

City Council and Cleveland Economic Development Corporation met for a Special Called Joint Meeting and Public Hearing on January 22, 2018 in the Council Chambers at City Hall, 907 E. Houston, with EDC Board President Brad Browder presiding.

COUNCIL MEMBERS PRESENT: Mayor Otis Cohn, Councilmember Mike Penry, Councilmember Marilyn Clay, Councilmember Carolyn McWaters, Councilmember Danny Lee, Councilmember Jennifer Bergman

EDC BOARD MEMBERS PRESENT: Alfred Anderson, Robert Reynolds, Eddie Lowery, Brad Browder, J. Rice, Consultant, Carolyn McWaters, Fred Terrell, Kelly Jenkel-Axton

VISITORS PRESENT: Rose Pearl, Jeff Upton, Arkady Sobulevski, Aaron Farmer, Caroline Hearnberger, Delores Terry, Rebekkah Sandt, James Franklin, Victoria Good, Josh Good, Lacy Beasley

EMPLOYEES: Rod Hailey, Kelly McDonald, Angela Smith, Sean Anderson, Glen Barnhill, Frieda Joyce, Bobby Pennington, Darrel Broussard

EDC Board President Browder called the meeting to order at 5:30 pm and stated there was an EDC quorum. Mayor Cohn opened the council meeting at 5:30 pm and stated they had a quorum. J. Rice gave the invocation and EDC Board President Browder led the pledge to the Texas flag and the US flag.

Public Hearing on Voluntary Annexation by City of Cleveland

1. The City Council of the City of Cleveland, Texas will conduct two (2) public hearings on January 22, 2018 and January 23, 2018 at 5:30 pm in the Council Chambers at City Hall, 907 E Houston, Cleveland, Texas 77327 for the purpose of discussion on proposed VOLUNTARY annexation area which is listed below.
 - VOLUNTARY ANNEXATION TRACT 1-2018: Being 291.421 Acres of Land (save and except approximately 58 acres) for total of 233.421 Acres to be voluntary annexed. Situated in the T.J. Williams Survey, A-593 and the Lawrence Martin Survey, A-310 fully in Montgomery County, Texas.

Mayor Cohn opened the public hearing at 5:35 pm. He read the information on the annexation and asked for any questions or comments. There were none received. The public hearing was closed at 5:37 pm.

Discussion and Action by EDC and/or City Council

2. Presentation to EDC & City Council by Retail Strategies and Retail Coach and possible action by EDC and/or City Council on selection and approval of contract for services for same.

City Manager McDonald explained the purpose of the next two presentations and introduced the speakers.

Aaron Farmer and Caroline Hearnberger with Retail Coach gave their presentation of their services. There were no questions by council or EDC after their presentation.

Lacey Beasley with Retail Strategies gave her presentation on her company services.

Councilmember Bergman had questions on the contracts that were provided. Retail Coach's contract was missing pages and was re-sent to staff during the meeting for later review.

Finance Director Pennington stated that the funding of a multiple year contract can be found in marketing and legal expenses line items and can be done without amendment to the budget. He also stated that this will be just an EDC project at this time with no City monetary expense involvement.

J. Rice asked about the fees and length of contract times from both vendors. Retail Coach stated that the contract reflected a reduced client rate since EDC has used them in the past. The contract length can be modified as needed.

Neither vendor can guarantee success but past experience has been that companies are using the data on our website to decide if they wish to come to Cleveland. Two examples are Hibbett and Burke Outlets.

Retail Coach is strictly fee based and not commission based. Retail Strategies has looked at doing fee based but it never works out well for cities or EDCs. A complete client list was asked for from both companies. It was stated that there was no performance issues in the contract and benchmarks need to be set.

Comments made were that we like the presentations but we want more information on both companies before making the decision. If we don't have the data available for clients to review they will go elsewhere for their companies. The new McKinley commercial development is open to working with either company to fill their commercial space.

Councilmember Penry made a motion to table selection of vendor for further review of contracts and to obtain more information with a second from Councilmember Bergman. All council members present voted "AYE". Motion carried.

Please filter all information or questions through City Manager McDonald.

Boardmember Terrell made a motion to table the selection of vendor for more information with a second from Boardmember Lowery. All EDC members present voted "AYE". Motion carried.

Council Meeting Adjourn

Councilmember Bergman made a motion to adjourn the City Council meeting with a second from Councilmember Penry. All Council members present voted "AYE". Motion carried. Council meeting adjourned at 6:58 pm.

PASSED AND APPROVED this 20th day of February 2018.

_____/signed_____
Mayor Otis Cohn

ATTEST:

_____/signed_____
Angela Smith, City Secretary