, 2024 (pushed back a week)
- Part-time Executive Assistant – **a part-time assistant has been hired to help with projects**

7. **FUTURE AGENDA ITEMS**

These include incentive policy and application, strategic plan update, financials, new board oath of office, outgoing member recognition, appointment of officers, a JEDC office.

8. **ADJOURNED AT 2:47 PM.**

Passed and approved on this 9th day of April 2024.

CITY OF JARRELL, TEXAS

Attest:

Barry Cryer, JEDC Board President

Traci Anderson, JEDC Executive Director

