



**MINUTES OF MEETING**  
**THURSDAY, MAY 21, 2020, 4:00 PM**  
**313 W. WOODARD STREET, DENISON, TEXAS**

**MEMBERS PRESENT:** Brett Evans, Jared Johnson, Mark Kuneman, Matthew Looney, David Spindle

**MEMBERS ABSENT:** None

**STAFF PRESENT:** Tony Kaai, CEcD – President, Loretta Rhoden – VP of Operations, William Myers, CEcD – VP of Business Development

**MEETING WAS CALLED TO ORDER BY MATTHEW LOONEY, CHAIRMAN AT 4:02 PM AND IT WAS AFFIRMED A QUORUM WAS PRESENT.**

**I. REVIEW AND CONSIDER APPROVAL OF THE REGULAR CALLED MEETING MINUTES HELD APRIL 16, 2020:** Reviewed by members. Brett Evans motioned to approve the regular called meeting minutes as submitted by staff. Mark Kuneman seconded. Motion was unanimously approved.

**II. REVIEW AND CONSIDER APPROVAL OF THE MARCH AND APRIL 2020 FINANCIAL REPORTS:** Reported by Loretta Rhoden. David Spindle moved to approve the financial reports as submitted by Veronica Davis, CPA. Jared Johnson seconded, and the motion was unanimously approved.

**III. REVIEW MONTHLY INVESTMENT REPORT:** Staff reported the changes to this month's investment report was the accrued interest and obligated incentive payments made during the month. Reviewed by Board members. No action needed.

**IV. CONSIDER APPROVAL OF EXTENDING THE FAÇADE GRANT PROGRAM DEVELOPMENT ZONES TO COVER ADDITIONAL BLOCKS ON ARMSTRONG/WOODLAWN (ATTACHMENT A):** Motion was unanimously approved.

**V. CONSIDER APPROVAL OF DEDICATING A PORTION OF THE CURRENT DDA MARKETING BUDGET FUNDS TO AN E-COMMERCE MARKETING/PROMOTION PROGRAM FOR SMALL BUSINESSES (ATTACHMENT B):** Presented by DDA staff members.

**VI. MONTHLY STAFF REPORT:** Presented by DDA staff members. No action needed

**ANNOUNCEMENT BY PRESIDING OFFICER:** "As authorized by Section 551.087 and 551.072 of the Texas Government Code, Chairman Looney announced the Denison Development Alliance will adjourn into closed Executive Session on this 21<sup>st</sup> day of May, 2020, at 4:42 PM to consider the following:

- a) 551.087 - DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS**  
Consider incentives, if any, for Project UPGRADE, Project DROPS and Project WHEN.
- b) 551.072 - DELIBERATIONS ABOUT REAL PROPERTY**

Following the closed Executive Session the Board reconvened in open and public session at 5:09 PM.

- a) 551.087 - DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS**  
Consider incentives, if any, for Project UPGRADE, Project DROPS and Project WHEN.

Project UPGRADE and Project WHEN – No action taken.

Project DROPS - Staff proposed the creation of a matching grant incentive program to encourage installation of fire suppression systems in Denison's high-density, mixed-use downtown. The primary purpose of the program is to help save lives and reduce damage to private & public property as we experienced in the 300 block, multi-building, downtown fire on October 9, 2019.

In order to apply for these matching grant funds, property owners and/or businesses (The Applicant) will engage a State of Texas licensed life safety company and/or appropriate licensed engineer (as needed) to design a system and plan for facility/building improvements in coordination with the City of Denison Fire Marshall, Public Utilities, and the Building Department. Applicant will submit 3'^" party approved. City of Denison Fire Marshall approved engineered project plans along with proposed budgets to DDA for matching grant application consideration.

David Spindle motioned to approve up to \$100,000 (one hundred thousand dollars) from DDA's existing available incentive funds to match up to 50% of project costs associated to install fire suppression systems and fire sealing improvements between existing buildings. Incentive funding will include underground work and in-building sprinkler system improvements, as well as infill development on new structures. Motioned seconded by Brett Evans. Motion was unanimously approved.

- b) 551.072 - DELIBERATIONS ABOUT REAL PROPERTY** – No action taken

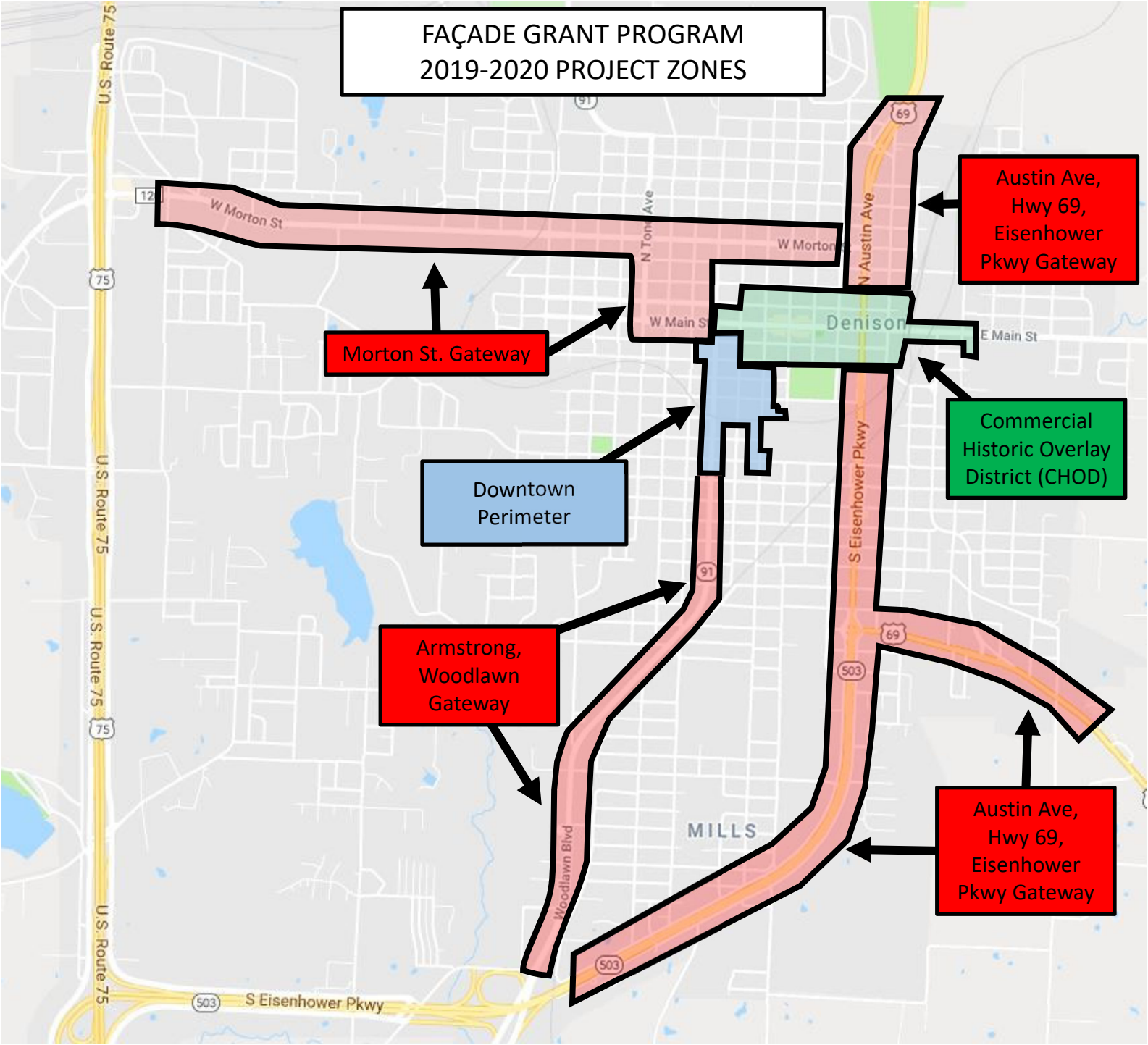
**THERE BEING NO FURTHER BUSINESS THE MEETING WAS ADJOURNED AT 5:11 PM.**

  
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Matthew Looney, Chairman

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June 18, 2020  
Date Approved

# **ATTACHMENT A**

FAÇADE GRANT PROGRAM  
2019-2020 PROJECT ZONES



# **ATTACHMENT B**



**Exhibit I**

**Itemized Summary of Marketing Expenses**

**October 1, 2019 – September 30, 2020**

<b>Estimated Marketing Revenues</b>	<b>2019/2020</b>
Funds Available for Marketing	\$ 208,467
Billboard Reimbursement	\$ 20,292
<b>TOTAL Funds Available for Marketing</b>	<b>\$ 228,759</b>

<b>Estimated Marketing Materials/Activities</b>	
Advertising	\$ 15,000
Advertising - <i>E-Commerce Program</i>	\$ 60,000
Advertising - <i>Reopening Denison Campaign</i>	\$ 25,000
Billboard (Hwy 75/84)	\$ 300
Business Retention Activities	\$ 3,000
Contact Management Systems	\$ 6,300
Corporate Visitation	\$ 3,000
Maps, Photos, etc.	\$ 2,500
Meeting Expense	\$ 3,000
Meeting Sponsorships	\$ 3,000
PR Firm	\$ 10,000
Prospect Hosting	\$ 3,000
Recruitment Missions	\$ 20,000
Special Events	\$ 10,000
Team Texas / DFW Marketing	\$ 10,000
Trade Shows	\$ 10,000
Website Update	\$ 5,000
Website/Email Hosting	\$ 3,500
<b>Total Marketing Materials/Activities</b>	<b>\$ 192,600</b>

The individual items presented are estimates for expenditures that will be incurred during the 2019/2020 fiscal year. These items are presented only as a menu of potential costs anticipated. This outline is developed to be flexible, and a shift in expenditures within this budget can be made at the discretion of the President to meet the priority needs of the program that may arise during the year.

Approved by the Denison Development Alliance on August 27, 2019.

Approved by the Denison City Council on September 3, 2019.



**EXHIBIT I**  
**ITEMIZED SUMMARY OF MARKETING EXPENSES**  
**October 1, 2019 – September 30, 2020**

**Estimated Marketing Revenues**

**Funds Available for Marketing** – 10% of 4A tax proceeds (allowed by law) for the 2019/2020 budget year.

**Billboard Reimbursement** – The reimbursement/payment from the Denison Area Chamber of Commerce for the installation of a new digital billboard (5 year term, ending November 1, 2020).

**Estimated Marketing Materials/Activities**

**Advertising** – The cost to place ads in industry specific publications, social media, radio and billboards to reach Denison’s targeted markets. Also includes projected costs for video (2-3 total) and graphic (assorted) production, as well as, related promotional efforts to market Denison destinations. Proposing to match DDA funds with funds from CVB, City of Denison, etc. to market all aspects of Denison.

**Advertising (E-Commerce Program)** – The cost to provide a maximum \$6,000 matching grant per business to reimburse up to 75% of costs in an \$8,000 project to establish, operate, and promote e-commerce for Denison businesses during the COVID19 pandemic.

**Advertising (Reopening Denison Campaign)** – The cost for video and graphic production, as well as, related promotional efforts to market the reopening of Denison’s businesses during the COVID19 pandemic.

**Billboard** – Annual license and permit fees for the Hwy 75/84 billboard. Reimbursed by the Denison Chamber annually.

**Business Retention Activities** – Sponsor programs for local businesses and industries (HR Managers, Plant Managers luncheons, dinners, etc).

**Contact Management Systems** – Customer Relationship Management software designed to manage economic development leads, prospects, and deal flow, including communications and engagement activity tracking deals from lead generation to project completion.

**Corporate Visitation** – Travel costs for staff and volunteers to the corporate headquarters of local industries, on an as needed basis.

**Maps, Photos, etc.** – Collateral materials needed for marketing brochures, prospect proposals, etc.

**Meeting Expense** – Funds to cover the cost of special meetings, hosting of allies and business lunches.

**Meeting Sponsorship** – To be used to support the Texas Economic Development Council in their efforts to attract the top consultants, real estate managers, etc. as the main presenters for their annual meeting.

**PR Firm** – Cost to create/maintain collateral materials and software (Adobe Suite) used for direct mail/email programs and advertising.

**Prospect Hosting** – Cost of plane tickets, room(s), rental car, etc. related to hosting company representatives.

**Recruitment Missions** – To fund a third party consultant to develop leads and schedule appointments with prospects in California (or other targeted states). Also, includes the cost of travel for DDA staff and volunteers (if needed) to make contact calls to the prospects.

**Special Events** – The costs to fund special events (or allow DDA to be a co-sponsor of a local event currently in place) to attract decision-makers from the target industries and Dallas based commercial brokers (ie: Texoma Striper Challenge, Chamber Clay Shoot, etc.). Also, covers the cost to provide industrial/business announcements/groundbreakings to the public.

**Team Texas / DFW Marketing** – Memberships fees and the cost to attend and sponsor marketing events organized and managed by Team Texas and the DFW Marketing Team. Events include call trips, conferences with site selectors, trade shows, and real estate conferences.

**Trade Shows** – The cost to attend trade shows of targeted industries with allies, on an as needed basis. Also includes attendance, travel, meals and booth related expenses for retail and restaurant expos (North Texas Commercial Association of Realtors, International Council of Shopping Centers, Red River States, RECON, BizNow, Retail Live, etc.).

**Website Update** – Estimated cost to update/maintain DDA's website.

**Website/Email Hosting** – The cost associated with the operation of multiple websites/domains, technical services and training. Also, includes the cost for Microsoft Exchange email services.