

**CITY OF ALEDO, TEXAS
ALEDO ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING MINUTES
MEETING LOCATION: ALEDO COMMUNITY CENTER
104 ROBINSON COURT
ALEDO, TEXAS 76008
THURSDAY, JANUARY 21, 2021
6:00 P.M.**

The Aledo Economic Development Board Meeting scheduled for 6:00 p.m. January 21, 2021 at the Aledo Community Center was conducted as a public meeting, and the public was invited to attend. However, in order to abide by the social distancing mandates that are in place in Parker County and in Aledo, and to protect members of the public and EDC Board members, some of the EDC Board Members and/or staff may be participating remotely via WebEx, as permitted by Order of the Governor.

CALL TO ORDER

President Kit Marshall called the Aledo Economic Development Corporation regular meeting to order at 6:10 p.m. on Thursday, January 21, 2021 at the Aledo Community Center, 104 Robinson Court, Aledo, Texas, 76008. Also in attendance at this meeting were: Director Kimberly Hiebert, Director Ryan Merrill, Director Randy Keck, Director Nick Stanley and Director Jason Needham.

INVOCATION AND PLEDGE OF ALLEGIANCE

President Kit Marshall gave the Invocation and led the Pledge of Allegiance.

APPROVAL OF MINUTES

1. Regular Minutes from August 26, 2020.

Motion was made by Commissioner Kimberly Hiebert, seconded by Commissioner Randy Keck to approve the minutes as presented.

Motion carried 6-0

OTHER BUSINESS

2. Discussion and action regarding presentation from Kyle Stallons with 44 Media Marketing

Mr. Kyle Stallons was in attendance at this meeting to discuss his business, 44 Media Marketing and how he may be able to help the City of Aledo and the Aledo Economic Development Corporation. Mr. Stallons gave a short presentation on his company which included Marketing, Media, Presence and Videography. Mr. Stallons stated that his company could help tell the

story of Aledo. He also stated that he could help the city to get positive, authentic google reviews. Following the presentation, the EDC Board stated that there have been previous discussions about branding and marketing the city.

President Kit Marshall thanked Mr. Stallons for being at the meeting.

No action was taken on this item at this time.

3. Discussion and action regarding certifying the Aledo Farmers Market through the Texas Department of Agriculture and apply to become a member of the “Go Texan” partnership.

Parks Director Toni Fisher was present to discuss the Aledo Farmer’s Market to become a member of the Go Texan partnership through the Department of Agriculture and to consider moving the Aledo Farmers Market under the Parks Department rather than it being under the Aledo Economic Development Corporation. By doing this it will include advertising that we are a Certified Farmers Market on the roster that goes all over the state. We now have 39 active vendors for the Farmers Market and they are open every Monday all year weather permitting.

Motion was made by Commissioner Kimberly Hiebert, seconded by Commissioner Jason Needham to approve the requests made by Park Director Toni Fisher.

Motion carried 6-0

4. Discussion and action to consider Zactax – Sales Tax subscription service.

City Administrator Bill Funderburk asked the EDC Board to consider a subscription service to Zactax. This is a tool that can tell us who the top sales tax customers are. For the period from October to December the very first top taxpayer listed was Amazon, followed by Wayfair and then Sonic Drive In. There are several things we can do with this tool. The cost for the subscription is \$3,000 per year.

Motion was made by Commissioner Randy Keck, seconded by Commissioner Nick Stanley to approve paying for a one-year subscription for Zactax from EDC funds in the amount of \$3,000.00.

Motion carried 6-0

REPORTS

5. AEDC Monthly Financial Statement

6. Building Permits

7. Community Center Rentals

There was no discussion for any of the report items. No action was taken.

AEDC MEMBERS AND STAFF COMMENTS

(In compliance with the Texas Open Meetings Act, AEDC members may comment on routine city matters may ask questions of staff that require only responses of factual information or statements of existing city policy, or may request that non-routine matters of public concern be placed in a future agenda. AEDC members may not discuss non-agenda items among themselves. In compliance with the Texas Open Meetings Act, city staff members may comment on routine city operations and projects. Staff members may respond to questions from others only with statements of factual information or existing city policy.

President Kit Marshall informed the Commission that a long-time board member, Mr. Bill Shelton passed away in December. Mr. Shelton was on the first EDC Board and helped to develop the by-laws. The City of Aledo was truly blessed to have Mr. Shelton's expertise and service as a board member.

ADJOURN

With there being nothing further to discuss or consider, President Kit Marshall adjourned this regular meeting of the Aledo Economic Development Commission at 6:50 p.m.

PASSED AND APPROVED THIS THE 10TH DAY OF JUNE 2021.

Kit Marshall, President

ATTEST:
Deana McMullen, City Secretary