

MINUTES

BRENHAM COMMUNITY DEVELOPMENT CORPORATION

September 16, 2021

A regular meeting of the Brenham Community Development Corporation was held on Thursday, July 12, 2021 at City Hall, Council Chambers, 200 W. Vulcan, Brenham, Texas beginning at 7:30 a.m.

Board members present were Charles Moser, Darrell Blum, Bill Betts, John Hasskarl, Ken Miller and Gary Crocker.

Board members absent were Jim Kolkhorst.

City of Brenham staff members present were James Fisher, Carolyn Miller, Donald Reese, Jeana Bellinger, Susan Cates, Casey Redman, Tammy Jaster and Monique Breaux.

Others present were Mayor Milton Tate and Councilmember Atwood Kenjura.

1. Chairman Charles Moser called the meeting to order

2. Invocation and Pledges to the U.S. and Texas Flags

WORK SESSION

3. Discussion and Presentation on Downtown Brenham Retail Incubator, Yellow Truck Market

Economic Development Director Susan Cates presented the Board with information about the Downtown Retail Incubator, Yellow Truck Market. Cates explained that Retail Incubators (Incubator) are a proven economic development tool, utilized to support small business growth through education, training, mentoring, and financial support. The goal is to provide entrepreneurs who know their product the opportunity to learn how best to bring that product to market while the Incubator mitigates some of the risk for the entrepreneur.

Cates stated that Downtown Brenham's Incubator - YellowTruck Market (YTM) is designed to support six to seven incubator participants at a time. We are targeting entrepreneurs that are makers/creators of the products they sell, or entrepreneurs who have a product to sell that is unique and "fills a gap" in the existing downtown marketplace.

The retail space in the Incubator is the “laboratory” that provides the entrepreneur the opportunity to try new products or merchandising concepts, learn to manage the details of operating a retail business, and find out if retail is really a fit for them. The Incubator also provides a “classroom” where all participants are required to:

- Attend mandatory training at least one class per month. These classes include: Quickbooks, merchandising, business plan writing, inventory management, human resources management, business taxes, banking and finance, etc.
- Work a minimum of 12 hours per week in the retail space/lab
- Hit established benchmarks, for example at the one-year mark they must have a completed business plan
- Pay their monthly pro-rated rent

Cates stated that it is hoped that Brenham’s downtown Incubator will:

- Grow businesses to fill the pipeline of unique retail offerings in our Downtown area. As Brenham grows, we want to make sure that there is a vibrant pool of new retail businesses to fill existing and expanding downtown retail locations. There are also some market gaps in our downtown area that we would like to encourage specific types of retailers to fill.
- Gather data to support expanded retail hours. As Brenham’s tourism attraction is growing, visitors would like to shop outside 10-5 Monday-Saturday. The Incubator will be open Monday-Thursday 10-6, Friday-Saturday 10-8, and Sunday 11-3. We will gather and analyze sales data from the expanded hours to provide solid data to existing downtown retailers about the opportunity of expanded hours.
- Develop a framework that is transferable to other industries. We chose to pursue a retail incubator because we had a private sector partner that was willing to go down this path with us. Our hope is to expand this concept to manufacturing/technology and launch other entrepreneur incubators in our community. Growing a community’s economic base by supporting local entrepreneurs is an effective economic development tool because these entrepreneurs are already committed to the community and support other local businesses, schools, and charitable organizations.

REGULAR SESSION

4. Discuss and Possibly Act Upon FY2020-21 Third Quarter Financial Report

Assistant City Manager – Chief Financial Officer Carolyn Miller presented this item to the Board. Miller explained the following details about the financial statements:

Sales Tax Revenue

- FY21 sales tax revenue is trending above budget. FY21 sales tax is \$140,156 ahead of budget and \$137,064 above prior year.

Financial Statements – Fund 250

- **Economic Development** operations have an operating surplus of \$165,818 as of the end of the third quarter. All operating expenditures are within budget levels and comparable to prior year.
- **Recreation** operations have ten (10) of the nineteen (19) approved parks and recreation projects completed as of the third. All other projects are on schedule to be completed in FY21. Recreation operations ended the quarter with an operating surplus of \$581,073.

BCDC Capital Projects – Fund 252

- During the third quarter of FY21, \$67,793 was spent for the engineering services at the Brenham Family Park. A fund balance of \$994,489 remains in the fund with \$51,000 allocated for the Highway 290 feeder traffic signal work and the remaining \$943,489 for Brenham Family Park capital projects.

A motion was made by John Hasskarl and seconded by Gary Croker to approve the FY2020-21 third quarter financial report as presented.

Chairman Moser for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Bill Betts	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Absent
Board Member Ken Miller	Yes

The Board convened into Executive Session at 8:09 a.m.

EXECUTIVE SESSION

5. **Texas Government Code Section 551.087 Economic Development Negotiations - Deliberation Regarding Incentives for Economic Development Purposes and the Possible Offer of a Financial or Other Incentive to Project Black Spot, a Business Seeking to Locate, Stay or Expand in the City of Brenham, Texas**
6. **Texas Government Code Section 551.087 Economic Development Negotiations - Deliberation Regarding Incentives for Economic Development Purposes and the Possible Offer of a Financial or Other Incentive to Project Black Stamp, a Business Seeking to Locate, Stay or Expand in the City of Brenham, Texas**

Executive Session adjourned at 9:00 a.m.

RE-OPEN REGULAR SESSION

7. Discuss and Possibly Act Upon Incentives for Economic Development Purposes and the Possible Offer of a Financial or Other Incentive to Project Black Spot, a Business Seeking to Locate, Stay or Expand in the City of Brenham, Texas

A motion was made by Darrell Blum and seconded by Ken Miller that Susan Cates, Director of Economic Development be authorized to negotiate and offer financial and other incentives to Project Black Spot, as discussed in Executive Session, said financial and other incentives being subject to the approval of James Fisher, City Manager (acting in his capacity as the President of the Brenham Community Development Corporation).

Chairman Moser for a vote. The motion passed with the Board voting as follows:

Chairman Charles Moser	Yes
Vice Chairman Darrell Blum	Yes
Board Member Bill Betts	Yes
Board Member Gary Crocker	Yes
Board Member John Hasskarl	Yes
Board Member Jim Kolkhorst	Absent
Board Member Ken Miller	Yes

8. Discuss and Possibly Act Upon Incentives for Economic Development Purposes and the Possible Offer of a Financial or Other Incentive to Project Black Stamp, a Business Seeking to Locate, Stay or Expand in the City of Brenham, Texas

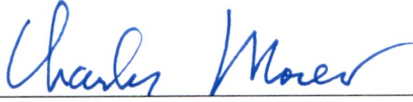
No action was taken on this item.

9. Board and Staff Updates

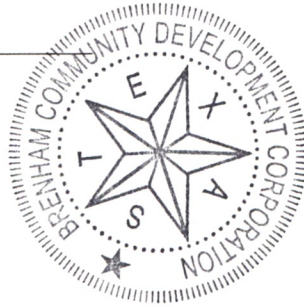
• Parks and Recreation

- Tammy Jaster, Recreation Superintendent, gave an update on the things being done at the Blue Bell Aquatic Center during Clean Sweep Week.
- Casey Redman, Parks Superintendent, gave an update on the upcoming mural painting at Jerry Wilson Park.
- Redman advised that the environmental survey at the Brenham Family Park has been completed and will be sent to Texas Parks and Wildlife; hope that funding will be released in early 2022.

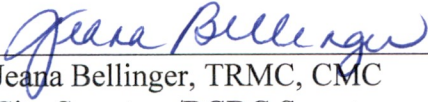
The meeting was adjourned.



Charles Moser
Chairman



ATTEST:



Jeana Bellinger, TRMC, CMC
City Secretary/BCDC Secretary