



RICHMOND

DEVELOPMENT CORPORATION OF RICHMOND

STATE OF TEXAS

COUNTY OF FORT BEND

CITY OF RICHMOND

The Development Corporation of Richmond convened in a regular meeting open to the public and pursuant to notice thereof duly given in accordance with Section 501.072, Local Government Code, Vernon's Texas Codes, in Richmond City Hall Annex within said City on April 10, 2018 at 6:00 p.m. Directors in attendance included the following:

President, Evalyn W. Moore
Secretary, Verge Greenwood

Robert Haas
Manual Zamora
City Attorney – Gary Smith
City Secretary – Laura Scarlato

Vice President, Joe Bonham

Treasurer, Barry Beard
William B. Morefield, III
Terri Vela – City Manager
Cameron Goodman, Executive Director

President Evalyn Moore opened the meeting at 6:00 p.m. and asked if there were any public comments. There were none, therefore the agenda item was closed.

Agenda item 3 was introduced by President Moore to review and consider taking action on the minutes of the regular meeting held on March 20, 2018. Director Beard made a motion to approve the minutes and Director Bonham seconded the motion. The votes were unanimous to approve.

President Moore asked for a review of the Financial Reports through March 31, 2018. Director Beard stated the financials were in “good shape”. Director Beard stated there are some reporting issues that are being worked through however, they are style not substance. There will be some large budget expenditures coming up but they will be good investments for the City. There was no action necessary for this item.

Executive Director Goodman provided an update on the Digital Marketing Strategy. The slide presentation started with the company being selected as Multi View Marketing with a one year contract not to exceed \$15,000. The process will begin at the end of July, 2018. Director Goodman reviewed what the marketing company would be doing for the City with regards to Economic Development; content creation, target advertising, online advertising and also the benefits of digital marketing. One of the benefits was a greater reach for less cost. Personal Marketing was defined as the individual who is the “buyer” or the decision maker. Behavioral marketing is someone who has shown an interest in our area. A visitor view tool with online advertising with a link to our website will be provided. Advertisements in various magazines and

programs. Richmond currently has an ad in the Astros program as well as the Texas Real Estate Magazine. There were no questions, only a comment by President Moore, "looks good" and Director Beard stated he has seen an ad come up for a judge within a game on his phone which shows the connection and that it is a remarkable tool.

The agenda item was closed.

Agenda item A6, the FY 2019 Budget Priorities. Executive Director Cameron Goodman stated he would welcome any suggests from the Board regarding budget priorities via email or phone call. There were no comments, the agenda item was closed.

Agenda item 7, review the Monthly Executive Director Report was introduced and then provided by Director Cameron Goodman.

- **Downtown Video Project** – A video team will be filming the Block House Block Party on May 6th highlighting one of our new businesses in Richmond. Then the focus will shift to the Downtown and Cultural areas in order to showcase all of the areas of Richmond. A list of 19 sites have been given to the team to create 17 hours of raw footage. A 60-90 second video will be produced and the remaining footage will be provided to the downtown merchants to be used for various projects. The completion date for the project is May 25th -26th. There were no questions.
- **Digital Marketing Strategy** – This has already been discussed but a meeting is scheduled for next week to receive some examples of the different marketing strategies.
- **Job Fair** – The job fair is back on track after a brief hiatus. Hopefully it will be held in North Richmond. We are currently looking for a community partner to host the event with the City. We are currently planning for the job fair to be at the end of May, 2018. The Texas Workforce is excited to be involved, we want to have enough time to advertise and plan a successful event.
- **Downtown Improvement Grant Program** – Have met with the Downtown merchants and they are excited to be included and they are interested in the program. Staff expects to receive several applications.
- **Target Industry Study** – Have met with the EMSI Consultants, Terri Vela and Barry Beard where information was shared to provide direction for the study. A second meeting will be held with the community to have their input heard and integrated into the project's final scope and direction.
- **Professional Education & Training** – Director Goodman informed the Board he will be attending a weeklong training session hosted by Oklahoma University Economic Development Institute from April 29th – May 3rd. This is part of Director Goodman's certification from the International Economic Development Council as a Certified Economic Developer. The focus of the training will be Real Estate and Finance.
- **Upcoming Events** – Next DCR meeting will be Tuesday, May 8th.

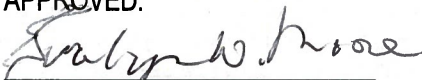
Agenda item 8, Adjourn to Executive Session, as authorized by Texas Government Code, Section 551.087, and Economic Development Negotiations.

President Moore adjourned to Executive Session, as authorized by Texas Government Code, Section 551.072 Real Estate at 6:16 p.m.

The Commission reconvened into Open Session at 6:47 p.m.

There being no further business to come before the Development Corporation of Richmond, the meeting was adjourned at 6:47 p.m.

APPROVED:



Evalyn W. Moore, President

ATTEST:



Laura Scarlato, City Secretary