

MINUTES

The HITCHCOCK ECONOMIC DEVELOPMENT CORPORATION

Regular Meeting – 24 October 2024 – 5:30 P.M.

The regular monthly meeting for the Hitchcock Economic Development Corporation (HEDC) will be held on Thursday October 24, 2024, at 5:30 PM. This will be an open meeting held at the HEDC boardroom at 8115 Hwy. 6, Hitchcock, Texas 77563.

A G E N D A

1. Call to Order.

Meeting called to order at 5:48 PM.

2. Roll call of members.

4 of 5 members present. Kathy Marullo absent.

3. Public Comments (Limit 2 minutes per speaker).

None.

4. Consent Agenda

- a. Approval of the Minutes of the HEDC Regular Meeting August 22, 2024
- b. Approval of payment of the HEDC Monthly VISA account at Texas First Bank

Motion to approve the consent agenda was made by Ted Robinson and seconded by Chris Armacost. Motion passed unanimously.

5. HEDC Financial Report. (Devin DePascal)

Board approved the Financial Report as presented by the Executive Director. The Director was asked to follow up with Colleen Laine on renewing our lease for the next two years.

6. Executive Director's Report. (Devin DePascal)

- a. Project Report
- b. Director's Activities
- c. Real Property Update
- d. Downtown & Events Status Report

The Executive Director provided updates on all active projects, as well as meetings with prospects, plans for and interest in HEDC-owned property, and updates on planned and upcoming events.

The Director was encouraged to reach out to submit a site for Project Maverick in the hopes that more of our questions regarding water treatment and noise/light pollution would be answered.

The Director was also tasked with researching opportunities for on-street parking along Wallace and N. MLK to lessen the burden for new and existing downtown businesses to provide parking.

7. Marketing Update (Devin DePascal)

a. Contact Lists

b. Advertising for Events/Conferences

The Director provided an update on the contact lists being developed for outbound marketing and potential options for advertising to attendees of industry conferences.

After some discussion, it was determined that priority should be placed on revamping the website before any significant outbound marketing is considered, while continuing to expand upon our contact lists when possible.

8. Executive Session: Adjournment to Executive Session Pursuant to Texas Open Meetings Act, Tex. Gov. Code § 551.072 – Deliberation about Real Property.

None.

9. Reconvene into open session and consider action discussed in executive session.

10. President's Comments

a. Brief the board on status of HEDC Activities.

Jack Click reiterated the importance of cleaning up the website, increasing our marketing output on social media, and keeping "our house in order" before considering any future purchases for services.

11. Mayor's Comments

None.

12. Board Members' Comments

None.

ANNOUNCEMENT

a. Next regular meeting 21 November 2024 at 5:30 p.m.

13. ADJOURN

Meeting was adjourned at 8:31 PM.