



Minutes from September 20, 2018 Regular Board Meeting  
Palestine Economic Development Corporation Board of Directors

**Attendance Record:**

Larry Weber, Linda Dickens, Alan Herrington, Linda Dickens, Michael Page, Ben Campbell, Stuart Whitaker and Charles Drane. No absences

**PEDC & City Staff Attending:** Gayle Cooper, Economic Development Director; Greg Laudadio, Assistant Director Economic Development and Main Street Manager; Terry Johnson, Economic Development Coordinator; Mary Raum, Tourism and Marketing Manager; Rachel Nichols, Events Coordinator; and Michael Hornes, City Manager.

A. Regular Meeting – 11:30 am

B. Call to Order: 11:33 am

The Palestine Economic Development Corporation reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed on this agenda as authorized by Texas Government Code Sections 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 and Security Devices) and 551.087 (Economic Development) to wit:

C. Public Comment: - None

D. Introduction of New Board Member: Charles Drane

Larry Weber introduced Charles Drane as new PEDC Board Member, appointed by Mayor Presley.

E. Board Report – An opportunity for members of the Board to relay activities participated in and comments received regarding economic development during the past month.

- Ben Campbell invited everyone to attend the rededication of the Beth Israel Jewish Cemetery that will be held 10-14-18 at 1:30 pm. This is the oldest Jewish Cemetery in Texas.
- The Real Estate Committee Meeting Larry Weber & others attended in September 2018 discussed movement on the Palestine Mall and pad sites. The hospital demolition begins on 10-1-18.
- Senator Cruz was at Old Magnolia recently discussing the importance of voting for your candidates.

F. Consideration and Possible Action Concerning:

Minutes from PEDC Regular Board Meeting conducted on August 16, 2018 – Ben Campbell made motion to accept August 16, 2018 minutes, seconded by Linda Dickens; motion carried.

Financial Report for August 2018 – Alan Herrington made motion to accept August 2018 financials,

seconded by Michael Page; motion carried.

#### G. Staff Reports –

##### Main Street Report – Gayle Cooper

- Terry Johnson completes the Main Street digital newsletter now on a quarterly basis, formerly completed every month. This provides more time to gather interesting pictures and stories about current events on Main Street. You each have a copy of the September 2018 newsletter
- The PEDC staff, along with Michele Herbert-Reyes from Palestine Police Department, have taken over management of the 2018 Hot Pepper Festival that takes place 10-27-18. Rachel Nichols is the primary contact from the PEDC staff for Hot Pepper Festival.
- The Wine Swirl date is 12-08-18 and our team manages this event each year. Linda Dickens and Greg Laudadio are the committee chairs for this event. We plan for 15 to 20 winery participants.
- The September 2018 Report that Greg Laudadio provided shows all the last month's activities.

##### Tourism Report – Mary Raum

- Hotel revenues are up 5.4% over last year, Performing Arts Center bookings continue to climb.
- Social Media has a large spike due to the announcement of Polar Express. Polar Express ticket sales for Texas State Railroad were higher over 2016 by at least 70%. The print advertising for all things TSRR, goes as far as Arizona, Arkansas, Louisiana, and Texas.
- Our digital marketing click thru rate is double the average of other destinations
- Staff provided updates to filming that recently has taken place and/or will be taking place.
- GoBus is operated by East TX Council of Government, and Tourism is working with Go Bus to develop passenger service for the Holiday season and beyond.
- Wine Swirl tickets will be sold through visitpalestine.com website because the site has lots of tracking features.

##### Performing Art Center Report – Rachel Nichols

- The Performing Arts Center is up \$2000 in net revenues over last year.
- Nutcracker tickets are being sold now and Rachel is soliciting sponsorships. September 28<sup>th</sup> is audition date for local performances and September 29<sup>th</sup> is the first practice date. Our department expects to make a profit from this event. Performances are December 20 and 21<sup>st</sup>.

##### Director Report – Gayle Cooper

- PEDC is working on grant for infrastructure for downtown revitalization funds for Main Street. If we get the grant, we will begin with water, sewer, and underground utilities
- PEDC has a total of ten projects moving along well that include retail, housing and manufacturing in Palestine.
- The City budget moves to City Council for approval vote on September 24<sup>th</sup>. The PEDC budget is included in that overall budget.
- The PEDC Board is requested to be at the 10-01-18 for the 9 am demolition of the Old Memorial Hospital building.
- A copy of the Downtown Matching Fund Grant Application is available for your review. The application is concise and will go to our attorney for approval. The grant applicants will not receive a matching fund grant higher than \$75,000, and that applicant must invest \$75,000 or more to receive our maximum dollar amount. There is a \$250,000 grant money funding cap for 2018-2019. PEDC will add a section for non-profits that qualify for downtown building fund grants.
- Ben Campbell will review our Willow Creek Business Park umbrella insurance policy and report findings to Gayle Cooper.

- H. Consideration and Possible Action Concerning: Appointment of Gary Traylor & Associates as grant administrator for a Community Development Block Grant (CDBG) Infrastructure Grant application. The Traylor group has administered other grants for the City in the past and was the sole respondent to call for proposals. Cost of \$25,000-\$34,000 will be charged only if we are named as recipients. We are applying for \$250,000 to match our \$250,000 allocated in the 2018-19 budget.

A motion was made by Ben Campbell to appoint Gary Traylor & Associates as grant administrator and approve from \$25,000 - \$34,000 grant writing funds for Traylor & Associates should CDGB grant be awarded for downtown revitalization of infrastructure; motion seconded by Michael Page; motion carried.

- I. Consideration and Possible Action Concerning: Signatory changes for Prosperity Bank account(s).

A motion was made by Larry Weber and seconded by Alan Herrington to require two signatures on all PEDC checks, one signature from city staff and one signature from PEDC Board. Motion carried. Alan Herrington and Gayle Cooper will be added to the signatory list, and those already on the signatory list will remain and they include: Larry Weber, Mike Hornes, and Teresa Herrera. The requirement that one signature be a Board member will require a Bylaw Amendment which Gayle Cooper will draft for the next PEDC Board meeting.

- J. Consideration and Possible Action Concerning: FY 2018-19 Amended Budget Approval

At August 2018 meeting, the PEDC Board approved a deficit of \$502,694 for budget year 2018-2019. Some fees were missed from our loan, approximately \$500 to \$750. Also, Economic Development has never paid the City of Palestine for their administrative services. There is a bill for \$45,000 that EDC needs to pay city for 2017-2018 services. Alan Herrington made motion for amended 2018-2019 budget of \$50,000 to pay for city administration fees and additional loan fees; seconded by Ben Campbell; and motion carried.

- K. Closed Session – The Board will retire into executive session pursuant to the provisions of Texas Government Code. In accordance with the authority contained in Section 551.071 (consultation with Attorney), 551.074 (Regarding personnel matters), 551.072 (Deliberations regarding personnel matters) and 55.087 (Deliberations regarding economic development).

Executive Session began at 12:55 pm

- L. Reconvene into Regular Session at 2:13 pm

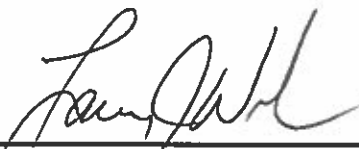
**TAKE ACTION FROM EXECUTIVE SESSION:** A motion was made by Ben Campbell; seconded by Linda Dickens to conduct an email vote including dollar amount on Project Overlook.

**TAKE ACTION FROM EXECUTIVE SESSION:** A motion was made by Charles Drane; seconded by Michael Page; motion carried to email their vote to Gayle Cooper when she provides the final dollar amount requested by new apartment complex investor and developer.

- M. Adjourn – Meeting was adjourned at 2:16 pm.

Larry Weber, Board President  
Alan Herrington, Board Vice President  
Linda Dickens

Michael Page  
Ben Campbell  
Stuart Whitaker  
Charles Drane



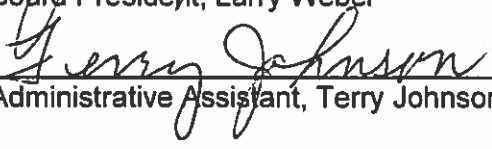
11-15-18 1:05 p

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PEDC Board President, Larry Weber

Date

Time



11-15-18

1:05 PM

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PEDC Administrative Assistant, Terry Johnson

Date

Time