



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 March 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 Workshop meeting held on January 27, 2021. President Bonham asked for changes or discussion regarding the minutes and there were no suggestions or changes. Director Haas made the motion to approve the minutes from the Workshop meeting held on January 27, 2021. Director Rain seconded the motion, and the vote was unanimous to approve.

Agenda item A4, consider and taking action on the minutes of the regular meeting on February 9, 2021. President Bonham asked for changes or discussion regarding the minutes and there were no suggestions or changes. Director Becky Haas requested that the minutes reflect that a request was made to have an update of the DCR website. Economic Development Director Jones had emailed an update to the DCR

Board following the February 9, 2021 meeting. Director Gaul made the motion to approve the minutes from the regular meeting on February 9, 2021 with Director Morefield seconding the motion. The vote was unanimous to approve.

Agenda item A5, Review Financial Reports through February 28, 2021. President Bonham suggested the information be consolidated with less detail and rather a concise summary. Finance Director Justin Alderete reviewed the reports stating the City sales tax collections were \$571,622 in February compared to the budget allocation of \$529,089. The total collections are over budget by \$42,533 which is 8.04% higher than expected. DCR with respect to expenditures is less than was anticipated in the budget for the month. Director Gaul suggested meeting in a smaller group including staff to attain an acceptable finance report for the Board. Director Rain stated it was adequate to her as is. City Manager stated meeting in a small group was an acceptable suggestion. The agenda item was closed.

Agenda item A6, to review and consider taking action authorizing staff to negotiate a contract with Bella Media Production Studio. Director Jones presented Bella Media as the company that produced the video a few years ago that sent a clear and concise message to the public of what Richmond is about. Staff would like to hire the firm again to produce media content on a regular basis with still ads, video ads, community event promos, press releases and many other services. The firm would work for both the City of Richmond and the Development Corporation of Richmond. Upon studying the audience, they will produce material targeting existing citizens and those living in the region to better amplify Richmond's assets. Director Haas requested the local firm Studio Vibes be considered for the work as well. There was a lengthy discussion with the board suggesting the contract length be for three months to evaluate the service. It was also stated that the City would own all items produced for the City by Bella Media following the expiration of the contract. Director Rain made the motion to approve a three-month contract at \$8500 per month with Bella Media with Director Haas seconding the motion. The vote was unanimous to approve.

Agenda item A7, to review and consider taking action to authorize staff to advertise a request for proposals for the old fire station. City Manager Vela stated staff would solicit qualified developers that would be interested in transforming the old fire station to a casual eating establishment. This would promote the asset that the City owns rather than waiting for the interested parties to approach the City. There would be a two-tier approach with one being a restaurant only with the firm proposing the whole package, the other being a firm that would make updates and create a new concept. River front property is a very valuable and the City wants to retain the property. Following a lengthy discussion, the Board was in agreement to move forward with the request for proposals but not action was necessary.

Agenda item A8, to review and consider taking action on the Spring and Summer Farmers Market. City Manager Vela provided the history of the Farmers Market and that it had been closed due to the pandemic but was very successful. The need has arisen to hire a new Market Director following the resignation of the previous director. Staff has suggested the position go to Allehseya (Ally) Hawk. Ally would be in charge of vendor outreach, artisans, live music, media updates and graphic design. A \$1000 month stipend has been requested. It was suggested the board make the decision in April when a contract can be provided and voted on. The agenda item was closed.

Agenda item A9, to review and consider approving suggested workshops and discuss 2021 Economic Development Week. Economic Director Jones provided the background of the agenda item. Before Covid,

Lunch and Learn sessions were held for the area businesses. Currently webinars are being held on various topics from Economic Development 101 to starting a business. Speakers would be solicited to provide the presentations. The suggested speakers from Workforce Solutions who already would have PowerPoints in place to present. The idea is to promote the community and business coming together. Following a brief discussion, Director Haas made the motion to approve the workshops with Director Rain seconding the motion. The vote was unanimous to move forward.

Richmond Economic Development Week is May 3-9, 2021 The International Economic Development Council created Economic Development Week in 2016 to increase awareness of local programs that create jobs, advance career development opportunities and improve the quality of life in communities everywhere. The effort is to hopefully focus on the growth of Richmond through social media and promoting the workforce and transportation. There was no action needed for this agenda item, therefore it was closed.

Agenda item 10, to review and consider taking action on the budget revision for the Retail Coach Initiative. There was a brief discussion regarding the agenda item. Director Rain made the motion to approve the budget revision for the Retail Coach Initiative with Director Haas seconding the motion. The vote was unanimous to approve.

Agenda item 11, to review and consider taking action on the budget revision for the downtown raiiling. Following a brief discussion, Director Gaul made the motion to approve the budget revision for the downtown raiiling installation. Director Rain seconded the motion. The vote was unanimous to approve.

Agenda item 12, consider and take action on recommendations for future agenda items. There were no suggestions for future agenda items.


Agenda item 13, excuse from Attendance at Regular DCR Meeting. There were no excuses presented to be approved or denied.

There being no further business to come before the Development Corporation of Richmond, President Bonham adjourned the meeting at 8:02 p.m.

APPROVED:


Joe Bonham, President

ATTEST:



Laura Scarlato, City Secretary