

The Economic Development Corporation met for their monthly EDC meeting on May 23, 2022, in person at 907 E. Houston, Cleveland, Texas, with Board President Brent McWateres presiding.

BOARD MEMBERS PRESENT: Board President Brent McWaters, Vice President Kelly Jenkel-Axton, Boardmember Marilyn Clay, Boardmember Michele Wyatt, Boardmember Patrick Caserez, Boardmember Scott Lambert, Boardmember Durlene Davis, EDC Director Robert Reynolds, City Secretary Angela Smith

EMPLOYEES: Jennifer Jeude, Leslie Herrera

ATTENDEES: Carolyn McWaters, Eisha Jones, Jim Carson

Board President Brent McWaters called the monthly EDC meeting to order at 6:00 pm and did a roll call of EDC, which showed that there was a quorum.

Public Comments and Reports

1. Invocation, Pledge and Roll Call

Board President McWaters gave the Invocation and everyone recited the pledge to the U.S. and Texas flag.

2. Public Comments.

None.

3. Reports and comments from board members and staff

Kelly Jenkel - Axton - CISD attendance is at 11,370.

Durlene Davis - spoke about new restaurant in town.

Robert Reynolds - Missed last month and wanted to recognize Marilyn Clay on TML Leadership award.

Marilyn Clay - TML Leadership is very rewarding and refreshing. Every elected official should attend to help pinpoint strengths and weaknesses.

Angela Smith - spoke about working on the new website with Deputy City Secretary Jennifer Jeude. Should be complete in June.

Brent McWaters - Thanks for being here. A lot happening in the city. Looking at EDC presence online. Need to look at demographics and what do we want to promote. Spoke with Mayor and would like to meet more with council.

Robert Reynolds - John Tarver/BNSF teaming up to create a video that we will be able to share on our website.

Scott Lambert - Need to get on board with how we want city/community to look. All signs in Houston lead to Cleveland. We need our city to look a certain way.

4. **Monthly business prospect report/EDC project updates by EDC Director Robert Reynolds**

EDC Director Reynolds gave the business prospect report and EDC project updates.

Consent Agenda

5. **Approve minutes from April 25, 2022 business meeting**

6. **Approve monthly bills**

7. **Approve monthly financial statements**

Boardmember Clay made a motion to approve consent agenda items 5 thru 7 with a second from Boardmember Lambert. All members present voted "AYE". Motion carried.

Discussion and Action

8. **Discussion and possible action on membership renewal in the Leadership East Texas 2022-2023 program for a cost of \$1,500**

Jim Carson spoke with the board about the membership renewal for Leadership East Texas. The previous year EDC chose the sponsorship level at \$1500 for two people to attend LET. Finance Director Herrera was previously sponsored to attend LET and informed EDC that it is great networking and opportunity to bounce ideas off of others.

Boardmember Caserez made a motion to approve a sponsorship for one individual with a second from Boardmember Wyatt. All members present voted "AYE". Motion carried.

9. **Discussion and possible action on partnering with the City on the downtown Christmas lighting project**

The board discussed ideas and incentives for businesses to participate in the downtown Christmas lighting project.

Boardmember Lambert made a motion to approve \$2500 to go towards the Christmas lighting project with a second from Boardmember Axton. All members present voted "AYE". Motion carried.

10. **Discussion and possible action on sponsorship for the City of Cleveland Annual July Fireworks Event**

Staff explained to the board that council had approved to upgrade fireworks to commercial grade that allows the fireworks to go higher in the air. EDC had previously sponsored \$2,000. Finance Director Herrera stated that currently the city had only received \$1,500 in sponsorships but additional sponsorships come in around the end of May or June.

Boardmember Axton made a motion to approve a \$2500 sponsorship for the City of Cleveland Annual July Fireworks event with a second from Boardmember Clay. All members present voted "AYE". Motion carried.

Closed Executive Session (if needed)

11. Closed Executive Session under

- a. Texas Government Code Sec. 551.072, Deliberations about the sale, purchase, exchange, lease, or value of real property.
- b. Texas Local Government Code 551.087, Deliberation Regarding Economic Development negotiations – to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations.

Not used.

Return to Open Session (if needed)


12. Take action as needed on items from Executive Session

No executive session. Item not used.

Adjourn

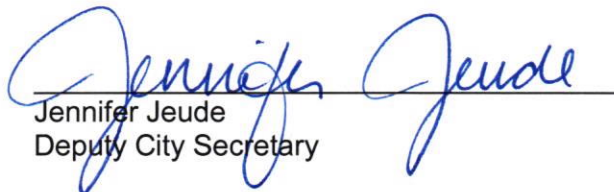
With no further business to transpire Boardmember Caserez made a motion to adjourn with a second from Boardmember Clay. Meeting adjourned at 7:32 p.m.

PASSED AND APPROVED this 27th day of June 2022.



Brent McWaters, Board President

ATTEST:



Jennifer Jeude
Deputy City Secretary