

**CITY OF FREEPORT**  
**ECONOMIC DEVELOPMENT CORPORATION**  
200 West 2<sup>nd</sup> Street, Freeport, Texas 77541

STATE OF TEXAS            )  
  )  
COUNTY OF BRAZORIA    )  
  )  
CITY OF FREEPORT         )  
  )

BE IT REMEMBERED that the Economic Development Corporation of the City of Freeport met in regular session Tuesday, October 16, 2018 at 6:00 pm in the City Hall Conference Room, located at 200 West 2<sup>nd</sup> Street, Freeport, TX, for the purpose of considering the agenda items.

**MEMBERS OF THE BOARD PRESENT:** Quorum Present

Trey Sullivan - President  
Jeff Pena  
Mark Friudenberg  
Ed Garcia

Jennifer Hawkins: Director  
Chris Duncan: Attorney  
Angel Barbosa: Intern  
Kenneth Green: Council Liaison

**Visitors in Attendance:**

**1. OPEN SESSION:**

President Sullivan opened the meeting at 6:00 PM. Quorum was present.

**2. Citizens Comments:**

None

### **3. Approval of Minutes for October 2, 2018.**

Upon motion by Director Pena and second by Director Garcia it was VOTED: to accept Minutes from October 2 meeting with the correction to add to agenda item number 5 that FEDC will not consider any proposals on currently owned FEDC properties until a survey and appraisal have been completed.

VOTE: Yea 4 No 0 Motion prevailed.

### **4. Discussion and Consideration of Executive Director's job duties:**

Director Hawkins provided the board with original job description as prepared by former board member Roy Yates upon hiring date of September 3, 2014. To the original job description, Ms. Hawkins added more duties she's taken on over the course of her four year tenure.

- Creating, maintaining recording and posting for public view (when necessary) all:
  - Agendas
  - Minutes
  - Budget Reports
  - Checks and Deposits (all checks are signed by two entities: City finance director and president of FEDC)
  - Purchase Orders
  - Invoices
  -
- Maintaining all records of FEDC dealings including but not limited to:
  - Contracts
  - Deeds
  - Communications with clients and public
  -
- All tasks and duties required for promotional events, including but not limited to:
  - Obtaining entertainment, venue, vendors, food requirements, staging (if necessary), sound equipment (if necessary), vendor assignments (load in and load out), clean up, marketing, security and all other necessary and approved event needs.

Attorney Duncan suggested a measurable matrix is necessary. He also stated July would be a good month for evaluation before the budget process begins.

Director Pena suggested June for an evaluation and stated that on the executive director's performance evaluation the board should take into consideration the following:

- Have performance goals been met?
- Measure performance against projects (possibly 4 projects per year).
- Pros and cons of director's performance.
- Does director have priority relationships within the City, Port, major industry, small businesses and volunteer staff?
- Bonuses should be structured within the evaluation.

Director Garcia questioned item 2d on the job description as to the time frame. 2d states

- The executive director must hold a EDC Training Certificate from an accredited state agency within time frame decided by board of directors.

Ms. Hawkins responded that a five year time limit had been approved by the FEDC board upon her appointment. Director Mark Friudenberg concurred as he was the only current board member present at Ms. Hawkins appointment. Ms. Hawkins will add the five year requirement to the description. President Sullivan suggested the executive director should be responsible for independent (of the City) financial record keeping and that Quickbooks for non-profits should be a purchase for consideration in the near future. Ms. Hawkins stated she would need initial help with the Quickbooks set up but not in the implementation afterward. Director Pena suggested an FEDC vehicle of some sort, possibly a golf cart for the executive director to show clients around prospective FEDC properties. Ms. Hawkins informed Director Pena that the City has a van and she would look into the possibility of being added to the City's vehicle insurance so that a larger vehicle could be utilized.

## **5. Discussion and consideration of projects and FEDC goals for 2019.**

Director Pena prepared a thorough Power Point presentation addressing our need for:

A mission statement (provided one that will be voted on by board at following regular meeting as per President Sullivan's request).

Annual brand campaigns. Two examples were:

- Big Fish, Big Water, Big Weekend
- Don't Go Another Weekend Without Us

He stressed the need for new branding and a matrix aligns with our new mission statement. A campaign should align with the brand; the brand fulfills a mission said Director Pena.

President Sullivan asked that Director Pena present this again at the next regular meeting so all members can view. Attorney Duncan stated that solutions to our branding problems are multi-faceted and we must have a long term plan. When tourists arrive in Freeport in response to a particular campaign, it's important that we have info (in form of packet/brochure) about all Freeport has to offer. Captain Friudenberg said that fishing in Freeport is 'huge' and should definitely be emphasized in our campaigns. Director Pena gave all board members a grading matrix for projects going forward. He suggested that we meet we invite Tim Kelty (new city manager) to join us at our next regularly scheduled meeting for a meet and greet and an opportunity for Mr. Kelty to acquaint himself with FEDC's operations. He also suggested that FEDC wait until after we've met with Mr. Kelty to do our project homework using the new matrix he created. Director Hawkins will check Mr. Kelty's schedule upon his arrival and set a date for a meet and greet and meeting attendance.

**6. Director's Report.** Executive Director Hawkins informed the group that the FEDC vacancy due to Director Travis' departure was announced at council meeting, Monday, October 14. She informed the board of the two applications received thus far. Director Pena suggested someone from a large corporation be approached for a possible appointment. He also stated they should be a team player. Attorney Duncan suggested someone with meaningful drive and a desire to help Freeport succeed would be an asset. Executive Director Hawkins continued with the announcement that FEDC should sponsor a Christmas Colori as we did in 2016. She informed the board of its success: children (classrooms) and adults participated and the contest was judged by a local artist. Director Friudenberg suggested we increase the previous prize money in the following way (in 2016, 1<sup>st</sup> place won \$200):

**1<sup>st</sup> Place = \$500**

**2<sup>nd</sup> Place = \$300**

**3<sup>rd</sup> Place = \$100**

Director Friudenberg stated he would donate 1<sup>st</sup> place prize money and Attorney Duncan said he would donate 2<sup>nd</sup> place money. Third place sponsorship will be sought out by Executive Director Hawkins. Director Friudenberg suggested we hold the Christmas Colori in conjunction with the Nutcracker Market sponsored by the Freeport Historical Museum in downtown Freeport on December 8<sup>th</sup>. Director Friudenberg also stated that if FEDC will sponsor a Christmas Tree decorating contest in 2019, he will donate \$1000 to first place winner. Director Pena stated that we needed signage at the base of FM1495 Bridge to direct visitors to strategic spots and events in Freeport. Executive Director Hawkins said she would look into the sign ordinance.

**Open Session closed at 8:03 pm**

**Executive Session opened at 8:04 pm**

**Open session resumed at 8:59**

**No action was taken as a result of Executive Session**

**Meeting was adjourned at 8:59 pm.**

Respectfully submitted,

*Jennifer Hawkins*

Jennifer Hawkins  
Executive Director