

STEPHENVILLE TYPE B ECONOMIC DEVELOPMENT AUTHORITY
Regular Meeting by Video Conference
Stephenville, Texas
Friday, April 16th, 2020

The Stephenville Type B Economic Development Authority convened on Friday, April 16th, 2020 by video conference providing a live feed for the purpose of a regular business meeting, with the meeting being open to the public and notice of said meeting, giving the date and time, place and subject thereof, having been posted as prescribed by Chapter 551, Government Code, Vernon's Texas Codes Annotated, with the following members present, to wit:

President:	Shelby Slawson
Vice President:	Chris Gifford
Treasurer:	Fisher Rinderknecht
Secretary:	Marion Cole
Directors:	Malcolm Cross
	Justin Haschke
	Vacancy

Also in attendance: ex – officio members Jeff Sandford and Assistant Director Ashleigh Feuerbacher.

I. Call to Order. The meeting of the Stephenville Type B Economic Development Authority was called to order at 11:32 a.m. by President Slawson.

II. SEDA ReSTART PROGRAM (COVID-19), UPDATE AND DISCUSSION

The SEDA ReStart program covers three areas; PPE supply issues, communicating resources, and a marketing program for the recovery period. Sandford updated the board on each of the following areas.

First, SEDA purchased and is anxiously awaiting 55 gallons of hand sanitizer and 25 temporal thermometers for distribution to businesses for their use. Second, staff continues to assist in communicating available programs to our local community and staying in communication with local, state and federal offices. SEDA is providing information in the form of zoom webinars, social media posts and direct emails. SEDA joined the Chamber of Commerce and Small Business Administration office in a live recorded webinar launched through Facebook, and is scheduled to join the local SBA office at the Tarleton State University radio station for a live question and answer session around the CARES act. In addition to communicating the current local programs surrounding the pandemic, staff is also staying in touch projects that are underway. Sandford gave a brief update on multiple projects that were in place prior to the Covid – 19 pandemic and reported that all were still in motion and SEDA staff will maintain communication. Board member Slawson asked that staff make links to any programs available on our website. Third, Sandford updated the board about the ReSTART marketing program. This is a hand up not a handout and the direct, targeted marketing can be supplemental to businesses existing marketing initiatives. Board member Rinderknecht agreed to assist with the kickoff by sitting on a conference call and completing a trial run on this marketing option. Board member Haschke commented regarding the overhead and management of the marketing piece, he would like to ensure staff is equipped properly moving into the launch as he expects it to be hugely popular.

I. Consent Agenda.

Motion by Malcom Cross second by Chris Gifford to approve the consent agenda. Motion passes.

II. Adjourn. In closing, Sandford thanked the Board for being very available and applauded their efforts to assist and serve our local community in combating this pandemic. Slawson adjourned the meeting at 12:09 p.m.