**Van Alstyne Community Development Corporation**

**Minutes – Regular Board Meeting**

**228 E. Marshall St.**

**Thursday, February 9, 2023 6:00 P.M.**

**A QUORUM OF THE CITY COUNCIL MEMBERS MAY OR MAY NOT BE PRESENT. NO 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 and Dustin Langton (remote) and Executive Director Rodney Williams. Absent was Robert Jaska.**

**There were no guests present.**

1. **Invocation**

**Dustin Langton delivered the invocation.**

1. **Public comments on agenda items**

**There were no public comments.**

**4. Discuss/Action: Approval of minutes from previous meeting held on January 12, 2023**

**Sherry Jeffcoat made a motion to approve the minutes as presented. Brad Clough seconded the motion and it passed, 5-0.**

**5. Discuss/Action: ICSC Red River recap**

**Rodney Williams recapped his attendance at ICSC Red River with City Manager Lane Jones. Williams discussed speaking to retailers in attendance and the need for the City of Van Alstyne to have a presenting booth at the 2024 event. He told the Board that he would be coming back to them in a future meeting with a proposal for a presenting booth.**

**6. Discuss/Action: Contracting with EDP Best Practices, LLC for planning and development**

**Rodney Williams informed the Board that he, Vice-president Dee Greve and President David Sileven had met with EDP Best Practices but were ultimately unable to come to an agreement on a service contract. Williams stated that he has three to four other options for Board planning and development and will be vetting them. Williams said he hopes to come back in March with options.**

**7. Discuss/Action: Presentation of billboard marketing plan**

**Rodney Williams presented his marketing plan for billboard utilization. The plan included schedules for 2023, assets and mock-ups.**

**8. Discuss/Action: Downtown business update**

**Rodney Williams updated the Board on new business moving into downtown and what storefronts are and will be available for lease.**

**9. Discuss/Action: Treasurer’s Report**

**Sherry Jeffcoat made a motion to approve the Treasurer’s Report as presented. Brad Clough seconded the motion and it passed, 5-0.**

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

**Rodney Williams presented his monthly report of activities.**

**11. Closing comments**

**There were no closing comments.**

**12. Adjourn**

**Brad Clough made a motion to adjourn with a second from Dee Greve. The motion passed, 5-0. The meeting was adjourned at 6:40 p.m.**

**Respectfully submitted by Rodney Williams**