



# ECONOMIC DEVELOPMENT CORPORATION MEETING

June 11, 2024 at 4:00 PM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

## MINUTES

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Meeting was called to order at 4:02pm.

Additional attendees: Lacy Beasley with Retail Strategies, The Archers, Troy Seals and employees

### **CITIZEN ENGAGEMENT**

This is an opportunity for the public to address the Economic Development Corporation regarding an item on the agenda, except public hearings that are included on the agenda. Comments related to public hearings will be heard when the specific hearing begins. Citizen comments are limited to three (3) minutes per speaker, unless the speaker requires the assistance of a translator, in which case the speaker is limited to six (6) minutes, in accordance with applicable law. Each speaker shall approach the designated speaker location, complete the citizen engagement sign in sheet and state his/her name and city of residence before speaking. Speakers shall address the Economic Development Corporation with civility that is conducive to appropriate public discussion. Speakers can address only the Economic Development Corporation and not individual city officials or employees. The public cannot speak from the gallery but only from the designated speaker location.

A motion was made by Glen Frick and seconded by Farley Reeves to approve minutes and financials through consent agenda. Motion passed unanimously.

1. Consider and take appropriate action May 7, 2024 minutes.
2. Consider and take appropriate action on April 2024 finances.

### **ITEMS FOR INDIVIDUAL CONSIDERATION**

3. Consider and take appropriate action on public hearing on a proposed economic development project to purchase land on major roads within the city of Wolfforth to promote new or expanded business development.

Public Hearing Notice - City of Wolfforth

The Wolfforth Economic Development Corporation, a Texas non-profit 4B economic development corporation, will receive comments between May 25, 2024, and July 24, 2024, on the expenditure of funds by the WEDC to purchase land on major roads within the City of Wolfforth to promote new or expanded business development. The WEDC will hold a public hearing on June 11, 2024, at 4:00PM, and the City Council will hold a public hearing on June 17, 2024, 6PM and July 1, 2024, 6PM, all in the Council Chambers of Wolfforth City Hall, located at 302 Main Street, Wolf-orth, Texas 79382. Direct all comments or concerns to Wolfforth EDC PO Box 36, 302 Main Street, Wolfforth Texas 79382 or contact Danielle Sweat, EDC Executive Director, at 806-855-4128.

Public Hearing opened at 4:04 and closed at 5:03. No comments were made by the public.

4. Lacey Beasley was here in person to present her proposal with Retail Strategies. No motion was made at this time.
5. A motion was made by Glen Frick to renew the contract with Leading EDG. This motion was seconded by Farley Reeves. Motion passed unanimously.
6. A motion was made by Farley Reeves to send Steve Deaton to the High Ground board member Forward Planning Meeting. This motion was seconded by Glen Frick. Motion passed unanimously.
7. A motion was made by Nicole Butler and seconded by Shawn Vinson to renew the EDC's contract with Zactax. This motion passed unanimously.
8. A motion was made by Farley Reeves to join Team Texas at the general membership level. This motion was seconded by Shawn Vinson. This motion passed unanimously.
9. A motion was made by Farley Reeves and seconded by Nicole Butler to decline the revised digital marketing campaign with Marketing Alliance. This motion passed unanimously.
10. A motion was made by Nicole Butler and seconded by Shawn Vinson to move forward with Purpose Marketing and their new marketing plan. This motion passed unanimously.
11. Consider and take appropriate action on Our Town Wolfforth with Fox 34.  
Declined. No motion needed.
12. Consider and take appropriate action on update from EDC director.  
No action taken
13. Consider and take appropriate action on future agenda items.

Joel requested an agenda item for July over client entertainment.

The EDC board went into executive session at 5:05pm.

The EDC board reconvened into open session at 5:54pm. A motion was made by Farley Reeves and seconded by Nicole Butler to approve Retail Strategies proposal for a three-year agreement. This motion passed unanimously.

**ADJOURN**

Meeting was adjourned at 6:02 pm.

In accordance with the Americans with Disability Act any person with a disability requiring reasonable accommodation to participate in this meeting should call the City Secretary at 806-855-4120 or send written request to P.O. Box 36 Wolfforth Texas 79382 at least 48 hours in advance of the meeting date.

Certification

I, the undersigned authority do hereby certify that the Notice of Meeting was posted at City Hall of the City of Wolfforth, Texas was posted on June 7, 2024 at 5:00 p.m.

/s/ Danielle Sweat, Economic Development Director

Joel Robinett, Board President