



**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 Etzkorn, 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 Etzkorn and a second by Eric Bailey meeting was adjourned at 6:32 pm.

PASSED AND APPROVED on September ~~15~~<sup>22</sup>, 2021, by the Liberty Hill Economic Development Corporation Board of Directors on vote of 5 ayes, 0 nays, and 0 abstentions.

A handwritten signature in blue ink that reads "Nancy Sawyer". The signature is written over a horizontal line.

Nancy Sawyer  
City Secretary  
LHEDC Board of Directors

## **Liberty Hill EDC WaterMatch Program Water Saving Equipment and Practices**

***The purpose of the WaterMatch Program is to encourage water saving practices by commercial water customers in Liberty Hill and its ETJ.***

**What it covers:** Water-saving technology, such as rainwater harvesting, cooling tower recycling, water-efficient toilets, efficient irrigation, and commercial ice machines.

**What it doesn't cover:** As professional water audits are covered 100% by the LCRA WaterSmart Program, no matching funds are available.

**How much it covers:** Additional 50% match of eligible LCRA WaterSmart grants, up to \$10,000. (For example, if a business earns a \$1200 LCRA grant, WaterMatch would grant an additional \$600.)

The **LHEDC WaterMatch Program** is set up as single-payment grant funds to non-residential property owners, and in some situations, tenants.

The annual funding cycle begins October 1st of each year and ends September 30th of the following year in alignment with the City's Fiscal Year. Grants are available on a first-come, first-serve basis until funds for the funding cycle are depleted.

If awarded a WaterMatch grant, any deviation from the approved grant project may result in total or partial withdrawal of the grant.

A WaterMatch Program recipient sign, if requested by the LHEDC Executive Director, must be displayed in the recipient's storefront window for a minimum of one year (beginning on the date the business is open to the public or on the date the grant funds are distributed, whichever is later) to publicly recognize the grant program.

Instructions:

**Submit the Application:** Fill out **WaterMatch** application and sign the agreement form.

**Provide LCRA WaterSmart Documentation:** All grant applications must include a the LCRA WaterSmart award letter and all documentation provided to LCRA. Support documentation and/or informational material needs to be included with the application for review by the LHEDC Board.

**Approval Process & Eligibility:** The approval and eligibility process includes:

a) All **WaterMatch** projects must meet local Standards & Codes, including building and/or other permit requirements.

b) The LHEDC Board of Directors meets monthly and applicants are encouraged to attend.

c) Only completed Applications with all required information will be considered.

d) An Applicant denied a grant by the LHEDC Board is not eligible to re-submit a similar grant application for a minimum of six (6) months from the date the prior Application was declined.

e) Applicants who receive approval by the LHEDC Board must commence construction as described in the application within one hundred and twenty (120) days of the grant being awarded.

f) Applicants must complete construction described in the submitted Application within twelve (12) months of the grant being awarded.

g) If the Applicant is unable to commence construction within one hundred and twenty (120) days of the date granted, or complete construction within twelve (12) months from the date granted, the Applicant must submit a written request for an extension. The extension request **MUST** be made prior to the time limits elapsing. The LHEDC Board is not obligated to allow extensions but may do so for good cause.

h) An extension, if granted, will be for the Terms & Conditions determined exclusively by the LHEDC Board. An extension denial cannot be appealed and will be final.

i) The LHEDC Board shall consider any Application within its discretionary authority to determine what grant amount will be in the best interest of the Grant program.

j) Applicant is required to obtain applicable City permits and approvals for construction, if required.