**Van Alstyne Community Development Corporation**

**Minutes – Regular Board Meeting**

**228 E. Marshall St.**

**Thursday, September 8, 2022 6:00 P.M.**

**A QUORUM OF THE CITY COUNCIL MAY OR MAY NOT BE PRESENT. NO VOTES OR OTHER ACTION OF THE CITY COUNCIL WILL BE TAKEN AT THIS MEETING. VISITORS WISHING TO SPEAK MUST BE RECOGNIZED BY THE PRESIDENT OF THE BOARD AND LIMIT COMMENTS TO 2 MINUTES.**

1. **Call to order - Recognition of guest(s)**

**The meeting was called to order at 6 p.m.**

**Present were board members Dee Greve, Brad Clough, David Sileven, Alesha Crowell, Sherry Jeffcoat, Mark Moss and Executive Director Rodney Williams. Absent was Robert Jaska.**

**Guests present were Kandi Hessel, Jim Atchison and Dustin Langton.**

**As the meeting was called to order, Mayor Atchison asked to recognize Mark Moss for his years of service to the boards as this was Moss’ final meeting.**

1. **Invocation**

**Brad Clough delivered the invocation.**

1. **Public comments on agenda items**

**There were no public comments.**

1. **Discuss/Action: Façade Grant request from Mockingbird Hospitality, 220 E. Marshall St.**

**Rodney Williams informed the Board that no action would be taken on the grant request at this meeting as the business owners had not yet met with the Architectural Review Panel.**

1. **Discuss/Action: City Development Grant request for Fall der All marketing funds**

**Rodney Williams introduced the City’s request for 50 percent funding ($3.985) for a television commercial to promote Fall der All. City Events Coordinator Kandi Hessel discussed the commercial and the Board watched it on the conference room monitor. Questions were asked regarding air times for the commercial, and David Sileven asked if the events department had a marketing budget. Hessel stated that she did have a budget and that they are also funding radio commercials.**

1. **Approval of minutes from previous special called meeting held on August 11, 2022.**

**Brad Clough pointed out that the minutes were not from a special called meeting but a regular meeting and Rodney Williams said he would note that in the minutes. Alesha Crowell made a motion to approve the minutes with a second from Brad Clough. The motion passed, 6-0.**

1. **Treasurer’s Report**

**Rodney Williams presented the treasurer’s report. Sherry Jeffcoat made a motion to approve the report as presented with a second from Mark Moss. The motion passed, 6-0.**

1. **Discuss/Action: Current and future billboard leases**

**Rodney Williams stated that the CDC’s northern billboard is due for a vinyl change and also presented pricing for new billboards to the north of Van Alstyne, as requested by the Board at the August meeting. Sherry Jeffcoat recommended not spending any money on billboards and spending it on social media instead. David Sileven stated that in trying to attract business social media might not be as good as a billboard.**

**Williams was directed to install new signage on the northern billboard promoting Fall der All, utilizing in part the truck logo from the television commercial.**

**Williams was also instructed to contact Diller Outdoor to find out how long it might be before the top board of a dual-billboard setup on the west side would be available as it is currently occupied.**

**The Board also discussed utilizing billboard space for ChristmasTown, and Williams was instructed to find out if the City has a logo.**

1. **Discuss/Action: Grant processes**

**Rodney Williams stated that, per instruction from the August meeting, he was bringing forth a proposal for automatic grant approval of façade grant signage requests to streamline the process for business owners, as well as the Board. Williams presented his proposal, stating that only smaller grants that have been approved by ARP (if required) and meeting all pre-established criteria would be approved. Williams stated that all applications would still be included in board members’ agenda packets and that a report of what was granted would be provided each month.**

**Alesha Crowell made a motion to streamline the grant process for signage requests not to exceed $2,000 funded ($4,000 total project) based on the criteria noted in the proposal letter and for the process to be reviewed in January. Mark Moss seconded the motion and it passed, 6-0.**

1. **Discuss/Action: Director’s report**

**Rodney Williams presented his report of the previous month’s activities.**

**11. Recess into closed session pursuant to Chapter 551, Texas Government Code regarding:**

1. **Sec. 551.072 – to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.**
2. **Section 551.087. Deliberation Regarding Economic Development Negotiations. This chapter does not require a governmental body to conduct an open meeting: (1) to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations. Project E.**
3. **Reconvene into open session**
4. **Discuss/Action: Take any action as a result of closed session**

**The Board instructed Rodney Williams to get quotes for security cameras at the front and rear doors and hallway.**

**Alesha Crowell made a motion to authorize Rodney Williams to get two additional building keys via the City. Sherry Jeffcoat seconded the motion and it passed, 6-0.**

**Dee Greve and Sherry Jeffcoat were appointed to the personnel committee to revise personnel policies.**

**Brad Clough made a motion to approve the City’s grant request in the amount of $3,985. Mark Moss seconded the motion and it passed, 6-0.**

1. **Closing comments**

**David Sileven recognized Rodney Williams for 5 years of service.**

**14. Adjourn**

**Mark Moss made a motion to adjourn the meeting with a second from Brad Clough. The motion passed, 6-0. The meeting was adjourned at 7:40 p.m.**

**Respectfully submitted by Rodney Williams**