



FULSHEAR DEVELOPMENT CORPORATION

A Type "B" Economic Development Sales Tax Corporation

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Meeting Minutes August 17, 2020 5:30 PM (Virtually)

Board Members Present: John Kelly, Ray Kerlick, Tommy Kuykendall, Jason Maklary, Stacy Mangum, Lisa Kettler Martin, Don McCoy (ex-officio)
Board Members Absent: Kim Stacy
Staff & City Council Liaison: Angela Fritz, Chandler Marks, Byron Brown
Attendees: Aaron Groff, Kaye Kahlich, Chandler Jenkins (Coastal Cloud)

1. Call to Order

There being a quorum of the board present, Tommy Kuykendall, President, called the meeting to order at 5:31 p.m.

2. Citizen's Comments

None.

- ### 3. Public hearing on a general type of projects being proposed by the Corporation for Fiscal Year 2020-2021 being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development, the amount of which is approximately \$444,846; and specific projects being expenditures found by the Board of Directors to promote new or expanded business development for: Community Events (\$37,500); and capital project contributions for City of Fulshear CIP Project ST20B: Huggins Widening/Extension Cost Participation (\$100,000), City of Fulshear CIP Project ST20C: Texas Heritage Parkway Construction Cost Participation (\$3,875), City of Fulshear CIP Project ST20D: FM 1093 Widening Cost Participation (\$25,250), City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation (\$50,000), City of Fulshear CIP Project FPT19B: Livable Center Study Implementation (\$50,000); and City of Fulshear CIP Project D20A: West Side Drainage (\$100,000)

Mr. Kuykendall opened the public hearing at 5:35 p.m.

There were no comments. Mr. Kuykendall closed the public hearing at 5:36 p.m.

4. Consideration and possible action on Agreement to implement an Economic Development Quick Start Solution to be used with the Salesforce customer relationship management platform

ED Staff said that reference checks with other cities throughout Texas that utilize Economic Development Quick Start Solution by Coastal Cloud, are finished. The references spoke to the necessity of tracking key performance indicators (KPIs), and to the need and value of CRM to track KPIs. Salesforce directly referred ED Staff to Coastal Cloud for the Solution.

ED Staff also said that the City's purchasing coordinator (not present for the meeting) verified that Coastal Cloud is already available to the City through a State of Texas Department of Information Resources contract, as the City already has an interlocal purchasing contract with the State; Coastal Cloud has already been competitively bid. The City is looking to obtain a copy of the contract from DIR with Carahsoft.

Rev. Gilmore (CDC – "A") asked for clarification about the \$7,500 cost for each corporation; ED Staff clarified that \$7,500 will be a one-time fee for installation and setup. License renewals for the program be paid for by the City.

Mr. Kerlick asked whether CRM would be a tool for tracking prospective businesses; and, Mr. Van Chau (CDC – "A") asked about CRM as a tool for retaining businesses. ED Staff maintained that CRM will serve as an informational hub for the department.

Mr. Etheridge (CDC – "A") asked whether Coastal Cloud will maintain the database and select a cloud provider, or if the City has already chosen a cloud provider. Mr. Jenkins (Coastal Cloud) said that Coastal Cloud will set up the system, and train ED Staff on how to run it. ED Staff, Ms. Martin and Mr. Jenkins reiterated that the Solution will be for Salesforce, and cloud-based. Mr. Etheridge maintained concerns about the cloud not being that secure, to which Mr. Jenkins outlined security settings available for users and that he is not aware of security problems for users.

Mr. Maklary asked whether additional features by Salesforce will entail additional costs, or if there will be an ongoing maintenance agreement. Mr. Jenkins said that the agreement is effective for implementation; Coastal Cloud can offer a managed services component or project option after implementation. Salesforce pushes updates quarterly, but nothing is scheduled for intense integrations or thorough automations.

Motion to approve the agreement to implement an Economic Development Quick Start Solution to be used with the Salesforce customer relationship management platform – Kerlick; Second – Mangum

Ayes: 6 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin

Nays: 0

Abstentions: 0

5. Consideration and action on Resolution CDC 2020-07, a resolution of the CDC declaring a specific project of the Corporation for Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development, the amount of which is approximately \$7,500

Motion to approve Resolution CDC 2020-07, as presented – Mangum; Second – Maklary

Ayes: 6 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin

Nays: 0

Abstentions: 0

6. **Consideration and action on budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear**

Motion to approve the budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear – Mangum; Second – Maklary

Ayes: 6 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin

Nays: 0

Abstentions: 0

7. **Consideration and action on financials and payables for the Corporation for the period ending June 30, 2020**

ED Staff presented an overview of the financials and payables.

Motion to approve the financials and payables for the Corporation for the period, with reimbursement for \$22,858.64 – Kerlick; Second – Maklary

Ayes: 6 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin

Nays: 0

Abstentions: 0

8. **Consideration and action on minutes of the Corporation for the July 20, 2020 Meeting**

Motion to approve the minutes as presented – Kerlick; Second – Kelly

Ayes: 6 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin

Nays: 0

Abstentions: 0

9. **Hear update from City Council liaisons**

Councilmember Martin (Director and Liaison, FDC – “B”) provided that the largest issues underway are the Consolidated Development Ordinance project and the FY21 budget and “tax rate talks.” There will be a joint meeting of the City Council and EDCs the next day (August 18) regarding the broadband discovery plan. The regular meeting immediately afterwards will also be quite economic-development-heavy. The council also approved changes to the business grant program in July, wherein a change was made to allow for local businesses operating with Fort Bend County DBA (“doing business as”) certificates.

Councilmember Kelly (Liaison, CDC – “A” and Director, FDC – “B”) stated that City Council approved updates to the Parks and Pathways Master Plan and the Master Transportation Plan in the July regular meeting.

10. **Economic development report: Briefings or updates may be provided regarding City and Economic Development projects and programs, certificates of occupancy, conferences and meetings attended, upcoming meetings and events, business contacts and announcements, economic indicators, and administrative items**

- a) **Update on COVID-19 grant program**
- b) **Update on Innovation Hub Playbook Project**
- c) **Update on request to review Corporation meeting schedule**
- d) **Update on request to utilize a file share tool for the Corporation**

ED Staff provided overviews of the projects, as well as stabilization of the impacts of COVID-19 on the local business community. The business grant program is closed effective August 14 at 5:00 p.m., with applications being reviewed. Staff continue to encourage businesses to take advantage of the business grant available from Fort Bend County.

Mr. Van Chau (CDC – “A”) inquired about the Marcel development, where its tenants stand and how full the development is at this point. ED Staff said that they can verify whether leasable spaces are being built out.

Mr. Van Chau mentioned that completed maps by Connection Nation Texas, county by county, of broadband access throughout Texas are now completed and available. The maps reaffirm some points to be made in the broadband discovery study, to be discussed in the joint meeting of the City Council and EDCs the following day (August 18). He also mentioned that there will be a virtual job fair for Fort Bend County held on September 23.

Ms. Martin pointed out that she saw sign for St. Peter’s near the Montessori school in the ETJ, but she doesn’t know if it’s a project that we have timing about. She said that when the project finishes, there will be a population right outside the city limits that could turn out of church and into the Fulshear city limits.

11. Future Agenda Items

Mr. Kerlick would like for a representative from the Fort Bend EDC to update the board, and for a representative from The Cannon to update the board as to where the innovation hub strategy project is.

Mr. Van Chau (CDC – “A”) suggested lining up something involving the Katy Area EDC and Waller County EDP.

12. Announcements

Mr. McCoy promoted the newest Fulshear community guide being distributed by the Fulshear Katy Area Chamber of Commerce. Many businesses that were mentioned on the ABC 13+ special on Fulshear noticed significant increases in traffic and calls. For examples, Dozier’s sold out of barbecue at one point; Brown Eyed Girl sold hundreds of masks. There will be a chamber tournament at Top Golf on September 3. Lastly, he promoted the Chamber’s new artificial intelligence-based search engine for finding, shopping and buying local, within a 20-mile radius of Fulshear and regardless of chamber membership, TriCountySearch.com.

13. Adjournment

Motion to adjourn @ 6:49pm – Maklary; Second – Mangum

Ayes: 6 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin

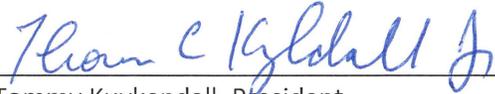
Nays: 0

Abstentions: 0

Passed and approved this 21 day of September, 2020.



Jason Maklary, Secretary
Fulshear Development Corporation



Tommy Kuykendall, President
Fulshear Development Corporation