

North Central Texas Economic Development District (NCTEDD)

Virtual Zoom Webinar Meeting

December 14, 2020 | 10:00 AM

MINUTES

1.) Welcome and Introductions

Lucille Johnson, Assistant to the Executive Director, opened the meeting at 10:01 am and took attendance. She then explained that Marty Wieder (Chair) was not available for the entire meeting and therefore Vice Chair Fred Schmidt would lead the meeting. Fred welcomed everyone to the meeting.

2.) Fred introduced 4 new Board members:

- Pam Mundo is the founder, President and CEO of Mundo and Associates, Inc. A consulting firm serving cities and the development sector with civil engineering, city planning and economic development services.
- Mary Ann Moon is the Executive Director for Prosper Economic Development Corporation. Prior to that, she was a Business Development Advocate and Economic Development liaison for AECOM, the world's largest engineering firm, where she was responsible for Mississippi, Louisiana and East Texas growth opportunities related to coastal restoration, infrastructure, and special projects.
- David Bristol co-founded Employee Solutions LP, and serves as Chairman of the Board, President and CEO, of one of the largest privately held staffing firms in Texas, Oklahoma, and Arkansas. He is a graduate of the United States Air Force Academy and served as an active-duty fighter pilot deployed throughout the world.
- Nika Reinecke, Principal of Envision Planning Group, has 30 years of experience in the field of economic development and planning in the cities of Keller and Lewisville (she retired in 2019) where she worked to foster public/private partnerships.

3.) Fred asked for approval of the July 13, 2020 NCTEDD meeting Minutes.

Upon a motion of Nika Reinecke, seconded by Erica Sullivan, the minutes were approved.

4.) Brief on the EDA CARES Supplemental Funding to the North Central Texas Economic Development District and Introduction of new staff.

Lucille explained that with the supplemental funding of \$400,000, the EDD was able to bring on a new staff member, Pritiben (Prit) Patel, as the Regional Economic Development Disaster Recovery Coordinator. Prit has over 15 years of service in both emergency management and economic development, as well as experience working in a City Manager's office. Lucille said she was thrilled to have Prit join the team on September 28. She explained that Prit jumped in ready-to-go, assisting EDA CARES Act applicants as they prepared to submit applications for funding.

5.) Guest Speaker, Stacey Webb, Economic Development Representative, Economic Development Administration

Fred introduced Stacey Webb, US Department Commerce, Economic Development Administration (EDA) Representative for Oklahoma and North Central Texas. Stacey has more than 26 years working in local and regional economic development. Prior to joining EDA, she worked as the Economic Development Director for an Alabama Regional Planning Commission for over 19 years. She holds a master's degree in Public Administration and is an International Finance Professional through IEDC. She received the Silver Award from the U.S. Department of Commerce in 2020 for enhancing support of state and regional capacity building.

Stacey expressed her appreciation for the invitation to speak to the group. She explained that in her current position, she reports to Austin and shares coverage of the region with three others, also in Texas. She explained that she started with the EDA in Atlanta, where she served 7 years, then Denver and finally, Austin. She updated the Board on EDA CARES program funds, commending the NCTEDD for their "win" of over \$18 million of CARES funding. She explained that Lucille had positioned the region well to receive the funds and worked tirelessly to help obtain the funding.

She explained that the region should not allow the end of CARES program funding to stop investment in the region and that the EDA is accepting applications for FY21. While there is no deadline for regular program EDD funds, she anticipates the funds to be spent by very early spring of 2021. For these funds, communities must qualify under the distressed category or else qualify for "special needs." She encouraged the group to sign up for the EDA newsletter, which highlights projects invested in and funds available.

She then gave a presentation(attached) about resiliency, in consideration of the regional CEDS update that will take place next year. She noted that the CEDS must address resiliency, either specifically or interweaved throughout, including key vulnerabilities and resilience-building goals. She explained that investing in resilience can make a community more attractive to businesses and can impact the choice of communities for development. Resilience also

reduces the financial impacts of disasters, improves economic profitability and performance, and improves the climate for investment and site-location.

6.) District Update

Prit expressed her pleasure to be a part of the EDD team. She updated the members on the progress and activities of the NCTEDD, including:

- a) An overview of regional EDA CARES Act Funding
- b) The completion/end of the 2018-2020 EDA District Planning Grant in December of 2020
- c) The conducting of ongoing new board member orientations
- d) Website updates, including a resource section
- e) 2021 work to update the CEDS
- f) Work with the Local Initiatives Support Corporation (LISC), a project to help small for-profit businesses in populations of 50,000 or less
- g) Reporting of In-kind hours before the grant deadline
- h) Filling the current vacancies on the Board (can contain up to 51 Seats) in the following population categories:
 - i. Counties – 5 Vacancies
 - ii. Cities between 200,000 and 500,000 – 1 Vacancy
 - iii. Cities between 50,000 and 100,000 – 1 Vacancy
 - iv. Cities between 25,000 and 50,000 – 1 Vacancy
 - v. Cities less than 25,000 – 6 Vacancies
 - vi. Principal Economic Interest – 3 Vacancies

7.) Guest Speaker, Dr. Faye Beaulieu, Senior Vice President, Community Investment, Tarrant County United Way

Fred introduced Faye Beaulieu, the Senior Vice President for Community Investment with United Way of Tarrant County. Faye spent five years with the organization as a volunteer and was then hired as Northeast Project Director in 2003. Her role includes fundraising and oversight responsibility for community programs, including allocations, VITA, Wild About Reading and Mission United, in addition to serving on two regional steering committees. Outside United Way, Faye served the Hurst-Euless-Bedford community for 25 years as a member of the HEB ISD Board of Trustees. She also served 10 years on the Texas Association of School Boards (TASB) Board of Directors, and she chaired that association in 2014.

Currently, Faye's service in the county includes the Northeast Leadership Forum Board of Directors and the JPS Joint Council. She has been a member of the North East Tarrant County branch of the American Association of University Women for more than 20 years, and currently serves as a branch president. Faye holds a Bachelor and Master of Arts in English from Mississippi University for Women and a PhD in English from the University of Mississippi.

Faye gave a PowerPoint presentation (attached) on ALICE (Asset Limited; Income Constrained, Employed). She explained that 21 United Way Chapters in the US, along with non-profits and others, worked together to bring together data on those individuals who were above federal poverty level but were below the determined "household survival budget" level. This group work in low-wage jobs and had no savings for emergencies or investments. She explained that the first report on ALICE was released in 2007 and she highlighted the issues faced by ALICE households. The website address for this program is UnitedforAlice.org.

8.) New Business

- a. Creation of Presentation Featuring Board Members on Entrepreneurialism, Pamela Mundo (PowerPoint attached)

Pam explained that there is a need to provide entrepreneurship training/development. She envisioned training that could be used at conferences and that would qualify for professional development, continuing education, or in-service training requirements that many organizations have. She proposed the development of a one-hour educational training program, in the form of a PowerPoint, for use at APA, EDC, Tx Downtown Assoc. and other similar conferences. She described producing a team presentation by Board members that could eventually be advanced to develop a program for reaching out to neighborhood groups, particularly those challenged by unemployment. She is very much interested in entrepreneurship development. She requested help from other board members and said Lucille and the Board would oversee what was prepared.

- b. Other

Lucille, Fred, and the members thanked Rick Norman, with NCTCOG's Research & Information Services, for his help with setting up the Zoom meeting and assisting with technology.

9.) Next Meeting Dates

The Board agreed to meet remotely, in February, on a date to be determined.

10.) Adjournment

Fred called for a motion to adjourn the meeting, which was made by David Bristol and seconded by Jay Sandford. With no opposition, the meeting was adjourned at 11:33 a.m.

Attendance:

Board Members:

John Boswell
David Bristol
John Cabrales
Orlando Campos
Kassandra Carroll
Chris Dyser
Janie Havel
Craig Hulse
Lisa McMillian
Mary Ann Moon
Pamela Mundo
Bruce Payne
James Quick
Jeff Sandford
David Schleg
Fred Schmidt
Kevin Shatley
Shane Shepard
Robert Sturns
Erica Sullivan
Michael Talley
Marty Wieder

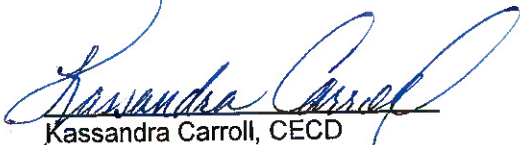
Guests:

Stacey Webb
Faye Beaulieu
Alexis Jackson
Alex Philips
S. Lawrence
Venus Wehle
Rina Malony
Maria Whitworth
Joe Newman
Bryan Haywood
Libbey Tucker
Dan Rosenfield
Deanne Hullender
Imelda Speck
Lexie Woodward
Lancine Bentley
Kristen Pegues
Molly Martin
Don Magner
Jason Alexander
Robin Bentley
Rona Stringfellow
Jennifer Ramirez

NCTCOG Staff:

Lucille Johnson
Prit Patel
Rick Norman
Molly McFadden
Alayna Payne
Stephanie Cecil

I hereby certify that these minutes were approved by the North Central Texas Economic Development Board on Date.



Kassandra Carroll, CECD
Secretary-Treasurer, North Central Texas Economic Development District Board
Economic Development Coordinator, City of Waxahachie

