



**NOTICE OF A REGULAR MEETING
OF THE ECONOMIC DEVELOPMENT CORPORATION
Monday, February 27, 2023
5:30 PM**

Allison Young
Barbara
McMillan
Candice Myers
Chase Penny
Danny Morrow
Kathy Brunson
Sherran Hilliard

AGENDA

Notice is hereby given as required by Title 5, Chapter 551.041 of the Government Code that the Van Economic Development Board will meet in a Regular Meeting February 27, 2023 at 5:30 PM at City Hall 310 Chestnut St., Van, TX 75790. The items listed below are placed on the agenda for discussion and/or action.

Notice is hereby given as required by Title 5, Chapter 551.041 of the Government Code that a possible quorum of the Van City Council may be present at this meeting. No official business of the City of Van will be conducted by the City Council at this meeting.

I. CALL MEETING TO ORDER

A. Roll Call and Establish a Quorum

II. INVOCATION

III. PLEDGE OF ALLEGIANCE

A. US Flag

IV. CONSENT AGENDA

(All consent agenda items are considered routine by the Board and will be enacted by one motion. There will be no separate discussion of these items unless a Board member request an item be removed and considered separately.)

A. Meeting Minutes

B. Financial Report

V. DIRECTOR'S REPORT

A. Report and update from Director Tammy Weidman

VI. INFORMATION AND DISCUSSION

A. Discussion concerning downtown building lighting.

B. Discussion concerning Board procedures and regarding renewal of terms.

VII. ACTION ITEMS

VIII. EXECUTIVE SESSION

Consider entering Executive Session according to the Texas Government Code Chapter 551 Open Meetings to discuss: Section 551.072 Discussion Regarding Real Property, Section 551.071 Consultation with Attorney, Section 551.074 Discussion Regarding Personnel Matters, and Section 551.087 Discussion Regarding Economic Development Negotiations.

IX. RECONVENE INTO REGULAR SESSION AND CONSIDER ACTION IF ANY

RECEIVE REQUESTS FROM BOARD MEMBERS/STAFF FOR ITEMS TO BE PLACED ON NEXT MEETING AGENDA

Discussion under this item must be limited to whether the Board wishes to include a potential agenda item on a future agenda.

X. **ADJOURN**

CERTIFICATION

I hereby certify that the above notice was posted on the bulletin board at Van City Hall, 310 Chestnut St., Van, Texas 75790 by 5:00 pm on February 24, 2023

Tammy Weidman, Van EDC Executive Director

NOTE: If, during the meeting, any discussion of any item on the agenda should be held in a closed meeting, the Council will conduct a closed meeting in accordance with the Texas Open Meetings Act, Texas Government Code, Chapter 551, Subchapters D and E

 *Persons with disabilities who plan to attend this public meeting and who may need auxiliary aid or services are requested to contact the Van City Hall 48 hours in advance, at (903)963-7216, and reasonable accommodations will be made for assistance.*



**NOTICE OF A REGULAR MEETING
OF THE ECONOMIC DEVELOPMENT CORPORATION
Monday, January 23, 2023
5:30 PM**

Kathy Brunson
Sherran Hilliard
Barbara McMillan
Danny Morrow
Candice Myers
Chase Penny
Allison Young

MINUTES

I. CALL MEETING TO ORDER

- A. Roll Call and Establish a Quorum
by Barbara McMillan, EDC President
Present: Allison Young, Kathy Brunson, Danny Morrow, Chase Penny, Candice Myers, Sherran Hilliard, and Barbara McMillan
Absent:

II. INVOCATION

Invocation was led by Danny

III. PLEDGE OF ALLEGIANCE

- A. US Flag

IV. DIRECTOR'S REPORT

- A. Report and update from Director Tammy Weidman
on The Movie House mural, 3rd Thursday's Picking Circle attendance, ICSC Red River Convention, New Construction Permits submitted to the City and a comparison of industry collections over the past two years.

V. CONSENT AGENDA

(All consent agenda items are considered routine by the Board and will be enacted by one motion. There will be no separate discussion of these items unless a Board member request an item be removed and considered separately.)

- A. Meeting Minutes

RESULT:	Passed
MOVER:	Danny Morrow
SECONDER:	Kathy Brunson
AYES:	Allison Young, Kathy Brunson, Danny Morrow, Chase Penny, Candice Myers, Sherran Hilliard
NAYS:	None
ABSTAINED:	None

- B. Financial Report

VI. INFORMATION AND DISCUSSION

- A. Discussion concerning EDC Executive Director Job Description.

- B. Discussion concerning EDC goals for the upcoming year.

VII. **ACTION ITEMS**

- A. Discussion, Consideration, and Possible Action on the EDC Executive Director Job Description.

RESULT:	Passed
MOVER:	Danny Morrow
SECONDER:	Allison Young
AYES:	Allison Young, Kathy Brunson, Danny Morrow, Chase Penny, Candice Myers, Sherran Hilliard
NAYS:	None
ABSTAINED:	None

Motion to approve EDC Executive Director job description with changes.

- B. Discussion, Consideration, and Possible Action on EDC goals for the upcoming year.

RESULT:	Passed
MOVER:	Chase Penny
SECONDER:	Candice Myers
AYES:	Allison Young, Kathy Brunson, Danny Morrow, Chase Penny, Candice Myers, Sherran Hilliard
NAYS:	None
ABSTAINED:	None

Motion to approve the following goals: EDC Website to be working within 90 days and a monthly activity report to be presented starting with next EDC meeting.

RECEIVE REQUESTS FROM BOARD MEMBERS/STAFF FOR ITEMS TO BE PLACED ON NEXT MEETING AGENDA

Discussion under this item must be limited to whether the Board wishes to include a potential agenda item on a future agenda.

VIII. **ADJOURN**

RESULT:	Passed
MOVER:	Kathy Brunson
SECONDER:	Allison Young
AYES:	Allison Young, Kathy Brunson, Danny Morrow, Chase Penny, Candice Myers, Sherran Hilliard
NAYS:	None
ABSTAINED:	None

Attest:

EDC President

EDC Executive Director

Type "B" Sales Tax Revenue

Van EDC

DEP.	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	Actual
OCT			14,855.41	17,924.55	16,238.07	18,532.24	21,838.57	19,246.87	19,768.28	20,104.08	26,368.09	August
NOV	11,734.48	12,471.89	19,222.15	18,515.51	20,448.81	16,239.35	19,684.12	20,508.40	20,817.72	16,074.66	25,715.10	Sept.
DEC	7,001.16	9,389.99	19,470.60	24,630.12	11,082.76	16,866.90	18,482.83	20,883.87	20,251.11	20,116.88	23,097.50	Oct.
JAN	8,157.25	7,263.18	16,264.84	19,080.58	15,382.61	16,877.91	19,430.95	17,223.47	18,202.07	22,942.68	22,992.91	Nov.
FEB	10,397.01	12,231.32	19,204.78	26,141.64	18,272.06	18,437.25	19,392.53	22,386.18	22,774.56	24,077.10	24,620.38	Dec.
MAR	6,754.14	8,902.17	13,606.73	7,284.26	17,797.11	18,010.10	19,352.43	18,376.41	18,064.58	20,239.32		Jan.
APR	7,227.35	7,358.47	8,951.50	13,141.06	15,966.36	16,501.16	17,881.80	15,876.37	17,132.74	18,765.42		Feb.
MAY	12,678.29	11,073.28	12,959.51	19,624.21	19,405.74	20,224.74	19,530.43	20,137.62	24,156.93	24,661.09		Mar.
JUNE	8,703.56	8,278.03	12,714.19	12,970.56	18,401.33	17,538.78	18,642.48	17,128.77	21,898.89	22,009.15		April
JULY	7,700.18	9,035.51	13,596.45	14,334.39	17,587.32	17,065.16	19,660.85	20,661.01	20,615.74	22,265.67		May
AUG	11,824.61	10,976.03	21,699.03	20,260.75	17,458.85	22,383.48	18,662.07	22,807.01	24,751.37	27,266.47		June
SEPT	7,519.75	7,228.99	19,041.89	14,700.01	18,054.11	19,528.46	18,973.64	18,791.20	20,402.91	21,964.13		July
TOTAL	99,697.78	104,208.86	191,587.08	208,607.64	206,095.13	218,205.53	231,532.70	234,027.18	248,836.90	260,486.65	122,793.98	TOTAL

Proj.

\$220,000.00

EDC sales tax collected

\$122,793.98

(+ or -)

month

\$543.28 more comparing this month with same month last year

year

-\$97,206.02 less than our projected amount

of \$220,000.00

Last year comparison - the total for same months was

\$103,315.40

\$19,478.58 more collected for this year.



EDC Directors Report for February 27, 2023

Business Inquiries & Assists: Ralph Carroll with locating a lot for ice machine kiosk.

Contact Jason Rose, Van ISD CTE instructor, re his contact with TJC, re: satellite school in vacant Dollar General Bldg.

Contact Tom Mullins about UT Health using vacant Dollar General building for a health clinic.

Sun and Sail Travel Agency with location for rental space.

John Pickett with warehouse availability.

Training: Oncor East Texas ED Seminar in Athens

Completed Website Training 9am-4pm

Community Involvement: Kiwanis Meeting

Chamber of Commerce Meeting

3rd Thursday's Picking Circle

Future Recruiting Opportunity -Tom Trimble Oncor Region Manager offered to let me attend Oncor recruiting events in different states to promote Van without expense of booth when they go on their next trip.

EDC Website for Government Leads – Met with Betty Russo, East Texas Regional Representative Economic Development and Tourism at Oncor ED Seminar and asked her if EDC webpage on City site would be sufficient to receive Government leads and she said yes, they understand rural areas don't have the funds larger cities have.

Business Networking Reception- January 26, 2023 – 30 businesses were represented. Business Surveys were passed out. Each business was mailed a thank you for attending and a business survey emailed to them.

2/6/23 Renewed CD and transfer funds to make CD \$250,000.00. New rate is 4.0%

Promote Van Oil Museum and History to students-

School sets date for annual Van Oil Museum Fun & Fact Day field trip for 2nd graders, March 24, 2023.



Business Questionnaire -2023

Please fill out what is applicable to your business and add anything you feel we missed.

Your Business Name -

Needs and Opportunities Assessment—

Are you experiencing any business challenges?

Do you like being a business owner in Van?

How satisfied are you with your present location?

Do you have plans to expand or reduce operations?

Are you, or the building owner, considering any building improvement projects?

What business would you like to have in Van that would be beneficial to your business?

Business and Workforce Data—

How long has this business been in operation?

How long have you owned this business?

Does your business own or rent its space?

How many employees work here?

What percentage of your employees live in Van?

Market and Marketing Data—

What are your hours of operation and your thoughts on store hours?

What are your busiest times of the week?

What are your busiest months of the year?

How many customers/clients visit your business per week?

Do you feel Community events increase your foot traffic or sales volume? If so, any specific ones?

Top zip codes/towns from which your business draws customers?

Do you have an annual advertising budget?

How do you advertise your business?

What products and/or services that best differentiate your business from the competition?

Who is your toughest competition?

What is your target clientele?

What other local business complements your business the most?

What do you feel are the biggest non-work reasons people stop in Van?

What other businesses would you like to see locate in Van?

What Community assets would you like to see developed?

(Expand existing assets or create new ones).

Any extra comments you want to add about Economic Development in Van?

Van Economic Development Executive Director Job Description

SUMMARY

This position reports to the Van Economic Development Corporation (VEDC) Board of Directors and is responsible for executing the strategies of the VEDC, as well as the management of all day-to-day activities and operations of the corporation. This person must be knowledgeable of applicable laws and regulations related to 4B Economic Development Corporations. The management of the activities and operations of the VEDC includes all aspects of the development, implementation, and oversight of economic development programs and initiatives for business recruitment, retention and expansion. The EDC Executive Director markets and promotes the City of Van; coordinates assigned activities with other city functions and outside agencies and organizations; requires regular contact with the public in situations that require tact and judgment representing the VEDC in negotiations and mediations. This position also interacts with the City Manager and City Council.

DUTIES & RESPONSIBILITIES

Essential responsibilities and duties may include, but are not limited to the following:

Essential Functions:

1. Facilitates development and implementation of strategic planning, economic development goals, objectives, policies, and priorities as established by the VEDC Board.
2. Stays abreast of changes in Texas Economic Development requirements pertaining to 4B corporations. Attends Texas Economic Development Sales Tax training seminars and Public Funds Investment Act training seminars as required by law.
3. Markets the community to potential companies (clients) interested in relocating to Van.
 - Represents the VEDC at seminars, trade shows, and other economic development functions.
 - Keeps up with available properties and maintain contact with commercial real estate brokers and site developers.
 - Collaborates with outside firms to develop and implement marketing initiatives, marketing materials, and collateral materials.
 - Negotiates incentive agreements and contracts with prospects in conjunction with the VEDC Board; allocates resources appropriately.
 - Maintains the VEDC website and online presence.
4. Maintains Existing Business Inventory
 - Identify local stakeholders and learn the needs of existing companies.

- Supports existing companies and encourages local expansion of jobs, annual payroll, and capital investment.
 - Stays informed of incoming businesses.
5. Attends monthly City Council meetings. Participates in civic, County, and regional organizations to further economic development opportunities.
 6. Participates in the preparation and administration of the VEDC budget and prepares monthly and bi-annual reports for the VEDC Board, Mayor, City Council and City Manager.
 7. Oversees the maintenance and rental of EDC property. Conducts and manage special projects, works with outside agencies and professional consultants, as necessary.

Other Functions:

1. Attend and participate in professional group meetings; stay abreast of current trends and innovations in the field of economic development and marketing strategy.
2. Administrative duties include, but are not limited to, maintaining files, correspondence, posting agendas, and maintaining rotation list of board members.

QUALIFICATIONS

Knowledge of:

- Principles and practices of economic development policy, administration, and implementation.
- Local government operations, rules, and regulations; municipal budget preparation and administration.
- Principles and practices of developing goals, objectives, and management plans.
- Sources of capital and available financial incentives.

Ability to:

- Analyze and assess economic development programs, policies and operational needs and make appropriate adjustments.
- Analyze statistical and economic data and trends.

- Use good judgment in respecting confidentiality; identify and respond to sensitive community and organizational issues, concerns and needs of prospects.
- Prepare and communicate clear and concise marketing reports, administrative and financial reports, both orally and in writing.
- Create and implement a system of follow-up and analysis that will keep the VEDC Board, City Manager and City Council informed.

EXPERIENCE AND TRAINING GUIDELINES

Any combination of experience that would likely provide the required knowledge is qualifying. A typical way to obtain the knowledge and abilities would be:

Education and/or Experience:

- Equivalent to a bachelor's degree from an accredited college or university in, business administration, public administration, marketing, or related field, and / or
- Five years' experience in economic development is preferred. Experience in tourism, marketing, or other closely related fields focusing on the attraction of retail and sales tax generating business will also be considered.

License or Certification

- Possession of an appropriate, valid Texas driver's license.
- Possession of Basic Economic Development Course required. Other desirable certifications include Certified Economic Developer (CEcD) or Professional Community & Economic Developer (PCED).

SUPERVISION

- Reports to and receives general direction from the Van Economic Development Corporation Board.

WORKING CONDITIONS

- Office environment; exposure to computer screens and extensive amount of public interaction.
- Domestic travel for prospect recruitment, trade shows and conference attendance as appropriate.

Physical Conditions:

- Ability to operate a motor vehicle for travel within and outside the city.
- Pass a post-offer drug testing, criminal background and credit history checks and other appropriate testing and requirements.

For the purpose of compliance with the Americans with Disabilities Act (ADA) this job description does not take into account potential reasonable accommodations.

ESTIMATE

Prepared For

Tammy Wiedman, Van Main Street
(214) 882-9480

STR Construction

11977 CR 3111
Kilgore, Tx 75662
Phone: (214) 734-3689
Email: tyler@strconstruct.com

Estimate # 1
Date 02/19/2023

Description

Warm White C9 LED
Install Commercial Grade Warm White LED Lights

Magnetic Clips
Commercial magnetic clips for metal roofing.

Subtotal	\$6,344.00
Total	\$6,344.00

ESTIMATE

Prepared For

Tammy Wiedman, Van Main Street
(214) 882-9480

STR Construction

11977 CR 3111
Kilgore, Tx 75662
Phone: (214) 734-3689
Email: tyler@strconstruct.com

Estimate # 2
Date 02/19/2023

Description

Add outlet and photosensitive timer

This is rough estimate and price could vary on complexity of running power to the outlets.

Subtotal	\$2,250.00
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Total	\$2,250.00
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CITY OF VAN

APPLICATION FOR CITY BOARDS/COMMISSIONS

As an Applicant for a City Board, or Commission, your application will be available to the public. You will be contacted before any action is taken on your appointment to confirm your continued interest in serving. All appointments are made by the Van City Council. Incumbents whose terms expire are automatically considered for reappointment unless they indicate non-interest. Applicant must be a citizen of the United State and must reside within the city limits of Van unless otherwise stated in the position announcement. Applications will be kept on file for two years and will expire at the end of two years; for instance, an application dated 2021 will expire in 2023.

Please Type or Print Clearly:

Date: _____

Name: _____ Home Phone: _____

Address: _____ Work Phone: _____

Cell: _____ City/State/Zip _____

Email: _____

I have lived in Van _____ years. I am _____ am not _____ a U.S. Citizen

Occupation: _____

Professional and/or Community Activities: _____

Additional Pertinent Information/References: _____

Application for the following Council-appointed Boards and Commissions will be kept on file in the City Secretary's office for two years.

If you are interested in serving on more than one board, please indicate your preference by numbering in order of preference.

Decision-Making Boards and Commissions

- () Planning & Zoning Commission
- () Van Economic Development Corporation

Meeting Information

Last Tuesday of Month @5:30pm
4th Monday each Month @ 7:00pm
(special meetings may be called)

Advisory Boards and Commissions

- () Parks & Recreation Advisory Board
- () Community Library Advisory Board

Meeting Information

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I AM INTERESTED IN SERVING ON THE ABOVE INDICATED BOARDS
AND COMMISSIONS.

Signature of Applicant

Please return this application to: City Secretary
City of Van
PO Box 487
Van TX 75790