



The City of Liberty Hill

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LHEDC BOARD OF DIRECTORS' REGULAR MEETING MINUTES

THURSDAY – August 22, 2018 – 5:00 PM

Council Chambers - 2801 Ranch Road 1869

CALL TO ORDER

Liberty Hill Economic Development Corporation Board of Directors' meeting was called to order at 5:03 PM by Bill Chapman - President. Invocation was given by Johnny Johnston followed by reciting the Pledge of Allegiance and Texas Pledge. **Members Present:** Bill Chapman; Johnny Johnston; Eric Bailey; Chad Pirtle; and Jack Harkrider. Quorum was met. **Staff Present:** Lance Dean; Barbara Zwernemann; and Michel Sorrell.

PUBLIC HEARING

Public Hearing #1

Bill Chapman – EDC President opened the Public Hearing at 5:03 PM and closed the Hearing at 5:04 PM. **NOTICE OF AN ECONOMIC DEVELOPMENT PROJECT – DEMOLITION PROGRAM:** The public is hereby notified that the City of Liberty Hill Economic Development Corporation, a Type B Economic Development Corporation, (“LHEDC”) intends to continue an economic development project through FY 2018 – 2019, ending 10-1-2019. The project is a Demolition Program for assistance related to commercial properties in which the LHEDC will reimburse owners of eligible commercial properties up to 50% of costs or \$5,000 for demolition of substandard structures on such properties. The purpose of the program is to encourage businesses, developers and individuals to demolish substandard structures to allow for future development and community quality of life improvements. Commercial properties located inside the City limits are eligible. The estimated amount to be paid by the LHEDC for this project is \$25,000, although this amount may be subject to revision in the future.

Public Hearing #2

Bill Chapman opened the Public Hearing at 5:04 PM and closed the Hearing at 5:05 PM. **NOTICE OF AN ECONOMIC DEVELOPMENT PROJECT – DOWNTOWN FAÇADE & SIGN MATCHING GRANT PROGRAM:** The public is hereby notified that the City of Liberty Hill Economic Development Corporation - Type B Economic Development Corporation, (“LHEDC”) intends to continue this economic development project through FY 2018 – 2019, ending 10-1-2019. The project is a Downtown Façade & Sign Grant in which LHEDC will reimburse eligible businesses up to \$5,000 in its Façade Matching Grant Programs for façade renovation as outlined in the Application and / or LHEDC will reimburse eligible businesses up to \$500 in its Sign Matching Grant Program for work on signs as outlined in the Application. The program provides matching Façade & Sign Grant Funds to downtown Liberty Hill non-residential property owners on Ranch Road 1869 from State Highway 29 to all of Loop 332 and from State Highway 29 to Barton Street behind Parker's Grocery Store in support of revitalization on a case-by-case basis. The estimated amount to be paid by LHEDC for this

project is \$25,000; this amount may be subject to change in the future.

Public Hearing #3

The Public Hearing opened at 5:05 PM and closed the Hearing at 5:07 PM. **NOTICE OF AN ECONOMIC DEVELOPMENT PROJECT – SIGN GRANT PROGRAM:** The public is hereby notified that the City of Liberty Hill Economic Development Corporation - Type B Economic Development Corporation, (“LHEDC”) intends to continue this economic development project through FY 2018 – 2019, ending 10-1-2019. The project is a Sign Grant Program in which LHEDC will reimburse eligible businesses up to 50% of costs or \$5,000 for new street facing sign installations and abandoned and illegal sign removal. The program is applicable to street facing signage of income-producing non-residential businesses along Highway 29, from Liberty Hill High School to Ronald Reagan Blvd., Ranch Road 1869 from Highway 29 to Highway 183, and Highway 183 from Ranch Road 1869 South to Mourning Dove; other properties will be considered on a case-by-case basis. The estimated amount to be paid by the LHEDC for this project is \$25,000, although this amount may be subject to revision in the future.

Public Hearing #4

The President opened the Public Hearing at 5:07 PM and closed the Hearing at 5:09 PM. **NOTICE OF ECONOMIC DEVELOPMENT PROJECT – BUSINESS INCENTIVE PROGRAM:** The public is hereby notified that the City of Liberty Hill Economic Development Corporation - Type B Economic Development Corporation, (LHEDC) intends to undertake an economic development project in FY 2018 – 2019, ending 10-1-2019. The project is a Business Incentive Program in which LHEDC will reimburse eligible participants within the City of Liberty Hill and its extraterritorial jurisdiction (ETJ) for City permits and fees on eligible capital investment projects in amounts up to \$20,000, and partial salary reimbursement for eligible new jobs created at \$500 per position with a maximum of \$5,000. Every incentive approved must meet the requirement that it will promote new or expanded business enterprise within the City of Liberty Hill or its ETJ and will benefit the City of Liberty Hill. The estimated amount to be paid by the LHEDC for this project is \$50,000, although this amount is subject to future revision.

REGULAR AGENDA

Discuss and Consider Action on appointment of an Interim Vice President for the LHEDC Board due to the resignation / relocation of John Clark who was formerly EDC Vice President. The President opened the floor for nominations. OUTCOME: On motion by Chad Pirtle and second by Eric Bailey, Johnny Johnston was nominated for Interim Vice President of LHEDC. On further motion by Jack Harkrider and second by Eric Bailey, nominations ceased. **Motion passed on vote of 5 AYES, 0 NAYS, and 0 ABSTENTIONS.**

Discuss and Consider appointing a Nominating Committee to consider candidates to fill the vacancy on the Board and make recommendations to the LHEDC Board as a whole. OUTCOME: The President stated he would like to appoint himself, Johnny Johnston, and Jamie Etzkorn as Nominating Committee. On motion by Johnny Johnston and second by Jack Harkrider, the Board appointed Bill Chapman, Johnny Johnston, and Jamie Etzkorn to serve as the Nominating Committee. **Motion passed on vote of 5 AYES, 0 NAYS, and 0 ABSTENTIONS.**

Discuss and Consider action regarding approval of the FY 2018-2019 Liberty Hill Economic Development Corporation Annual Budget to fund Economic Development Corporation projects, programs, and expenses. OUTCOME: Michel Sorrell – Finance Director presented, stating only a few things have changed per the Board’s most recent direction.

- CIP line items reduced from \$50,000 to \$25,000
- Drainage reduced from \$50,000 to \$0
- Transportation / Parking Lot reduced from \$50,000 to \$25,000

At the City Council budget workshop held on August 20th, they were informed of changes EDC intended to make.

Bill Chapman stated that he and Johnny Johnston went line by line on the budget prior to the meeting. The consensus was that if EDC continues to pay out more than they are taking in they will soon be at zero.

Michel Sorrell stated sales tax receipts jumped significantly, and she is researching this anomaly. The prior period’s collections were \$50,000 more than usual. On motion by Jack Harkrider and second by Johnny Johnston, LHEDC approved presenting the current EDC budget to City Council for their approval. **Motion passed on vote of 5 AYES, 0 NAYS, and 0 ABSTENTIONS.**

Discuss and Consider a Sponsorship Application submitted by the Sculpture Festival Committee for request to sponsor the downtown evening event for the 2018 Sculpture Festival on October 13th in the amount of \$5,000. OUTCOME: Nancy Marasco – Volunteer, Festival Committee provided the board with a document listing three proposed projects they might sponsor.

- Two billboards advertising the festival @ \$2,500 each
- Tents, tables, chairs, linens, and port-a-potties @ \$5,000
- Advertising in magazines, newspapers, flyers, and supplies for hands-on art projects for children and t-shirts (with advertising on back) for event @ \$5,000

The billboard that will be in Georgetown receives 285,600 views / week in traffic. The billboard that will be in Leander receives 38,016 views / week in traffic. Each billboard costs \$2,500.00. There is an additional \$1,008 in production costs per billboard that the Festival Committee will be picking up. Billboards will run for one month from September 13 – October 13, 2018. It is believed that with proper advertising, attendance could be at 2,500. The group is aggressively pursuing more businesses to sponsor and assist. The festival will be featured on “Live on Austin 512” TV. The Guardian Sculpture will be featured and serve as a focal point. The festival will be featured in *Texas Monthly* and *Texas Co-Op Power Magazine*. The committee is working out the logistics and parking.

Johnny Johnston – Secretary stated that receipts must be provided for reimbursement and if the billboards do not work out, the festival would have to return the funds. EDC is accountable to taxpayers and needs receipts for reimbursements for all sponsorships. Bill Chapman encouraged conducting some of the festival downtown. The high school’s culinary department will be doing food preparation. A local restaurant will make “Guardian” burgers with \$1 of the cost going back to the festival.

Johnny Johnston asked Lance Dean – Executive Director of LHEDC if there were any issues in supporting one or more of the options presented; there were none. On motion by Eric Bailey and second by Jack Harkrider, the LHEDC approved a donation of up to \$5,000 to the Sculpture Festival committee for the rental of two billboards as presented in the Sculpture Festival Proposal by Ms. Nancy Marasco.

OTHER BUSINESS

The next regular meeting will be Thursday – September 20, 2018 at 5:00 PM.

ADJOURNMENT

On motion by Johnny Johnston and second by Jack Harkrider, the meeting was adjourned at 5:38 PM.

OUTCOME: Motion passed on vote of 5 AYES; 0 NAYS; 0 ABSTENTIONS.

ATTEST:

/s/ Barbara Zwernemann

BARBARA ZWERNEMANN
City Secretary
City of Liberty Hill