



LIBERTY HILL EDC BOARD OF DIRECTORS WORKSHOP MEETING MINUTES

WEDNESDAY – APRIL 8-9, 2021

Location: Liberty Hill Learning and Event Center

John Johnston - President

Eric Bailey – Director

Michael Helbing– Director

John Clark – Vice President

Jamie Etzkorn – Director

Adrienne Hughes – Director

Liz Rundzieher – Director

WORKSHOP – April 8, 2021

Meeting called to order at 12:01 p.m. with Open Meetings Act Training.

Those present were all but Liz Rundzieher.

Took a break after Open Meetings Act.

Resumed workshop with discussion on what Board Members think economic development is.

Members suggested the following:

- Increasing sales tax revenues
- Increasing primary jobs
- Attracting businesses that our citizens want
- Providing incentives where they will do the most good
- Attract new businesses
- Retain and expand existing businesses
- Provide tools for finding properties
- Strategic job creation
- Encourage a business-friendly environment
- Good communications
- Find community-minded businesses
- Be a “think tank that actually does something”
- Host occasional town halls and community presentations
- Consider a First Friday type of event
- Consider reviving the Liberty Hill Festival

Then Member discussed what are our core beliefs and the following were mentioned:

Honesty/integrity
Transparency
Approachable
Positive and responsible growth
Congruent with culture of community
Community communication
Good stewards of public funds
Trustworthy
Accountability to citizens and board
Community first
Partnership
Engagement
Sustainability

The seven selected Core Values were:

Integrity
Transparency
Sustainability
Partnership
Community First
Engagement
Accountability

Board took a break at 2:20 p.m.

Resumed at 2:36 p.m.

The Board began work on the Mission and Vision of the LHEDC. Great discussion took place, and a mission and vision were formed.

Vision: A prosperous, charming, lifetime destination

Mission: Help Liberty Hill prosper by facilitating positive, healthy, and self-sustaining growth.

Took a break at 3:00 p.m.

Resumed at 3:25 p.m.

The Board began to discuss the dynamics of the Board and partnerships that we are involved with and want to be involved with.

Discussion on sharing information with Council because we want to make sure that group dynamics are aligned.

We would like to see a commercial corridor study on Highway 183.

Adjourned the workshop for the day at 4:36 p.m.

WORKSHOP April 9, 2021

Began workshop at 8:08 a.m.

From 8 to 9, the Board discussed incentives programs and how to move forward with the many programs or combining them into one program that Matt will be working on to present to Board.

From 9 to 10, the Board listened to a presentation from the State Comptroller's office on Hotel Occupancy Tax and Freeport Tax.

We also took headshots and a group photo for the website during this time.

Took a break at 10 after the presentation.

Resumed at 10:20 with a presentation of the website by Levi Slayer.

Took break at 11:10 a.m.

11:23 resumed with recap by Matt of entire workshop and discussed our individual Member takeaways from the retreat.

The Board over the course of the weekend suggested the following issues to keep in mind:

- Are we a town or a city? What do each of those mean to our community?
- Be mindful of what can do downtown vs. everywhere else, but also be cautious not to pit the two against each other. They should be complimentary.
- Always remember how we want Liberty Hill to feel.
- Our major nodes should work hard for us. (Seward Junction, Kauffman Loop, etc.)

Jamie moved to adjourn at 11:43 a.m. Eric Seconded. All in Favor

All present on this day except Liz Rundzieher.

PASSED AND APPROVED on July 12, 2021 by the Liberty Hill Economic Development Corporation Board of Director on vote of 6 AYES, 0 NAYS, and 0 ABSTENTIONS.

A handwritten signature in blue ink that reads "Nancy Sawyer". The signature is written in a cursive style and is positioned above a horizontal line.

Nancy Sawyer
City Secretary
LHEDC Board of Directors