

BASTROP ECONOMIC DEVELOPMENT CORPORATION (BEDC)
BOARD OF DIRECTORS
Minutes of Monthly Meeting, March 20, 2017
Bastrop City Hall, 1311 Chestnut Street, Bastrop, Texas

The Bastrop Economic Development Corporation (BEDC) met on Monday, March 20, 2017, at 6:00 p.m. at Bastrop City Hall, 1311 Chestnut Street, for the Regular Monthly Meeting.

Board members present were: Kristi Koch, Kevin Plunkett, Drusilla Rogers, Joe Beal and Mayor Ken Kesselus. Board member Cam Chavez was absent. Staff members present: Shawn Kirkpatrick, Angela Ryan, Jean Riemenschneider, and Kathy Merrifield. Charlie Zech, BEDC Attorney, was also present.

1. **CALL TO ORDER** – Board Vice-Chair Kristi Koch called the Board Meeting to order at 6:02 p.m.
2. **PUBLIC COMMENT(S)** – Herb Goldsmith spoke about the Hotel Feasibility Study that is currently being conducted and his agreement with the process.
3. **REGULAR BUSINESS & PRESENTATIONS**
 - 3.1. Approval of meeting minutes of the Regular Board Meeting of February 27, 2017. Mr. Beal made the motion to approve the minutes as submitted, Mr. Plunkett seconded and the motion passed.
 - 3.2. Acceptance of the Bastrop EDC's financial summary report for period ending February 28, 2017. Mr. Kirkpatrick briefly reviewed the financials. When asked why Bastrop's sales tax reviews had declined, Mr. Kirkpatrick replied that surrounding communities were opening more retail and restaurants, resulting in those residents coming to Bastrop less often. Mr. Plunkett made the motion to accept the financials as submitted, Mr. Beal seconded and the motion passed.
 - 3.3. Consideration, discussion and possible acceptance of the City of Bastrop's Comprehensive Annual Financial Report for FY2016. Finance Director Tracy Waldron presented the EDC's portion of the audit. She said in her opinion this was a very clean audit. Mr. Beal made the motion to accept the Comprehensive Annual Financial Report as submitted, Ms. Rogers seconded and the motion passed.
 - 3.4. Consideration, discussion and possible action on expending 2013 Certificate of Obligation bond funds to extend dark fiber into the Bastrop Business and Industrial Park. Mr. Kirkpatrick explained that extending dark fiber into the Park is a selling feature and another tool to market Bastrop for new businesses. Mr. Kirkpatrick said that although the EDC has agreed to cover the maintenance costs until September 2018, the cost will decrease as new users come onboard, and by September 2018 the EDC would no longer need to pay the maintenance costs. Mayor Kesselus made the motion to approve the Executive Director entering into an agreement with FiberLight to extend fiber trunk mains and provide for maintenance until September 2018 in an amount not to exceed \$154,800, utilizing 2013 Certificate of Obligation bond funds. Mr. Plunkett seconded and the motion passed.
 - 3.5. **Workshop Session:** The Bastrop EDC Board of Directors conducted a workshop session with Alysia Cook of Opportunity Strategies to set three to five year goals, metrics, and known performance indicators for the Bastrop EDC. Ms. Cook spent the day interviewing various business owners, property owners and stakeholders to learn the public perception of the EDC. Interviewees were asked what the EDC does well and what can be done better. Ms. Cook explained this workshop session will be an abbreviated strategic planning session, looking at what is important for the next three to five years. The Board Members participated in a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis, listing 10 to 15 items

in each category. After the SWOT Analysis was completed, Ms. Cook led the Board Members to identify six categories of goals. These were business retention and expansion, workforce development, primary job creation, EDC involvement with housing solutions, further development of the Bastrop brand, and improving communication, both internally and externally. Ms. Cook will take the information she gathered and will return in April for a three-hour workshop to present her findings and assist with developing which goals, metrics and performance indicators the EDC should be using for the next three to five years.

- 3.6. Requests from Board of Directors for future agenda items. There were no agenda item requests.

4. EXECUTIVE SESSION

- 4.1. At 7:37 p.m., Ms. Koch convened the Bastrop EDC Board of Directors into a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following:
 - (1) **Section 551.072** – Deliberation about the purchase, exchange, lease, or value of real property: 921 Main Street, ‘iPilot’, and/or ‘Sinkhole’.
 - (2) **Section 551.087** – Deliberation regarding economic development negotiations: Projects ‘Apothecary II’, ‘Big Ben’, ‘Valley Stays’, ‘Goat Farm’, ‘Hot Market’, ‘iPilot’ and/or ‘Curious George’.
 - (3) **Section 551.074** – Personnel Matters – Executive Director’s Review
- 4.2. At 8:21 p.m., the Bastrop EDC Board of Directors reconvened into open session to discuss, consider and/or take any action necessary related to the executive sessions noted herein. No further action was taken.

5. ADJOURNMENT – Board Vice-Chair Kristi Koch adjourned the meeting at 8:22 p.m.