



LIBERTY HILL

F R E E D O M T O G R O W

LIBERTY HILL EDC BOARD OF DIRECTORS

SPECIAL MEETING MINUTES

WEDNESDAY – JANUARY 6, 2021 – 5:00 PM

Location: Liberty Hill Municipal Court

2801 Ranch Road 1869 - Liberty Hill, TX 78642

John Johnston - President

John Clark – Vice President

Eric Bailey – Director

Jamie Etzkorn – Director

Michael Helbing– Director

Adrienne Hughes – Director

Liz Rundzieher – Director

CALL TO ORDER

John Johnston, LHEDC Board President called the meeting to order at 5:00 PM at 2801 Ranch Road 1869 in Liberty Hill, Texas. Invocation was given, followed by receiving the Pledge of Allegiance and Texas Pledge.

EDC BOARD OF DIRECTORS PRESENT:

John Johnston, John Clark, Eric Bailey (arrived at 5:02), Michael Helbing, Adrienne Hughes, Liz Rundzieher, and Jamie Etzkorn via Zoom.

PUBLIC COMMENTS

There were no public comments.

PUBLIC HEARING

Public Hearing, consideration, and potential action related to an Economic Development Incentive Agreement between the LHEDC and Heritage Ridge Investments, LLC.

Executive Director Matt Powell presented to the Board regarding the agreement previously known to the public as “Project Orange.” He explained that Heritage Ridge Investments, LLC will develop a shopping center of no less than six (6) businesses, along with the development of a hike and bike trail. The LHEDC will be providing an infrastructure grant of \$160,000, under certain stipulations. The developer Mike Beevers also addressed the board, stating that they are about to satisfy their permit requirements and are hoping to break ground with a Starbucks as soon as next week. He also explained that they have been approved for a lift station which will help with drawing big-name public brands into the complex. Board President John Johnston opened the Public Hearing for questions and comments at 5:10 PM. There were no questions or comments. The Public Hearing was closed at 5:11 PM.

Public Hearing, consideration, and potential action related to an Economic Development Performance Agreement between the LHEDC and Golf Cart King, LLC.

Executive Director Matt Powell presented to the Board regarding the agreement previously known to the public as "Project Fore." He explained that Golf Cart King is a company based in Austin which specializes in the assembly of custom golf carts, along with a large mail order business. He summarized to the Board that Golf Cart King (GCK) would be opening with 23 jobs with a plan to grow to roughly 41 jobs by the end of the decade. He shared that he, City Administrator Lacie Hale, and City Attorney Tad Cleaves had toured their office in Austin, and Mr. Powell was pleased to report that it was an incredibly safe and enjoyable environment. Mr. Powell felt GCK would be an excellent employer to bring to Liberty Hill with a summarized maximum of \$300,000 EDC incentives over a 10-year term. Board President John Johnston opened the Public Hearing for questions and comments at 5:17 PM. There were no questions or comments. The Public Hearing was closed at 5:17 PM.

REGULAR SESSION

Consideration and potential action related to an Economic Development Incentive Agreement between the LHEDC and Heritage Ridge Investments, LLC.

President John Johnston moved the Board to regular session to vote on the proposed agreement between the LHEDC and Heritage Ridge Investments, LLC.

OUTCOME: On motion by Liz Rundzieher and second by Eric Bailey, the Board approved the contract, amended to state "no fewer than six businesses" throughout.

Motion passed on vote of 7 ayes, 0 nays, and 0 abstentions

Consideration and potential action related to an Economic Development Performance Agreement between the LHEDC and Golf Cart King, LLC.

Director Jamie Etzkorn called attention to a missing page in the contract given to the Board members, and Mr. Powell then emailed the full document to all the members. City Attorney Tad Cleaves summarized what was present on the missing page, and the Board members agreed they felt comfortable with the summary before moving to a vote.

OUTCOME: On motion by Liz Rundzieher and second by Michael Helbing, the Board approved the contract.

Motion passed on vote of 7 ayes, 0 nays, and 0 abstentions

PUBLIC HEARING

Public Hearing, consideration, and potential action related to an Economic Development Performance Agreement between the LHEDC and Tex-Mix Partners, Ltd.

Before beginning, Director Eric Bailey stepped off the dias at 5:27 PM due to a conflict of interest. Executive Director Matt Powell briefly introduced what was previously known to the public as "Project Rock and Roll," stating that this is the kind of deal Economic Development Corporations want. Eric Bailey addressed the board, explaining Tex-Mix is a privately-owned business looking to relocate its sales and dispatch office for Central Texas to Liberty Hill. President John Johnston opened the Public Hearing for questions and comments at 5:31 PM. Mr. Powell informed the board that Tex-Mix would bring 7-9 highly skilled jobs in the start, with planned growth. The LHEDC and City of Liberty Hill would be responsible for \$5,000,000 maximum in incentives over a 10-year term, with lucrative returns. There were no further questions or comments. The Public Hearing was closed at 5:39 PM.

REGULAR SESSION

Consideration and potential action related to an Economic Development Performance Agreement between the LHEDC and Tex-Mix Partners, Ltd.

President John Johnston moved to regular session in order to vote on this item so that Director Eric Bailey could return to the dias for the remainder of the meeting. Director Jamie Etzkorn drew attention to three items needing amendment in the contract. First, item 2a on page 7 is in reference to Article IV (four), not Article I (one) as currently stated. Second, item g on page 6 needs the insertion of the word "on" to read "...fees on/or before...". Lastly, she called for consistency in regards to representation, as at some points it states something must be done by the Director, whereas others call for the Director and/or the Board. After some discussion, the Board agreed with Ms. Etzkorn's assessments and suggested that for her third comment, the contract be amended to include the Director and/or the Board.

OUTCOME: On motion by Liz Rundzieher and second by Adrienne Hughes, the Board approved the contract with amendments.

Motion passed on vote of 6 ayes, 0 nays, and 1 abstention (Abstention from Eric Bailey due to a conflict of interest.)

BOARD OPENING COMMENTS

President John Johnston stated that the LHEDC appreciates Mayor Branigan being present, and welcomes her to all LHEDC meetings.

TREASURERS REPORT

Eric Bailey addressed the board, informing them that Becky Wilkins, Finance Director, got the annual report filed, so the LHEDC is in good shape with the State. Mr. Bailey stated that money is continuing to flow in, and that Ms. Wilkins is moving appropriately. Given the approvals this evening, Mr. Bailey stated a potential need to look at the agreements and their financial impacts over the next few months. Additionally, Mr. Bailey said that Ms. Wilkins may need to come in to explain the EDC's options to invest their balance. After discussion, the Board decided they would call a meeting with the Finance Director to be attended by Eric Bailey, Liz Rundzieher, John Johnston, and Matt Powell, who would report back to the Board at a future EDC meeting to discuss investment options.

NO ACTION TAKEN

REGULAR AGENDA

Discuss and consider approval of minutes of December 16, 2020 EDC meeting.

OUTCOME: On motion by Liz Rundzieher and second by John Johnston, the minutes were approved.

Motion passed on vote of 6 ayes, 0 nays, and 1 abstentions (Abstention from John Clark, due to his absence at the December 16th meeting.)

Discuss and consider amending the Bylaws of the EDC.

Executive Director Matt Powell informed the Board that currently, the LHEDC bylaws require them to go to Council for approval of all contracts, even those that are financially small or temporary in term. Mr. Powell stated that there had been some Director interest in amending the bylaws so the EDC would only need Council approval for permanent contracts or those over a certain dollar amount. After discussion,

Director Jamie Etzkorn suggested the creation of a bylaws committee to review all EDC Bylaws and bring suggestions back to the EDC Board before presenting a change request to City Council. The Board agreed, and designated Jamie Etzkorn, John Clark, and Liz Rundzieher to act as the EDC Bylaws Committee.

NO ACTION TAKEN

Discuss and consider authorizing the Executive Director of the EDC to enter into a contract with a new data provider for the prospector website.

Executive Director Matt Powell informed the Board that their prospector website, LibertyHillWorks.com, is getting good attention. He reminded the Board that the company that used to oversee data tracking for the website very suddenly went out of business (RealMassive), and that he has found a potential new company to work with, "REsimplifi". Mr. Powell stated his excitement at the prospect of working with REsimplifi, as they will create an algorithm specifically to monitor the Liberty Hill website, rather than using a more general pre-existing system. Additionally, he informed the Board that they are generally more expensive, but in the interest of gaining Liberty Hill's business, REsimplifi is willing to set aside their normal annual charge of \$5,000 to match the fee agreed upon with RealMassive, \$3,500 annually. Mr. Powell informed the Board that should they approve a contract with REsimplifi, data tracking can begin again as soon as next week. Director Liz Rundzieher expressed concern at approving a contract they have not seen, and Mr. Powell reminded them that the contract would also need to be approved by City Council before going into effect. He also suggested they use specific verbiage in their motion, allowing the Executive Director and City Attorney to only accept a contract similar to that which they already had with RealMassive.

OUTCOME: On Motion by John Johnston and second by Eric Bailey, the Board approved the EDC Executive Director and City Attorney to accept a contract with REsimplifi if it is basically the same as the contract with RealMassive with no major revisions.

Motion passed on vote of 7 ayes, 0 nays, and 0 abstentions

EXECUTIVE DIRECTOR'S UPDATE

Matt Powell, EDC Executive Director addressed the Board, thanking them for making him the EDC Director. He stated that this was a momentous night, a sort of "Mt. Rushmore" for the LHEDC, and that this type of growth and potential revenue is exactly what he wants to bring to Liberty Hill. Mr. Powell also informed the Board that the Prospector Website has gotten good reviews from commercial people, and that he will be tentatively acting as a speaker at a commercial broker event in February.

OTHER BUSINESS

The next EDC meeting will be held on Wednesday, February 17th

BOARD CLOSING COMMENTS

Vice President John Clark expressed his thanks to Mr. Mike Beevers and Eric Bailey for trusting the EDC and coming to Liberty Hill with their business. Mr. Clark went on to say that he is proud of Matt Powell for burning the midnight oil, protecting and growing Liberty Hill, and that this was a big night, setting precedent for the future.

ADJOURNMENT

OUTCOME: On motion by John Johnston and second by Liz Rundzieher, the Liberty Hill Economic Development Corporation Board of Directors meeting was adjourned at 6:08PM.

Motion passed on vote of 7 ayes, 0 nays, and 0 abstentions.

PASSED AND APPROVED on February 17, 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