



## City of Coffee City Economic Development Corporation

7019 Pleasant Ridge  
Coffee City, TX 75763  
(903) 876-3414 Office  
(903) 876-2433 Fax

A MEETING OF THE COFFEE CITY ECONOMIC DEVELOPMENT CORPORATION; WAS HELD ON APRIL 25TH, 2022, AT 5:00 PM, AT THE CITY OF COFFEE CITY LOCATED AT THE ABOVE ADDRESS. THE MINUTES FROM THAT MEETING ARE RECORDED BELOW AS WRITTEN:

### MEETING MINUTES

1. Call the Meeting to Order/Recording.  
*The meeting was called to order by Cynthia Swanson at 5:05 p.m.*
2. Roll Call / Announce if quorum is present.  
*Jan Daughtery called the roll and announced a quorum was present. New members, Jeff Blackstone and Justin Wiggins were absent. Cynthia Swanson, Tom McBride, GeoJan Hunter, Jan Daughtery and Vicki Castleberry were present*
3. Welcome new Board Members:  
*A welcome announcement was made for new interim EDC president, Cynthia Swanson, and new members Justin Wiggins and Jeff Blackstone, who were not present.*
4. Approve Meeting Minutes for March 25th, 2022:  
*The meeting minutes from the March 25<sup>th</sup> meeting were presented for review and approval. A motion was made by Vicki Castleberry to accept the minutes as written, the motion was seconded by GeoJan Hunter. All were in favor, none opposed. Motion carried.*
5. Approve the Treasurer's Report for March 2022:  
*The treasurer's report was presented for review and approval. Tom McBride made inquiries about the City Service Agreement disbursements, the TVEC payment from the H.O.T. account, the sales tax payment from the City regarding the timing of the receipt of those funds, and the various bank accounts regarding which are holding accounts and which are depository/payment accounts. A motion was made by Vicki Castleberry to accept the treasurer's report as written, the motion was seconded by Tom McBride. All were in favor, none opposed. Motion carried.*
6. Open Forum:

6. Open Forum:

*No one was signed up for open forum, however a question was entertained from the audience from Micah Wolfe, general manager of the Lake Palestine Resort regarding the payment for the electricity for the electronic sign located on Hwy 155 from the H.O.T account. Since the sign displays a representation of both hospitality industry related businesses paying H.O. tax as well as sales tax producing businesses that he felt that this was not an appropriate expense to be paid for from the Hotel Occupancy Tax account. GeoJan Hunter stated that she was aware that at one time the electricity for the sign was paid out of the general fund but was currently being paid from the H.O.T account and that she continued this payment as it was previously set up. The members of the Board agreed to take it under advisement and to further discuss the matter at the next EDC meeting.*

7. Discuss, Consider and Act upon presentation(s) seeking EDC funding approval Lake Palestine Resort-Micah Wolf:

*Micah Wolfe addressed the EDC Board with a proposal for the EDC Board to participate in a cable television fishing show, "On the Hook". A packet was presented to each board member for review. The funding application was presented requesting a contribution of \$2,500.00. For the consideration of the \$2,500.00, the EDC would have the opportunity to share 50% of the advertising spot highlighting other Coffee City lodging facilities available for rent on Lake Palestine. Cynthia Swanson reviewed the youtube posting on the last showcase that Micah participated in and there had been 1.5K views. This cable show highlights crappie fishing in various areas. GeoJan Hunter injected that she had began a list of properties that currently contribute to the H.O. tax. The production is scheduled for October 2022. The deadline for the EDC information is July 15<sup>th</sup>. Tom McBride made a motion to participate in this funding presentation in the amount of \$2,500.00 for a 50/50 representation between the Lake Palestine Resort and Coffee City EDC. GeoJan Hunter seconded the motion. All were in favor, none were opposed. Motion carried. A comment from the audience, Ray Ver Hey regarding getting permission to link the youtube to the EDC website page.*

8. A. Discuss, Consider and Act upon amending Section 4.02 to read "June" instead of "July to agree with Section 3.05 as written.

*A change was made to Section 4.02 to read June instead of July to align with Section 3.05 as written. A motion was made by Vicki Castleberry to accept the changes to the bylaws regarding Section 3.05 as written. A second was made by GeoJan Hunter. All were in favor, none were opposed. Motioned carried.*

B. Discuss, Consider and Act upon accepting the revisions made to Section 3.02 allowing individuals owning a business and property within the city limits of Coffee City, who live within 10 miles of the City of Coffee City to apply for membership to the Coffee City EDC as written.

*A revision was proposed and made to the EDC Bylaws to allow individuals living within 10 miles of the City of Coffee city, who own property or business within the City of Coffee City to apply for membership to the EDC Board. Vicki Castleberry made a motion to accept the changes to the EDC Bylaws as written. GeoJan Hunter seconded the motion. Four members were in agreement, one member was opposed. The motion carried.*

9. Discuss, Consider and Act upon amending the EDC Budget under Business Opportunity Funding to accommodate the proposed projects.

*Due to recent proposals for the purchase of property by the EDC, the Board acknowledges that the approved EDC budget should be amended to reflect the potential expense should the proposed projects be pursued further within this Budget year. Further discussion was made to calculate the estimated increase to the budget another \$80,000.00, which would amend the budget under Business Opportunity Funding to \$120,000.00. GeoJan Hunter made a motion to amend the budget to a total of \$120,000.00. Tom McBride seconded. All were in favor, none were opposed.*

10. Discuss, Consider and Act upon forgiving the Hotel Occupancy Tax “fine” for the property located on Pine Street. Owner will pay the taxes for the previous 2 years. This recommendation is made due to no prior contact being made by the City referencing the Ordinance for the collection of Hotel Occupancy Tax.

*A recommendation was made on the Pine Street VRBO property to forgive the penalty as required by the City Ordinance for failure to pay. The discussion centered around the precedent set for other VRBO and AirBnB that were in arrears due to the fact that the City had failed to enforce the ordinance previously. Discussion was also had regarding the amount of tax due and the payment that is expected from the owner, which is approximately \$3-4,000.00+. GeoJan Hunter made the motion to forgive the fine for the Boyd property on Pine Street. Jan Daughtery seconded. All were in favor, none were opposed. Motion carried.*

11. Discuss, Consider and Act upon advertising in the “Gone to Texas” Magazine.

*A discussion was had regarding previously presented information for advertising in the Gone to Texas magazine for consideration. The Board discussed distribution and deadlines. It was the determination of the Board to table this until further research can be done on the product. GeoJan Hunter made a motion to table the action for approving advertising in the Gone to Texas magazine. Tom McBride seconded the motion. All were in favor, none were opposed. This item shall appear sometime on a future agenda.*

12. Discuss, Consider and Act upon the Purchase of the proposed properties.

*The Board entered into discussion regarding the purchase of the proposed property projects. It was suggested that due to the lack of information from the EDC attorney regarding a timeline for moving forward with the purchase and*

*wording for the required resolution for publication. It was also suggested that Cindy reach out to another Mayor for insight into the resolution construction. It was also suggested that this item be tabled until needed information can be gathered.*

13. Calendar of Events - Discuss and Act Upon

May 14<sup>th</sup>: Fishing Tournament-*this event was previously approved. The requestor completed the required funding application. No action is necessary.*

May 28<sup>th</sup>: Memorial Day Community Parade-*This event was discussed and it was determined that the length of time to promote and finalized the particulars. The event was postponed until a later date.*

June 18<sup>th</sup>: Father's Day Activity-*Discussion was open to determine what type of event would be good for Father's Day. It was determined to hold a bank fishing tournament to be held at the Lake Palestine Resort.*

*Further comments were made regarding the type of events, the timeframes for advertising and the availability of EDC, City Council and Community members to participate. Discussion regarding the development of an AdHoc committee to assist the EDC for these events. Micah Wolfe agreed to assist the EDC with marketing the Bank Fishing Tournament on June 18<sup>th</sup>.*

14. Discuss Scheduling Budget Meeting-New Fiscal Year Begins July 2022

*GeoJan Hunter began the discussion to schedule the EDC Budget workshop in time to meet the requirements of the City. A budget workshop meeting was scheduled for May 11 at 10:00 a.m. Several budget items need to be reviewed, specifically the Administrative Service Agreement, Sales Tax income, Hotel Occupancy Tax income.*

15. Agenda items for next month:

The following items were placed on the agenda for the next EDC meeting in May:

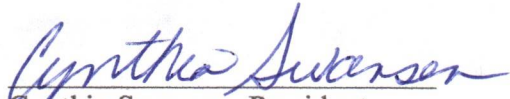
1. Consider and Act upon Approving the EDC Budget
2. Consider and Act upon approving an equitable cost share for the electronic sign on Hwy 155.
3. Consider and Act upon the purchase of the proposed property purchases.
4. Finalize the Bank Fishing Tournament-June 18<sup>th</sup> Father's Day

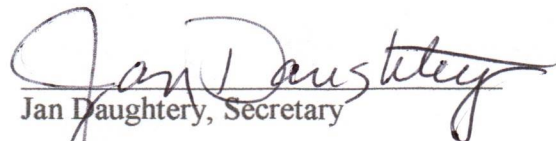
Agenda items may be added as needed.

16. Adjourn:

Cindy Swanson called for a motion to adjourn. Vicki Castleberry made a motion to adjourn the meeting, Tom McBride seconded the motion. All were in favor, none opposed, the motion carried and the meeting was adjourned at 6:46 p.m.

We certify that these are the official minutes for the Coffee City EDC meeting that were held on **April 22, 2022, at 5:00 PM** was reviewed and approved on \_\_\_\_\_, 2022.

  
Cynthia Swanson, President

  
Jan Daughtery, Secretary