



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 February 9, 2021 at 6:00 p.m. Directors in attendance included the following:

President, Joe Bonham
Secretary, Nancie Rain
Becky Haas
William B. Morefield, III
City Attorney, Gary Smith
City Secretary, Laura Scarlato

Vice President, Kit Jones - **Absent**
Treasurer, Terry Gaul
Verge Greenwood - **Absent**
Terri Vela, City Manager
Executive Director, Jerry Jones

President Joe Bonham proceeded to call the meeting to order at 6:00 p.m. via video conference pursuant to Texas Government Code, Section 551.125, as amended, and as modified by the temporary suspension of various provisions thereof effective March 16, 2020, by the Governor of Texas in accordance with the Texas Disaster Act of 1975, all as related to the Governor's proclamation on March 13, 2020, certifying that the COVID-19 pandemic poses an imminent threat of disaster and declaring a state of disaster for all counties in Texas. All members of the public may participate in the meeting via video conference call.

There was a quorum present.

Agenda item A2, was introduced for public comments. There were no individuals signed up to speak therefore the agenda item was closed.

Agenda item A3, to review and consider taking action on the minutes of the regular meeting held on January 5, 2021. President Bonham asked for changes or discussion regarding the minutes and there were no suggestions or changes. Director Gaul made the motion to approve the minutes for the January 5, 2021 meeting. Director Morefield seconded the motion and the vote was unanimous to approve.

Agenda item A4, consider and take action on recommendations or further considerations from the workshop to review the DCR Strategic Plan and the Downtown Improvement Plan. City Manager City Vela commented the group consensus from the workshop that was held, was to move forward with the Downtown Improvement Plan. The Board indicated they feel comfortable and would like to explore the plan further. Director Gaul stated the plan is ambitious and a good long term plan, fully supports it. Director

Haas stated that she was on the Historical Commission when the study was done in years before and it was not implemented. Director Haas stated the Plan has good ideas and would support moving forward. Director Rain commented she supports the Plan as a guide to moving forward. This was not an action item, discussion only therefore the agenda item was closed.

Agenda item A5, Consider and take action on recommendations for change the verbiage of our Target Industries within our Richmond's Industry Target Analysis from "Oil & Gas" to "Energy". Executive Director Jerry Jones stated the change in the verbiage had been suggested in November 2020 and inquired if the suggestion would still be supported. There was no discussion. Director Nancie Rain made the motion to approve the recommendation for changing the verbiage of the Target Industries section within the Richmond's Industry Target Analysis from "Oil & Gas" to "Energy". Director Gaul seconded the motion and the vote was unanimous to approve.

Agenda item A6. Consider and take action on recommendations for the Retail Coach Initiative. Executive Director Jones presented a power point on what Retail Coach provides as a retail partner. The entity has served 650 communities in 38 states across the US for the past 20 years. Their repeat customers are at 94% with an additional sales tax dollar of \$600 million generated for their clients. Executive Director Jones stated he had previously worked with retail partners that he was not satisfied with; however, he feels comfortable in recommending Retail Coach. The data that is tracked reflects where people shop and analyzes the market. There is a psychographic profile that helps a company determine if they would want to locate in a particular location. They identify the gap analysis and retail prospects. There was a brief discussion with questions from the board. Executive Director Jones stated the cost for the first is \$30,000 and it decreases in the following years. Director Morefield made the motion to enter into a contract with Retail Coach for a 12-month period with Director Rain seconding the motion. The vote was unanimous to approve.

Agenda item A7. Adjourn to Executive Session, as authorized by Texas Government Code, Section 551.087, deliberations regarding commercial or financial information that the DCR has received from a business prospect and/or deliberation regarding the offer of a financial or other incentive to a business prospect.

1. Provide update on the George Foundation MUD 207 and future developments.
2. Provide update on the Innovation Hub at the Myrtle Street site and future developments.

President Joe Bonham adjourned to Executive Session at 6:38 p.m.

The Board reconvened at 7:34 p.m.

There was no action taken during Executive Session.

President Joe Bonham requested items for future agendas. Director Haas requested an update on the DCR website stating the information is out of date and difficult to navigate. *Executive Director Jones emailed an update to the DCR Board following the meeting to comply with this agenda request.* Executive Director Jones stated that staff is working on creating a structure of marketing. The marketing plan needs improvement. The current contract expires in the fall and will be working towards a more favorable website. It was noted that City staff does not have access to updating the website. City Manager Vela stated a budget amendment will be coming in the future for the Retail Coach and handrails for the new sidewalks that have been installed.

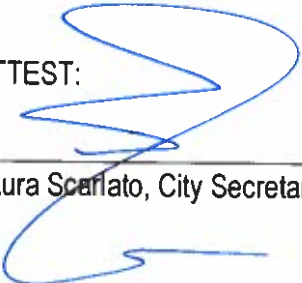
There being no further business to come before the Development Corporation of Richmond, President Bonham adjourned the meeting at 7:40 p.m.

APPROVED:



Joe Bonham, President

ATTEST:



Laura Scarfato, City Secretary