

STATE OF TEXAS

COUNTY OF MITCHELL

CITY OF COLORADO

The Colorado City Economic Development Board of Colorado City, Texas met in a Regular Session at the Bob Reily Early Learning Center, 1111 East 9th St., Colorado City, Texas on August 26, 2019 at 6:00 p.m. with the following members present:

LARRY CHANEY	Colorado City EDC Board Member
CADE CARLOCK	Colorado City EDC Board Member
WADE SANDS	Colorado City EDC Board Member
HAL DICKARD	Colorado City EDC Board Member
MELINDA ALEXANDER	Colorado City EDC Board Member

Colorado City EDC Board Member Stephanie Perez, and Sara Phillips were unable to attend the meeting.

Same and constituting a quorum, and

DAVID HOOVER	City Manager
RAYANNA MCGAHA	Economic Development Director
DONNA MADRID	City Secretary

Visitors:

Michelle Guelker	Director of Operations
Ty Wood	Ty Wood Attorney at Law
Ricky Fritz	Mitchell County BOED

**I. CALL MEETING TO ORDER** Colorado City EDC Board Member Larry Chaney called the meeting to order at 6:00 p.m.

**II. INVOCATION** Colorado City EDC Board Member Larry Chaney voiced the Invocation.

**III. AGENDA ITEMS**

**1. DISCUSSION AND POSSIBLE ACTION REGARDING THE APPROVAL OF MINUTES FROM THE PREVIOUS COLORADO CITY ECONOMIC DEVELOPMENT CORPORATION BOARD MEETING DATED 6-24-19.**

**MOTION:** Colorado City Economic Development Board Member Wade Sands moved to approve the minutes from the previous Colorado City Economic Development Corporation Board Meeting dated 6-24-19. Colorado City Economic Development Board Member Hal Dickard seconded the motion. The motion carried with all the Colorado City Economic Development Board Members in favor.

**2. *DELIBERATE AND ACT ON ACCEPTING THE RESIGNATION OF SARA PHILLIPS AS A MEMBER OF THE COLORADO CITY ECONOMIC DEVELOPMENT CORPORATION.***

Economic Development Director Rayanna McGaha informed the Colorado City Economic Development Corporation that she has received a resignation letter from Sara Phillips and Stephanie Perez. Mrs. McGaha informed the Board Members that she did not receive Stephanie Perez resignation in time to place it on the agenda and will be placed on the October, 2019 Agenda.

**MOTION:** Colorado City Economic Development Board Member Melinda Alexander moved to accept the resignation for Sara Phillips. Colorado City Economic Development Board Member Hal Dickard seconded the motion. The motion carried with all Colorado City Economic Development Board Members in favor.

**Postponed Agenda Item:**

**3. *DELIBERATE AND ACT ON APPOINTING A NEW MEMBER TO SERVE ON THE COLORADO CITY ECONOMIC DEVELOPMENT CORPORATION.***

Economic Development Director Rayanna McGaha asked the Colorado City Economic Development Corporation to be looking for new members to replace Sara Phillips and Stephanie Perez.

**4. *DELIBERATE AND ACT ON APPOINTING OFFICERS FOR THE COLORADO CITY ECONOMIC DEVELOPMENT CORPORATION.***

Vice President Larry Chaney informed the Colorado City Economic Development Members that he would keep his Vice President position.

**MOTION:** Colorado City Economic Development Board Member Wade Sands moved to nominate Cade Carlock as President. Colorado City Economic Development Board Member Hal Dickard seconded the motion. The motion carried with all Colorado City Economic Development Board Members in favor.

**MOTION:** Colorado City Economic Development Board Member Cade Carlock moved to nominate Wade Sands as Secretary. Colorado City Economic Development Board Member Hal Dickard seconded the motion. The motion carried with all Colorado City Economic Development Board Members in favor.

**5. *DELIBERATE AND ACT ON A PRESENTATION FROM AARON FARMER WITH THE RETAIL COACH.***

Aaron Farmer and Kyle Cofer with Retail Coach provided a power point presentation to the Colorado City Economic Development Corporation. Mr. Farmer advised the EDC Board Members that he and Kyle would be the local project team that would be reviewing and collecting data to help assess the market for potential new development and redevelopment. Mr. Farmer advised the EDC Board Members that he and Kyle Cofer spent time looking at the City for potential areas for development. Mr. Farmer stated fast food business should already be in the area. Mr. Farmer said once dirt moment begins, it usually is a domino effect. It sparks the interest for additional development in the area. Mr. Farmer said he will begin working on collecting data for a marketing tool to bring in new businesses. Mr. Farmer provided a quick look at a cell phone analysis that has already been done. The initial data shows the new Stripes located on the Interstate is receiving a lot of traffic stops from Interstate 20. Lowe Supermarket show to have traffic from Loraine, Roscoe, Sweetwater, Westbrook, and Sterling City. Mr. Farmer advised the EDC Members that he is looking for possible sites for business that are currently interested in locating into the area. Mr. Farmer informed the EDC Board Members that the initial data does show the citizens from Colorado City are currently visiting Walmart's in Snyder and Sweetwater. The citizens also visit the mall of Abilene. Mr. Farmer said the data shows the citizens of Colorado City loves their Biggs Restaurant. Mr. Farmer said his team will begin working on the following:

- Marketing and Branding the City.
- Creating a Logo for Colorado City.
- Develop a circulation flyer for the City.
- Create a Detail Package to market the City.
- Identify Site Profiles and Site Pads for new Development.
- Create a Website for the Colorado City EDC.

Mr. Farmer stated by developing a leakage report, it would provide information detailing how many restaurants and retail businesses could be supported by the City.

Colorado City EDC Member Melinda Alexander said the area has a difficult time finding people to work.

Mr. Farmer said would be looking for ways to find workers. Mr. Farmer said he will reach out to the Texas Workforce. Mr. Farmer said he will be working on finding ways to direct traffic from the Interstate 20 to the Business 20 Corridors to bring more traffic to the downtown area.

**6. *DELIBERATE AND ACT ON THE FOLLOWING COLORADO CITY EDC PROPERTIES:***

- ***PROPERTY ID 17914 221 LOCUST.***

Economic Development Director Rayanna McGaha informed the Colorado City EDC Members that she received an offer from Mr. McLeod to donate property located at 221 Locust to the EDC Corporation. Mrs. McGaha said Mr. McLeod has agreed to pay the property tax that is owed on the property.

**MOTION:** Colorado City Economic Development Board Member Melinda Alexander moved to accept the property located at 221 Locust from David McLeod as long as all property taxes are paid. Colorado City Economic Development Board Member Hal Dickard seconded the motion. The motion carried with all Colorado City Economic Development Board Members in favor.

**7. *DELIBERATE AND ACT ON ESTABLISHING AN INDUSTRIAL PARK.***

Colorado City EDC Vice President Larry Chaney informed the Colorado City EDC Members that he visited with the City Manager with regards to making the property located near the City Landfill more attractive for an Industrial Park. Mr. Chaney said adding caliche type gravel to the front of the property would make it look more attractive. Colorado City EDC Member Cade Carlock made the suggestion to place signage on the property identifying it as a site for an Industrial Park.

Ty Wood ask the Colorado City EDC Member to keep in mind that there are existing businesses in place that already offer yard space for Industrial Businesses and they pay taxes for those yards. Mr. Wood said the property could be leased for businesses that are not in the currently in the area. Mr. Wood said the area is a good location for Manufactured type of business. Mr. Wood said the EDC Board should focus on incentives that attract businesses to come to the area and maybe help the local property owners who currently have empty yards. Mr. Woods stated a good start would be to identify the options/incentive the City has to offer and then see what the Developers needs are to bring their business to the area.

City Manager David Hoover said he would like to see the City create an Industrial Park for businesses. Mr. Hoover said he did want to retain the ownership of the property.

**8. DISCUSSION AND POSSIBLE ACTION REGARDING RECOMMENDATIONS FROM THE CITY MANAGER.**

No Report.

**9. RECOMMENDATION FROM THE COLORADO CITY EDC FOR COUNCIL CONSIDERATION AT THE SEPTEMBER 10, 2019 COUNCIL MEETING.**

- Council consideration accept property located at 221 Locust.
- Council consideration to approve the new Officers for the Colorado City EDC.

**MOTION:** Colorado City Economic Development Board Member Melinda Alexander moved to recommend Council consideration for the above-mentioned items. Colorado City Economic Development Board Member Larry Chaney seconded the motion. The motion carried with all Colorado City Economic Development Board Members in favor.

**ADJOURNMENT:**

**MOTION:** Colorado City Economic Development Board Member Wade Sands moved to adjourn the meeting. Colorado City Economic Development Board Member Larry Chaney seconded the motion. The motion carried with all Colorado City Economic Development Board Members in favor.

7:26 p.m. Colorado City Economic Development Commission Board Meeting adjourned.

PASSED AND APPROVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2019.

ATTEST:

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Donna Madrid, City Secretary

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Larry Chaney, Acting President