



Minutes from March 21, 2019 Regular Board Meeting
Palestine Economic Development Corporation Board of Directors

Attendance Record:

Larry Weber, Alan Herrington, Charles Drane, Linda Dickens and Michael Page.

PEDC & City Staff Attending: Gayle Cooper, Economic Development Director; Terry Johnson, Economic Development Project Manager; Mary Raum, Tourism and Marketing Manager; Rachel Nichols, Events Coordinator; Jim Mahoney, Finance Director; and Teresa Herrera, City Secretary.

A. Regular Meeting – 11:30 am

B. Call to Order: 11:35 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. Establishment of Quorum: Quorum met with five of seven PEDC Board members present. Ben Campbell and Stuart Whitaker were absent.

D. Public Comment: - None

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.

- There was Children's Art Exhibit at The Carnegie Library with over 170 local student entries per Charles Drane.
- The dogwood trees are in bloom in Davey Dogwood Park. PEDC allocated funding for tree seedlings three years ago per Larry Weber. Our three-weekend celebration begins this coming weekend with the 81st year of our Dogwood Festival.

F. Consideration and Possible Action Concerning:

Minutes from PEDC Regular Board Meeting conducted on February 28, 2019 – Alan Herrington made motion to accept minutes, seconded by Linda Dickens; motion carried.

Financial Reports for February 2019 – The motion to approve February 2019 financials made by Michael Page; seconded by Linda Dickens; motion carried.

G. Directors Report

Training for Main Street by Sarah O'Brian – Sarah O'Brien retired from the Bastrop, Texas Main Street position and now has her own consulting firm for Main Street Programs. Sarah will be in Palestine for a three-day scheduled training for new Main Street Manager and other PEDC staff.

Preparation of Budget/Strategic Plan – The PEDC Board members are invited to our strategic planning meeting that will take place after the Main Street training. Gayle is formulating the strategic plan around the budget.

Update of projects – Our first downtown building project is underway, the Sloan Schuffler project at 710

West Oak Street. All funds for downtown projects will likely be spoken for by end of this fiscal year.

Old Memorial Hospital project – It will be approximately two more weeks before all the back filling of dirt takes place on the project. Councilwoman Goolsby asked for research on the value of housing projects as an economic development incentive. Research information was provided.

Palestine Mall – Edge Realty will be the City's real estate broker. Board President was impressed that their budget included demolition. Edge Realty has a fantastic marketing department and all Real Estate Committee Board members felt Edge Realty would do the best job for Palestine.

Project Potter -- nothing new to report

Channel 11 News – Channel 11 News interviewed PEDC about the tiny houses being built in the Westwood area. The programming will showcase the fact that Palestine is building homes for everyone. The newscaster was impressed with Palestine and Willow Creek Business Park. We don't know when the TV spot will air.

Consideration of downtown office space – Tabled until next meeting

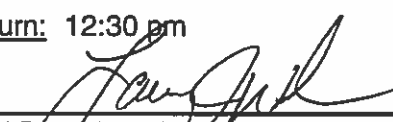
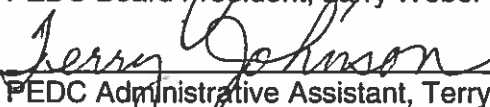
- H. Workforce Development – A report by Dr. Kathy Ray, Chair, regarding progress to date. Dr. Ray retired from PISD after twelve years in school administration. Mayor Presley asked her to chair a Workforce Development Advisory Committee and identify areas to improve and assist the local businesses with their workforce development.

Dr. Ray reported two meetings have been held by the Workforce Development Advisory Group. Two luncheon meetings are planned in late April with our two local school districts, Palestine ISD and Westwood ISD. These two meetings will be the catalyst for school apprentice programs for local high school students. Chuck Eldridge at Palestine Toyota will present his apprentice program to both groups as an example of workforce development and school internship programs in action.

The Workforce Development committee members include Jason Marshall, Chris Kyle, and Larissa Loveless from PISD, Wade Stanford from WISD, Jeff Watson from TVCC, Susan Harris from UT Tyler Palestine Campus, Angelia Snow from Workforce Solutions East Texas, Gayle Cooper and Terry Johnson from PEDC, and Dr. Kathy Ray, Chair.

Tourism & Main Street – Tourism is promoting 37 Fairy Gardens located on the road bike paths at Davey Dogwood Park. The new festival brochure has all the events listed as well as the visitpalestine.com website. Next years festival will have a booklet showing the old 1939 Dogwood Park trails alongside current trails. We want to emphasize the heritage surrounding Davey Dogwood Park next year. There is a 5K run/walk scheduled on the third weekend of this year's festival. Everybody should see the parade Saturday morning, March 23rd. Visit Palestine has a float showcasing three butterfly bikes. The butterfly bikes will be placed in Davey Dogwood Park after the parade

- I. Adjourn: 12:30 pm

 PEDC Board President, Larry Weber	4-18-19	12:48
 PEDC Administrative Assistant, Terry Johnson	4-18-19	12:48