

STATE OF TEXAS

COUNTY OF BRAZORIA

CITY OF LAKE JACKSON

BE IT KNOWN that the Lake Jackson Development Corporation of the City of Lake Jackson met in Regular Session on Thursday, April 13, 2017 at 12:00 PM at the with the following present:

Gary Rodgers, Chair
Gerald Roznovsky, Vice Chair
Rod Hall
Heather Melass, Council member
Lisa Pauls

William P. Yenne, City Manager
Alice A. Rodgers, City Secretary
John Boehm, Assistant to City Manager

VISITORS COMMENTS

There were no visitors present.

UPDATE FROM THE ALLIANCE – SEAN STOCKARD

Mr. Stockard was not at the meeting.

DISCUSS REPORT FROM MARSH DARCY REGARDING THE MARKETING STRATEGIES FROM THE INFORMATION EXTRACTED FROM THE TEEEX REPORT

Mr. Yenne stated that Sue Darcy and Alan Mueller put together information they extracted from the TEEEX report. He stated that this is intended as a document to “go by” and only suggestions. This is not Marsh Darcy’s area of expertise. The document was intended to give ideas to the Board on how to not only market the city but to the various developers whether it is a residential developer or commercial developer.

Mr. Yenne said staff is looking for guidance from the board. He asked that the board pick those items in this report that were most important to the board. Once that is done someone to prepare the marketing of the information can be contacted for information to go on line and in brochures. We will also need to know who to target with the information.

The Board asked that the Marketing Committee work on this.

The Board also asked that staff get quotes to bring in a marketing company to assist with compiling the information. Mr. Yenne stated if the cost was reasonable it could be done, if not it would have to be done in bite size pieces and would have to be budgeted.

DISCUSS AND CONSIDER ACTION PLAN TO AMEND THE AUTHORIZED USES OF THE HALF-CENT SALES TAX FUNDS

Gary Rodgers stated that in the last marketing committee meeting they began a time line.

Gerald Roznovsky stated that the committee decided to set stage gates for every other month. During the stage gates, progress would be reviewed each time to see if this can be completed in time.

Discussion followed on having something to tie the half cent monies to before presenting the freeing up of the monies. Also, the need to promote the idea of amending the uses for the half cent tax.

UPDATES FROM SUB-COMMITTEES

There were no updates.

UPDATE ON BUSINESS DEVELOPMENTS IN THE AREA

Mr. Yenne reviewed the business developments in the area. He stated that the La Quinta now want to move the hotel to a different location on the lot. They will be going back to the Planning Commission for approval.

ITEMS OF COMMUNITY INTEREST

Heather Melass stated that May 20 Barbie Rhodes will have recitals.

Alice Rodgers stated the concert series on the Civic Center Plaza will be starting April 28.

ADJOURNMENT

There being no further business Lake Jackson Development Corporation adjourned at 1:20 p.m.

These minutes read and approved this, the ____ day of _____, 2017.

Gary Rodgers, Chair

Alice A. Rodgers, City Secretary