



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 January 11, 2022, 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
Tim Jeffcoat
Terri Vela, City Manager
Economic Development Director "ED", Jerry Jones

President Joe Bonham proceeded to call the meeting to order at 6:00 p.m. The meeting was broadcast via video conference call. All members of the public may participate in the meeting and via video conference call.

There was a quorum present.

The Pledge of Allegiance to the U.S. flag and Texas flag were recited.

Agenda item A3, Public comments. There were no individuals signed up to speak therefore the agenda item was closed.

Agenda item A4, Review and consider taking action on the minutes of the regular meeting held on December 14, 2021. President Bonham asked for changes or discussion regarding the minutes. There were no suggested corrections to the minutes. Director William Morefield made the motion to approve the minutes from the December 14, 2021. Director Nancie Rain seconded the motion, and the vote was unanimous to approve.

Agenda item A5, Public Hearing to receive comments for or against a proposed economic development project to incentivize the location of a hotel/convention center within the environs of the City of Richmond. There were no citizens signed up to speak therefore the agenda item was closed.

Agenda item A6, Review Financial Reports through December 31, 2021.

Finance Director Justin Alderete provided a recap of the financials stating there were two balance sheets included in the packet, one for Operations and the other for Capital Projects. The current YTD actuals reflect \$555,840 in total revenue and \$619,436 in total expenditures. Finance Director Alderete stated having a new ED Director is the reason for the line-item Contracted Services being utilized more than the previous year. There was no action needed for this item, therefore it was closed.

Agenda item A7, Review and discuss presentation on the Annual report for Fort Bend Transit Initiative as it relates to the City of Richmond.

Perri D'Armond, Director of Public Transportation at Fort Bend County was present to provide an update on the transit system. Tennille Jones and Sarah Coulter were also present and were introduced as the Communications Director and Assistant Director of Transportation respectively. The services of the transit system has changed in the past few years to accommodate the safety concerns from the pandemic. The way that pick-up and drop off occurs as well as scheduling has been adjusted to serve the needs of the community. These changes have greatly improved ridership with a record 100% increase. The benefits of dedicated service has resulted in shorter rides, no transfers, more trips in the service area, increase in mobility and safe, inexpensive rides. In December 2021, Richmond had 1,633 trip counts with 7,734 trips for the entire county. The methods of funding were described with 90% being federally funded. There was a brief question and answer period ending with President Joe Bonham commending the department for their management techniques and constantly monitoring the system and making adjustments to fit the needs of the community.

Agenda item A8, Report of activities of Economic Development Director.

- ED Director Jerry Jones asked for questions regarding his report.
- The website development is progressing well.
- ED Director Jerry Jones met with a downtown business owner to discuss possible tenants.
- A potential business owner is still interested in the fire station which looks very nice.
- Staff continues to meet with PGAL to discuss the needs of the Myrtle Street remodel.

With no further discussion, the agenda item was closed.

Agenda item A9, Review and consider taking action on requests for funds toward the Born in the Bend with Aim & EM.

Born in the Bend which is a Podcast hosted by Aimee Frederick and Emily Scherer would like to expand their reach in the community. The pair has entered their 2nd season with a 25% increase in downloads. The Podcast currently has 12,500 followers. The Development Corporation's new website will also feature a tab to be able to click on the Podcast for additional exposure. The total requested is \$6,695 which includes the annual \$2000 that was approved October 13, 2020. Director Becky Haas made the motion to approve the request for additional funding for Born in the Bend Podcast. Director Tim Jeffcoat seconded the motion and the vote was unanimous to approve.

Agenda item 10. Review and consider a Marketing and Branding strategy for the City and Economic Development Department.

There was a lengthy discussion regarding the marketing for the City of Richmond and the Development Corporation needing to be more cohesive with the marketing. A "Marketing Plan" is needed to bring all of the current services that are being provided together such as Bella Media, Magana and in house staff. There was no action taken for this item.

Agenda item 11. Excuse from Attendance at Regular DCR Meeting. None to discuss.

There being no further business to come before the Development Corporation of Richmond, President Bonham adjourned the meeting at 7:03 p.m.

APPROVED:


Joe Bonham, President

ATTEST:

Laura Scarlato, City Secretary