

**Athens Economic Development Corporation  
Board of Directors Meeting  
Minutes for July 17, 2018**

The Board of Directors of the Athens Economic Development Corporation (hereafter referred to as AEDC) held a Board Meeting at 9:00 A.M. on Tuesday, July 17, 2018, in the Derek D. Daniels Room of the Athens Partnership Center located at 201 W. Corsicana Street, Athens, Texas.

Directors present: Jeaneane Lilly, Carmen Hunt, Cliff Barrett, and Randy Jones

Directors absent: John Trent, Will Traxson and Cliff Bomer

Ex-Officio: Monte Montgomery, Mayor, City of Athens

Staff present: Lisa Denton, Sherri Skeeters and Dede Sims

Guests: Lorie Vincent-ACCELERATION by Design and Joel Soape-EDsuite

**Call to Order**

The meeting was called to order at 9:02 A.M. by President Jeaneane Lilly for all agenda items. A quorum was present.

**Citizen Comments**

None

**Declaration of Conflict of Interest**

None

**Consent Agenda:**

- A. Approval of Minutes from AEDC Board Meeting June 19, 2018**
- B. Approval of Minutes from AEDC Special Board Meeting June 28, 2018**
- C. Approval of June 2018 financial summary**

Randy Jones made a motion to approve the consent agenda. Carmen Hunt seconded the motion and motion carried 4-0.

**Consider discussion and possible action on the following items associated with AEDC finances:**

- A. Renewal of CD with First State Bank

Cliff Barrett made a motion to renew the \$1,000,000 CD at First State Bank for a one year term, with the understanding that this CD will be held as collateral on the note to be used for renovations at 1704 Enterprise St. The interest rate will be 1%, so long as financing is held against it at a 3% rate. Carmen Hunt seconded and motion passed 4-0.

## B. Finance Committee

AEDC's Investment Policy calls for the finance committee to meet yearly in August. The committee is comprised of the President, Treasurer and an appointed board member. President Lilly appointed Randy Jones to serve, along with her and Cliff Barrett. Staff will set a date in August for the group to meet and review the policy for the upcoming budget year.

## C. FY 2018-19 Draft Budget

Those in attendance were presented with copies of the draft budget. Staff is still compiling updated amounts for items such as dues, licenses, etc. The budget will need to be approved at the August meeting, for final approval by City Council in September. There is a need for a joint meeting with council to discuss other budgetary items, such as retail development and the airport. Staff will work on setting up a meeting date. The draft budget has been sent out via Google docs for further review.

### **Consider discussion and possible action on the following items associated with AEDC owned property.**

#### A. Mowing update

Staff is collecting proposals for mowing of AEDC owned properties, as the City cannot handle the additional load, as originally proposed last year.

#### B. Athens Industrial Park

##### 1. Engineering & Design update for Prosperity Dr.

Elizabeth Borstad has reviewed the plans and has forwarded to Randy Williams for utility review. Stantec has been paid for 90% of the approved project. The balance will be held until plans are fully approved.

##### 2. Texas Capital Fund Application

Gary Traylor, with Traylor & Associates, has emailed the state to determine the best method for reapplying for the previously awarded project. Staff will continue to work on this and update the board.

##### 3. 1702 Enterprise A/C

One of the compressors is out on an original unit in the 1702 facility, which was discovered as Biomerics was moving into the space. Staff presented a proposal from Roy's A/C, which is the company Biomerics is using for all A/C work.

Carmen Hunt made a motion, seconded by Cliff Barrett, to approve the replacement of this unit, with an American Standard 16 SEER 5 Ton Heat Pump, in an amount of \$6,489. Motion carried 4-0.

#### C. AEDC storage facility

##### 1. Relocation plan

AEDC has a long term lease with the City on a storage facility located on Pinkerton, next to the police station. Currently, there is no need for this space, and it would benefit the city for storage for The Texan furnishings. Staff is working on moving out of the space, and will be terminating the lease. There is also a lease that will need to be terminated with Light up Athens, which is to be picked up by the City for the remaining space in the facility.

**Consider discussion and possible action regarding Business Assistance Grant with Athens Trailer & Truck**

During the first round of applications, a grant was approved for Athens Trailer & Truck for a pole sign at their facility on 175W. The company is requesting the grant be amended to allow for building signage, in lieu of the pole sign, due to the cost of an adequately sized sign.

Randy Jones made a motion to approve an amendment to the BAG project with Athens Trailer & Truck, to allow for building signage, so long as it meets the City’s permit requirements, and reduce the grant to a maximum of \$2,500. Cliff Barrett seconded and motion passed 4-0.

**Update on purchase of real property located at 1000 W Corsicana**

Lisa Denton reported that HVAC Manufacturing will be closing on the property on Monday, July 23<sup>rd</sup>. The Phase I ESA was clear, and HVAC has reimbursed AEDC for the cost of the report. A title survey was also required, which has been billed for reimbursement.

**Consider entering into Executive Session according to TEXAS GOVERNMENT CODE Chapter 551 to discuss the following:**

At 10:03 A.M., President Lilly announced that the board would enter into Executive Session pursuant to the provisions of the TEXAS GOVERNMENT CODE Chapter 551, in accordance with the authority contained in the following sections:

- A. Section 551.087 - Deliberation regarding Economic Development Negotiations with the following prospects:
 

Prospect #1566	Prospect #1705
Prospect #1571	Prospect #1716
Prospect #1641	

The board reconvened into Open Session at 12:17 P.M.

**Consider discussion and possible action on items discussed under Agenda Item 10**

No action taken

**Consider discussion and possible action on the following items associated with AEDC marketing program:**

A. Marketing metrics, as presented by Sherri Skeeters  
Sherri Skeeters gave an update on AEDC’s marketing metrics, as requested at the last meeting.

B. Testimonial Videos  
The recently completed Argon testimonial video was presented to the group. The group revisited the original plan of producing up to three videos to use in digital marketing efforts.

Cliff Barrett made a motion, seconded by Carmen Hunt, to move forward with another two testimonial videos, utilizing the same videographer, in the amount of \$750 per video, plus music licensing costs of \$50. Motion carried 4-0.

C. Presentations from the following marketing agencies:

1. ACCELERATION by Design LLC
2. EDsuite

Presentations focused on marketing and branding strategies of both companies. A third presenter had pulled herself from consideration, due to a work promotion that would limit her ability to take on an additional project. Her proposal was included with the others for comparison.

D. Proposals for marketing and branding services

Due to only having a quorum present, there was no action taken on this item. It will be brought back to the board at the next meeting.

With no further business remaining, the meeting was adjourned at 1:49 P.M.

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Carmen Hunt, Secretary

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Jeaneane Lilly, President