



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, January 16, 2024, at 1:30 p.m.**

MINUTES

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

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. **REGULAR AGENDA ITEMS**
 - 4.1. 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.

Executive Director Traci Anderson told the Board she was just made aware prior to the last meeting that the city had signed an agreement with The Retail Coach again. She was told to move forward with this company but after some thought did not feel it was good use of public funds to have two separate companies doing essentially the same function. She recommended to the Board for them to amend their original motion to approve an agreement with Retail Strategies at the November 14, 2023 meeting.





THE CITY OF

JARRELL

Thomas Hertel made a motion to amend the motion from November 14, 2023, and not enter into an agreement with Retail Strategies. Second by Barry Cryer. The motion was approved by a unanimous vote.

- 4.2. Discussion, consideration, and possible action regarding hiring a third-party consultant for a joint workshop with City Council and Jarrell EDC.

Executive Director Traci Anderson told the Board that City Manager Danielle Singh and her had discussed conducting a joint session with the council and EDC Board to discuss a vision of Jarrell and discuss the roles of the city and EDC. There were two consultants that were being interviewed to mediate the discussion. Executive Director Anderson stated she thought this could be accomplished for up to \$1500 and would like a motion to approve the Executive Director to enter into an agreement with the consultant of choice to not exceed \$1500.

Ryan Phillips made a motion to authorize the Executive Director to enter into a agreement with a third-party consultant in an amount not to exceed \$1500 for a joint workshop with City Council and JEDC Board of Directors. Second by Thomas Hertel. The motion was approved by a unanimous vote.

- 4.3. Discussion, consideration, and possible action regarding borrowing/bonding capacity of the JEDC for purposes of an office and/or EDC owned Technology Park.

Executive Director Traci Anderson discussed the financial capacity of the Board provided by Specialized Public Finance, Inc. The provided document was specific to an office space but could also be looked at for an Industrial Park. The capacity analysis was based on a \$100,000 average annual debt service. Anderson mentioned there may be space available inside City Hall, therefore an new office may not be needed. If this was to be utilized for an Industrial Park, there may not be enough bonding capacity to acquire land and extend utilities. The Financial Advisors also mentioned it would be more beneficial to have the city get the bonds and then have an agreement with the city to pay the debt back. This was discussion only and no action was taken. The next steps would be to speak with the city and to see what would be logistically feasible.





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

- Jarrell EDC
 - o Next Board meeting – February 13, 2024
 - o Coffee and Conversations – Thursday, January 18, 2024 from 7-8:30 am at Starbucks
 - o Jarrell Chamber of Commerce Gala on February 10, 2024
- Upcoming City Council meeting for EDC items:
 - o HDR, Inc. for Scope of Services related to a City of Jarrell Gateway Sign
 - o REsimplifi for a commercial building and site data subscription
 - o Impact DataSource regarding the Impact DashBoard web application for analyzing projects
 - o Board member interviews
 - o Review of approved FY 24 budget – personnel
 - o Accrual adjustments for personnel from FY23
 - o Economic Development related projects in Executive Session
- Additional Board Involvement Opportunities
 - o Meet and Greet with Representative Terry Wilson – January 16, 5:30-7:30 pm located at Love at First Bite
 - o P&Z / Council meeting regarding UDC updates
- ICSC Red River Conference in Dallas January 31, 2024 – February 2, 2024
- MOU and Facility Lease Agreement
- TEDC Committees – Anderson has been chosen to sit on two committees for the Texas Economic Development Council (Rural Strategies and Forward Planning)

6. **ADJOURNED INTO EXECUTIVE SESSION AT 1:52 PM.**

The Jarrell EDC will recess its open meeting and adjourn into Executive Session, pursuant to the Texas Government Code, Chapter 551, to deliberate the following:

- 6.1. **Section 551.087** to deliberate on Economic Development negotiations. (1) Project Lunch Lady, (2) Project Crazy, (3) Project Ticket, (4) Project Loop.
- 6.2. **Section 551.074** to deliberate on personnel matters including the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or City of Jarrell employee, to wit: (1) Executive Director.

7. **RECONVENE INTO OPEN SESSION AT 2:22 PM.**

The Jarrell EDC Board of Directors reconvenes into open session to discuss, consider, and/or take any action necessary related to any of the items noticed for discussion during executive session.

No action taken on 6.1 or 6.2.

8. **FUTURE AGENDA ITEMS** – No additional items added

9. **ADJOURNMENT at 2:24 PM.**





THE CITY OF

JARRELL

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

CITY OF JARRELL, TEXAS

Attest:

Wayne Cavalier
Wayne Cavalier, JEDC Board President

Traci Anderson
Traci Anderson, JEDC Executive Director

