



Minutes from October 27, 2016 Regular Board Meeting
Palestine Economic Development Corporation
Board of Directors

MEETING – 11:30 am and call to order at 11:30am

Those in attendance:

Larry Weber
Alan Herrington
Linda Dickens
Paul Morris
Thomas Wright

Those Absent:

John McDonald, sick
Open Position

Others Attending:

Tom Manskey
Terry Johnson
Mary Raum

A. Call to Order

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 about Security Devices) and 551.087 (Economic Development) to wit:

B. Citizen Input

None

C. Consideration and Possible Action Concerning:

Motion to approve minutes from September 22, 2016 PEDC Board Meeting made by Alan Herrington and a seconded motion made by Paul Morris, with unanimous vote to approve minutes.

D. Consideration and Possible Action Concerning:

Approval of Financial Report for September 2016 made by Thomas Wright and seconded by Paul Morris. The vote to approve the September 2016 Financial Report was unanimous.

E. Briefing and Discussion Concerning:

Economic Development Report – Economic Development Director attended yearly TEDC meeting

October 18 through 21 and met a representative from Impact Data Source who will visit Palestine EDC offices in November 2016. The firm specializes in economic and fiscal impact analysis.

The RFP for our new PEDC website has been submitted and the City Secretary, Teresa Herrera will receive all quotes. So far, three organizations have submitted questions about the RFP. Tom thinks the cost will be from in the 15K to 20K range, but could go as high as 30K.

PEDC received an award for being one of the Top 5 Logistics Centers.

PEDC management would like to utilize our Board members more in our economic development process in the future.

Main Street Report – None

Tourism – There is a new event itinerary widget on the www.visitpalestine.com website that allows a user to build their itinerary and create a map that routes their trip. Look for the Plan Visit widget in the upper right portion of the website. Mary Raum demonstrated the new widget to the PEDC Board members.

The Visitor Center has a new locking bulletin board that is weather protected, and a new metal sign shows hours of operation.

The annual issue of the Society of American Travel Writers gave our Tourism Department a premier location inside their guide at no additional cost.

The downtown Main Street Map will be updated by March 2017. Jacob Morris with Historic Preservation will help fund the support for the north and Southside driving tours.

The Hot Pepper Festival had 118 vendors and many changes will take place in 2017. The Parks and Recreation Department managed the festival in 2016.

The 2017 Downtown Main Street Map will be completed in March 2017.

There are links to all TV & film stories on the visitpalestine.com website where you can see Lone Star Restoration, Monster Fish, Expedition Texas and The Day Tripper.

Palestine was represented in two trade shows in October: Red River Revel in Shreveport, LA and State Fair of Texas in Dallas, Texas.

Tourism is working on a Facebook pixel to the visitpalestine.com website so that Mary can gain insights from our web traffic and begin targeting social media posts/ads to those who visited the tourism website. Mary will also develop a “like audience list” for targeting purposes.

F. Consideration and Take Possible Action Concerning:

Landscape maintenance for Willow Creek Business Park – The Board agreed to exploring options for a \$2500 tree trimming fee for Adam Kent Landscaping’s solution to the Comfort Suite issues in our business park. Tom Manskey to provide a list of items we can get for the \$2,500 fee at next month’s meeting.

G. Consideration and Take Possible Action Concerning:

Organizational Structure and Affiliation of Palestine Economic Development Corporation – Tom Manskey to provide report at November 17, 2016 regular board meeting showing how other economic development offices are structured. Tom visited with six EDC Directors at last week’s TEDC meeting and Terry Johnson completed 6 phone interviews in July 2016. Discussion was tabled until the November meeting. Ou4 4B status allows PEDC to have Façade Improvement Programs and Community Development Programs on top of the economic development work we do.

H. Consideration and Take Possible Action Concerning:

Civic Club participation – Motion was made by Linda Dickens and seconded by Paul Morris for PEDC management one monthly fee for civic club participation. The Palestine Rotary Club is that civic organization. The vote was unanimous.

I. Executive Session (Closed Session) – The Board will retire into executive session pursuant to the provisions of the Texas Government Code, 551.087 (Deliberations regarding economic development).

Executive Session began at 12:20pm. Topics included:

1. Project Suite Bee
2. Project Castle Power
3. Pipeline Update

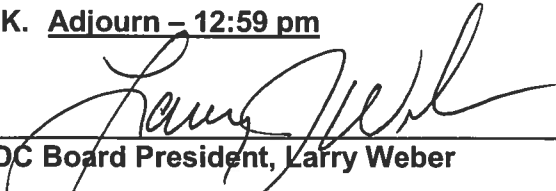
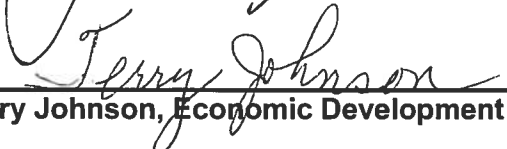
Reconvene into Open session – The PEDC Board Meeting reconvened at 12:56 pm.

J. Take Action from Executive Session

Project Suite Bee – Motion made by Paul Morris and seconded by Alan Herrington to rent suite B on a month to month basis to owners of a new start up IT company. The Board will review these terms after the first six months of the lease. The vote was unanimous.

Project Castle Power – Motion was made by Linda Dickens and seconded by Alan Herrington to provide a \$5,000 project fund for platting and appraising five acres of land in Willow Creek Business Park. The vote was unanimous.

K. Adjourn – 12:59 pm

	12-1-16	1:55P
PEDC Board President, Larry Weber	Date	Time
	12-1-16	1:55pm
Terry Johnson, Economic Development Assistant	Date	Time