



**ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS  
WEDNESDAY - SEPTEMBER 22, 2021 - 3:00 PM  
AGENDA  
2801 Ranch Road 1869  
Liberty Hill, Texas**

<b>John Clark</b> <b>Jamie Etzkorn</b> <b>Adrienne Hughes</b>	<b>Eric Bailey</b> <b>Michael Helbing</b> <b>Demetrice Gonzalez</b>
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**1) CALL TO ORDER**

**a) Establish Quorum**

**b) Invocation**

**c) Pledge of Allegiance**

"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with Liberty and Justice for all."

**d) Texas Pledge**

"Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible."

**2) PUBLIC COMMENTS**

Public comments related to posted agenda items are welcome by the LHEDC Board. Individuals who wish to speak must complete a Public Comment Form and present the form to the City Secretary before the meeting is called to order. Individuals will be allowed to speak up to three (3) minutes on a posted agenda item. Alternatively, Public Comments related to posted agenda items may be submitted by email to [nsawyer@libertyhilltx.gov](mailto:nsawyer@libertyhilltx.gov) before 3:00 PM the day of the meeting for comments to be read at the 5:00 PM meeting by the City Secretary.

**3) BOARD OPENING COMMENTS**

**4) EXECUTIVE DIRECTOR'S UPDATE**

**5) TREASURER'S REPORT**

Treasurer will provide a financial update for the corporation.

**6) REGULAR AGENDA**

- a) Discuss and consider approval of minutes of the Economic Development Corporation meeting held June 16, 2021.
- b) Discuss and consider approval of minutes of the Economic Development Corporation meeting held August 18, 2021.
- c) Update on Sales Tax status. Presented by Matt Powell
- d) Update and discussion on upcoming conferences and classes. Presented by Matt Powell
- e) Discuss and consider appointment of director to the Liberty Hill Economic Development Corporation for a two-year term effective October 1, 2021 and expiring September 30, 2023. Presented by Matt Powell.
- f) Discussion and possible action on incentive programs. Presented by Matt Powell.
- g) Discuss and consider recommending adoption of the Fiscal Year 2021-2022 Budget to the Liberty Hill City Council. Presented by Matt Powell.
- h) Discussion and possible action on sponsorship budget for Fiscal Year 2021 - 2022. Presented by Matt Powell.
- i) Discussions and possible action on election of Officers for the Liberty Hill Economic Development Corporation Board of Directors for the period October 1, 2021 through September 30, 2022.
  - President
  - Vice President
  - Treasurer
  - Secretary
- j) Discussion and possible action to set a date for an EDC budget workshop. Presented by Matt Powell.
- k) Discuss and consider LHEDC event. Presented by Matt Powell.
- l) Discuss and consider a Shop Local Campaign. Presented by Matt Powell.

**7) CONVENE TO EXECUTIVE SESSION**

The LHEDC Board President will convene the EDC Board to Executive Session pursuant to Texas Government Code §551.071 - Consultation with Legal Counsel and Texas Government Code §551.087 - Economic Development Negotiations. No action will be taken in Executive Session.

- a) Update and review of Economic Development Projects:
  - Project Cutis
  - Project Smoke
  - Project Silver
  - Project W2

**8) RECONVENE – REGULAR SESSION**

The LHEDC Board President will reconvene the EDC Board to Regular Session following Consultation with Legal Counsel pursuant to Texas Government Code §551.071 and Texas Government Code §551.087 – Economic Development Negotiations. Council will entertain discussion related to the matters outlined below.

- a) Update and review of Economic Development Projects:
  - Project Cutis
  - Project Smoke
  - Project Silver
  - Project W2

**9) OTHER BUSINESS**

**10) BOARD CLOSING COMMENTS**

**11) ADJOURNMENT**

**Mission Statement Help Liberty Hill prosper by facilitating positive, healthy, and self-sustaining growth. Vision Statement A prosperous, charming, lifetime destination. Core Values Integrity, Transparency, Sustainability, Partnership, Community First, Engagement, Accountability**

**The City Council, Boards, and Commissions reserve the right to reconvene, recess, realign, change the order of business, or adjourn into Executive Session at any time during the course of the meeting, prior to adjournment, to discuss any item listed above, as authorized by Texas Government Code Section §551.071 (Consultation with Attorney), §551.072 (Deliberations about Real Property), §551.073 (Deliberations about Gifts and Donations), §551.074 (Personnel Matters), §551.076 (Deliberations about Security Devices), and §551.087 (Development). In compliance with the Americans with Disabilities Act, the City of Liberty Hill will provide reasonable accommodation for persons attending meetings. To better serve you, requests need to be received 48 hours prior to the meeting. Contact the City Secretary at 512-778-5449 – Extension 112.**

**POSTING CERTIFICATION: I, NANCY SAWYER – CITY SECRETARY – CITY OF LIBERTY HILL** certify that the attached notice of meeting was duly posted on the bulletin board at Council Chambers located at 2801 Ranch Road 1869 in Liberty Hill, Texas and on the City website ([www.libertyhilltx.gov](http://www.libertyhilltx.gov)) on the 17th day of September 2021 at 4:40 PM. Nancy Sawyer – City Secretary. *nbs*

**REMOVAL CERTIFICATION: I NANCY SAWYER – CITY SECRETARY – CITY OF LIBERTY HILL** certify that the attached notice of meeting was removed from the bulletin board at Municipal Court / Council Chambers located at 2801 Ranch Road 1869 in Liberty Hill, Texas on the \_\_\_\_\_ day of \_\_\_\_\_, 2021 at \_\_\_\_\_. INITIALS \_\_\_\_\_



**ECONOMIC DEVELOPMENT  
CORPORATION ECONOMIC  
DEVELOPMENT CORPORATION BOARD OF  
DIRECTORS**

**WEDNESDAY - SEPTEMBER 22, 2021  
2801 Ranch Road 1869 - Liberty Hill**

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**AGENDA ITEM 6.a**

**Discuss and consider approval of minutes of the Economic Development Corporation meeting held  
June 16, 2021.**



**LIBERTY HILL**  
.....  
F R E E D O M T O G R O W

**LIBERTY HILL EDC BOARD OF DIRECTORS  
MINUTES**

WEDNESDAY – June 16, 2021 – 5:00 PM  
2801 Ranch Road 1869  
Liberty Hill, Texas

John Johnston - President

Eric Bailey – Treasurer

Michael Helbing– Director

\_\_\_\_\_ – Director

John Clark – Vice President

Jamie Etzkorn – Secretary

Adrienne Hughes – Director

**CALL TO ORDER**

Johnny Johnston, LHEDC Board President called the meeting to order at 5:00 PM. Invocation was given by John Clark, followed by the Pledge of Allegiance and Texas Pledge.

**BOARD OPENING COMMENTS**

Directors in attendance were Johnny Johnston, John Clark, Jamie Etzkorn, Eric Bailey, Michael Helbing, and Adrienne Hughes. A quorum was established.

**PUBLIC COMMENTS**

There were no public comments.

**BOARD OPENING COMMENTS**

None.

**TREASURER'S REPORT**

Eric Bailey addressed the Board of Directors reporting April 2021 sales tax revenue was \$215,313.

**REGULAR AGENDA**

DISCUSS AND CONSIDER ACTION ON APPOINTMENT TO THE LHEDC BOARD OF DIRECTORS.

This item was tabled for Executive Session

DISCUSSION OF DATES FOR A JOINT MEETING WITH THE CITY COUNCIL AND/OR THE PLANNING AND ZONING COMMISSION.

Matt Powell presented to the Board stating the Council has requested a joint meeting, with the possibility of adding the Planning and Zoning Commission to that joint meeting. He stated he will work with the City Secretary on potential dates and times.

DISCUSSION OF DATES FOR A COMMUNITY BUSINESS PRESENTATION.

Matt Powell presented stating at the retreat, EDC members expressed a desire to have a quarterly business presentation. The first speaker will be County Commissioner Long. The directors discussed and the consensus was for Tuesday mornings. President Johnston offered his patio at Dahlia's Restaurant.

President Johnston stated Mr. Powell will be speaking at the next Chamber of Commerce Lunch and Learn.

DISCUSSION AND POSSIBLE ACTION ON REVISED INCENTIVE PROGRAMS.

Matt Powell addressed the directors stating Council had deferred action due to a few questions on the programs with the directive to set up a joint meeting on them. Mr. Powell stated there are three businesses currently interested in the programs, and the online application is set up once final changes are made.

EXECUTIVE DIRECTOR'S UPDATE

Matt Powell addressed the Board of Directors stating Sales Tax updates will be provided at every meeting. The local economy seems to be doing what it should be doing. McCoy's grand opening was today. A budget meeting will be held soon.

EXECUTIVE SESSION

The Board convened to Executive Session at 5:17 pm for Consultation with Legal Counsel on the following items or any posted agenda item pursuant to Texas Government Code §551.071 (Consultation with Attorney), Section 551.074 (Personnel Matters), and prospects, negotiations or incentive offers pursuant to Texas Government Code §551.087 (Development).

Section 551.087 Deliberation Regarding Economic Development Negotiations

- PROJECT SILVER
- PROJECT W2
- PROJECT APPENDIX

Section 551.074 Personnel Matters

DISCUSS AND CONSIDER ACTION ON APPOINTMENT TO THE LHEDC BOARD OF DIRECTORS.

No action was taken in Executive Session.

RETURN TO REGULAR SESSION

President Johnny Johnston reconvened the Liberty Hill EDC Board of Directors to Regular Session at 6:19 pm following Consultation with Legal Counsel on the following items or any posted agenda item pursuant to Texas Government Code §551.071 (Consultation with Attorney), Section 551.074 (Personnel Matters), and prospects, negotiations or incentive offers pursuant to Texas Government Code §551.087 (Development).

Section 551.087 Deliberation Regarding Economic Development Negotiations

- PROJECT SILVER
- PROJECT W2
- PROJECT APPENDIX

No action was taken.

Section 551.074 Personnel Matters

DISCUSS AND CONSIDER ACTION ON APPOINTMENT TO THE LHEDC BOARD OF DIRECTORS.

No action was taken.

OTHER BUSINESS

Matt Powell stated the meeting will need to be moved. He will contact the EDC to let them know when.

BOARD CLOSING COMMENTS

None.

ADJOURNMENT

OUTCOME: On motion by Jamie Etzkorn and second by Adrienne Hughes, the Liberty Hill Economic Development Corporation Board of Directors meeting was adjourned at 6:22 PM.

Motion passed on vote of 6 ayes, 0 nays, and 0 abstentions.

PASSED AND APPROVED on September 15, 2021 by the Liberty Hill Economic Development Corporation Board of Director on vote of \_\_\_\_\_ AYES, \_\_\_\_\_ NAYS, and \_\_\_\_\_ ABSTENTIONS.

Nancy Sawyer  
City Secretary  
LHEDC Board of Directors





**ECONOMIC DEVELOPMENT  
CORPORATION ECONOMIC  
DEVELOPMENT CORPORATION BOARD OF  
DIRECTORS**

**WEDNESDAY - SEPTEMBER 22, 2021  
2801 Ranch Road 1869 - Liberty Hill**

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**AGENDA ITEM 6.b**

**Discuss and consider approval of minutes of the Economic Development Corporation meeting held  
August 18, 2021.**



ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS

WEDNESDAY - AUGUST 18, 2021 - 5:00 PM

Minutes

2801 Ranch Road 1869  
Liberty Hill, Texas

CALL TO ORDER

Johnny Johnston, LHEDC Board President called the meeting to order at 5:08 P.M. at 2801 Ranch Road 1869 in Liberty Hill, Texas. Invocation was given, followed by the Pledge of Allegiance and Texas Pledge.

EDC BOARD OF DIRECTORS AND EXECUTIVE DIRECTOR PRESENT:

Johnny Johnston, John Clark, Jamie Etkorn, Eric Bailey, Demetrice Gonzalez, and Matt Powell.

PUBLIC COMMENTS

Chris Pezold, 3607 RR 1869, addressed the board regarding Agenda item 6.a. He stated that there are only 183 LUE's left for entire CCM. He said that punching wells, working well sites, and working with the City of Leander are best hope. Mr. Pezold provided the board a document outlining a program he created called Water Wise Program.

Mission Statement: Incentivize new business to Liberty Hill to conserve water by sharing in the initial cost of LUE's and allowing them to stabilize prior to the full cost of LUE's are realized.

Outlined a program for the board to review and consider. Attachment included. He stated that Main Street Social should be the first to begin this program. Public well would be six months down the road. Cost sharing with Leander is a good way to go.

BOARD OPENING COMMENTS.

No Comments

## EXECUTIVE DIRECTOR'S UPDATE

Matt Powell addressed the board and stated that the Semi-annual report will now be given quarterly. He calculates four major deals with Golf Cart King, Heritage Ridge, TexMix, and Higginbotham. The Ad Valorem sales tax after one year looks good. In six years, it should look even better. Proud of the actions the board has taken. Currently do not have access to the sales tax information but working on getting that and the numbers should be good. Matt Powell and Eric Bailey will be meeting with Misti Hancock, Interim Finance Director. to discuss the financials. Further discussion to possibly call a Special Meeting.

Sponsorship opportunities need to be looked at. Rodeo will get a limited amount and a review of unspent dollars should be conducted, currently well under budget. EDC directors that want to go for training should sign up soon. The training is in Fort Worth in October 13-15, 2021, and reservations are required. Matt Powell is going to attend.

## TREASURER'S REPORT

Eric Bailey stated that he and Matt Powell have a meeting Friday to discuss the Budget with the interim finance director Misti Hancock and will give a report at the next meeting. Stated Matt Powell had covered most of his comments in the director comments.

## REGULAR SESSION

### DISCUSS POSSIBLE ACTION ON THE PROPOSED INCENTIVE PROGRAMS

Matt Powell previously discussed two incentive programs but would like to share a third program. LCRA Water Smart Program after review website is up and active. The part of the city receiving Leander water (NOT Georgetown) can participate in a rebate program. Rebates on low flow toilet of \$100.00 for residential customers. Thought of \$100.00 from rebate and possibly offer \$100.00 to those on Georgetown water. Looking for board feedback and possible draft to Council. Want to have programs for everyone and have them explained clearly on the website. Board agreed to move quickly.

### DISCUSSION AND CONSIDER ACTION ON TERMINATING THE \$20,000 GRANT INCENTIVE.

No discussion needed, motion made by Jamie Etzkorn and second by John Clark to terminate the \$20,000 Grant Incentive.

Motion passed on vote of 4 ayes, 0 nays, and 0 abstentions.

### DISCUSSION AND CONSIDER ACTION ON A SIGN GRANT APPLICATION FROM ALLIED STONE.

Property is in the ETJ but does qualify and will be in the city limits at some point in the future.

John Clark made the motion and Eric Bailey second.

Motion passed on vote of 4 ayes and 0 nays, and 0 abstentions

DISCUSSION AND CONSIDER ACTION ON INCENTIVES FOR MAIN STREET SOCIAL.

Matt Powell and John Johnston met with Mr. Prince of Main Street Social and took a tour of the facility. Recommendation to review policy and programs incentivization. Main Street Social should be first on the list. Item was postponed to a future date (no date set).

CONVENE TO EXECUTIVE SESSION

The EDC Board was convened to Executive Session by Johnny Johnston at 5:52 P.M. No action will be taken in Executive Session.

a) Section 551.071 (Consultation with Attorney)

Discussion with attorney regarding the following: Project Cutis

RECONVENE – REGULAR SESSION

The EDC board was reconvened to Regular Session by Johnny Johnston at 6:20 P.M. No action was taken.

a) Section 551.071 (Consultation with Attorney)

Discussion and possible action regarding the following: Project Cutis

Returned to Regular Session at 6:18 and Mayor Liz Branigan swore in Demetrice Gonzalez as the newest EDC board member. All members welcomed Demetrice Gonzalez. President Johnny Johnston took a moment to turn in his resignation as a LHEDC board member due to having purchased property elsewhere. He will be moving from the area. Johnny Johnston then left the building handing the gavel over to John Clark. Demetrice Gonzalez took her seat at the dais.

Discussion and possible action on appointing a board member to the LHEDC.

Discussion to add a new member to fill the recently vacated position left by Johnny Johnston. Brief comments were made regarding two candidates that could be a possible choice for the position, but the matter was for further review by the board to give the newest board member an opportunity to review the applications submitted.

OTHER BUSINESS

Next meeting September 15, at 5:00 PM

ADJOURNMENT

On motion by Jamie Etkorn and a second by Eric Bailey meeting was adjourned at 6:32 pm.

PASSED AND APPROVED on September 15, 2021, by the Liberty Hill Economic Development Corporation Board of Directors on vote of \_\_\_ ayes, \_\_\_ nays, and \_\_\_ abstentions.

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Nancy Sawyer  
City Secretary  
LHEDC Board of Directors



**ECONOMIC DEVELOPMENT  
CORPORATION ECONOMIC  
DEVELOPMENT CORPORATION BOARD OF  
DIRECTORS**

**WEDNESDAY - SEPTEMBER 22, 2021  
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**AGENDA ITEM 6.e**

**Discuss and consider appointment of director to the Liberty Hill Economic Development Corporation for a two-year term effective October 1, 2021 and expiring September 30, 2023. Presented by Matt Powell.**

<b>ID:</b>	443
<b>Date:</b>	2021-06-12 08:49:48
<b>IP:</b>	70.121.101.244
<b>Date of Application</b>	06/12/2021
<b>Email</b>	mack.marsh@gmail.com
<b>Name</b>	Mack Marsh
<b>Street Address</b>	347 Quarry Ln
<b>City</b>	Liberty Hill
<b>State / Province / Region</b>	TX
<b>Postal / Zip Code</b>	78642
<b>Street Address</b>	347 Quarry Ln
<b>City</b>	Liberty Hill
<b>State / Province / Region</b>	TX
<b>Postal / Zip Code</b>	78642
<b>First Choice</b>	Planning & Zoning Commission
<b>Second Choice</b>	Planning & Zoning Commission
<b>Third Choice</b>	Economic Development Corp.
<b>Home Phone</b>	5129819628
<b>Work Phone</b>	
<b>Fax Number</b>	
<b>Occupation</b>	Executive (technology)
<b>Professional and / or Community Activities</b>	CEO-Austin Accessible Technologies, project Manager-Parking Mobility
<b>Have you ever, or do you currently serve on any city boards? If so, please list and indicate dates served:</b>	Not for Liberty Hill. I have served on state advisory boards in the past
<b>Date of Birth</b>	02-02-1968
<b>Signature</b>	Mack J Marsh Jr

Print

## Application for City Boards & Commissions - Submission #1838

Date Submitted: 3/9/2021

### City of Liberty Hill - Application for City Boards & Commissions

Return completed application to City Secretary:

\* 926 Loop 332  
 \* fax to 512-778-5418  
 \* nsawyer@libertyhilltx.gov

For questions, call 512-778-5449.

#### Date of Application

3/9/2021

Applications are kept in the City Secretary's Office for two years from the date the application was received.

#### Name

Tiffany Stillwell

#### Email Address

tiffany@liveinkindness.com

#### Home Address

617 County Road 281

#### City

Leander

#### State

TX

#### Zip Code

78641

#### Mailing Address (if different from Home Address)

#### City

#### State

#### Zip Code

#### Home Phone Number

5124151229

#### Work Phone Number

512-241-1818

#### Fax Number

#### Occupation

VP of Marketing



**Professional and / or Community Activities**

Founding Member, Women of Hope SAFE Austin. Past Service: Hunters Chase HOA; President; RBI Austin, Board Member; Young Women's Alliance, President; Athlos Leadership Academy PTO, President; Ballet Austin BARRE; Homebuilders Association of Austin, Professional Women in Building

**Have you ever, or do you currently serve on any city boards? If so, please list and indicate dates served:**

No

**Ways to serve your City (For complete qualifications, please see City Secretary.)**

**Planning and Zoning Commission:** Five-member board comprised of at least 3 members that reside within the corporate limits of City. Remaining 2 members may reside within the corporate limits of the Liberty Hill Independent School District. At least 1 member must also be a City Council member.

**Parks and Recreation Board:** 5-member board comprised of at least 1 member who resides within the corporate limits of the City and at least 1 member who is also a member of City Council. 4 members may reside within the corporate boundaries of the Liberty Hill Independent School District.

**Economic Development Corporation (separate legal entity):** See bylaws.

**Please indicate your first, second and third preferences.**

**First Choice**

Economic Development Corp. ▼

**Second Choice**

Planning & Zoning Commission ▼

**Third Choice**

-- Select One -- ▼

**Applicants**

As an applicant for a city board or commission, your application is public information and will be available to the press and the public upon request. Incumbents whose terms expire are automatically considered for reappointment unless they indicate non-interest. Applicants may be asked to attend a City Council meeting to be interviewed. I hereby authorize the City of Liberty Hill to investigate my background and qualifications for purposes of evaluating whether I am qualified for the position for which I am applying. I understand that the City of Liberty Hill will utilize an outside firm or firms to assist it in checking such information and I specifically authorize such an investigation by information services and outside entities of the city's choice. I also understand that I may withhold my permission and that in such a case, no investigation will be done, and my application will not be processed further.

**Date of Birth**

02/11/1970

**Signature**

Tiffany Stillwell

**Date of Signature**

3/9/2021

**Date Application Received**

mm/dd/yyyy

**Residence Eligibility Checked**

[Empty box for Residence Eligibility Checked]

**Background check completed on**

mm/dd/yyyy