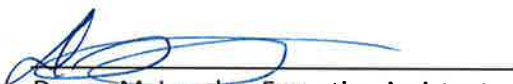


**AGENDA**  
CITY OF LIVE OAK  
A SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT CORPORATION  
WILL BE HELD AT THE CITY COUNCIL CHAMBER  
8001 SHIN OAK DRIVE, LIVE OAK, TEXAS 78233  
TUESDAY, AUGUST 9, 2022 AT 6:00 P.M.

*The public may watch the meeting live at [www.liveoaktx.net](http://www.liveoaktx.net) under the "GOVERNMENT" tab then click on "City Meetings Live Stream" or in person.*

1. CALL TO ORDER
2. INVOCATION/PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. CITIZENS TO BE HEARD - Portal is available on the front page of City Website at <https://www.liveoaktx.net/> Portal will be open for Citizen to be Heard remarks from 8 a.m. until 4:00 p.m. the day of the posted Meeting(s) date. Applies for all citizens that attend and non-attendees.
5. CONSENT AGENDA
  - A. Approval of Minutes – June 28, 2022 Minutes (Regular Meeting)
6. NEW BUSINESS
  - A. Discussion and possible action regarding approval of an application for the Visual Improvement Program (VIP) by Village at Live Oak for the approval authorizing a payment directly to the contractor for signage improvements in accordance with the VIP requirements - D. Lowder
  - B. Discussion and possible action to approve a Resolution and for authorization for the City Manager to renew a collaborative regional marketing agreement with Greater SATX Economic Partnership and utilization of marketing funds to participate.
7. GENERAL ANNOUNCEMENTS
  - A. EDC Members - City event information, upcoming ribbon cutting/grand opening dates, times, and special acknowledgements.
  - B. STAFF - City event information, upcoming ribbon cutting/grand opening dates and times, and special acknowledgements.
    - Next JPH and Regular meeting Scheduled EDC Meeting – **August 30, 2022**
    - Northeast Lakeview College ribbon cutting ceremony for the new STEM Building – August 17<sup>th</sup> at 9:00 a.m.
8. ADJOURNMENT - *I certify that the above notice of this meeting was posted on the bulletin board of the City Hall, 8001 Shin Oak Drive, Live Oak, Texas 78233, on August 4, 2022, by 5:00 p.m.*

  
\_\_\_\_\_  
Donna M. Lowder, Executive Assistant  
Economic Development Corporation

*This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office, for concerns or requests, at (210) 653-9140, ext. 2213 or 2219 or email [dgoza@liveoaktx.net](mailto:dgoza@liveoaktx.net). The Economic Development Corporation for the City of Live Oak reserves*

*the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Open Meetings Act, Texas Governmental Code § 551.071 (Consultation with Attorney) and any other provision under the Texas Open Meetings Act that permits a governmental body to discuss a matter in a closed executive session.*

*"It is possible that a quorum of the City of Live Oak Council, Parks and Recreation Commission, Planning and Zoning Commission and the Board of Adjustment could attend this meeting. The individual members will not engage in any discussion or deliberation on any matters presented by the agenda. **REQUEST ALL PHONES BE TURNED OFF, WITH THE EXCEPTION OF EMERGENCY ON-CALL PERSONNEL.***

## MINUTES

A REGULAR MEETING OF THE ECONOMIC DEVELOPMENT CORPORATION  
WAS HELD AT THE CITY COUNCIL CHAMBER  
8001 SHIN OAK DRIVE, LIVE OAK, TEXAS 78233  
TUESDAY, JUNE 28, 2022 AT 6:00 P.M.

1. CALL TO ORDER – In the absence of Board President Mary M. Dennis, Council Director Bob Tullgren called the meeting to order at 6:00 p.m.
2. INVOCATION/PLEDGE OF ALLEGIANCE – A moment of silence was observed and the Pledge of Allegiance was recited.
3. ROLL CALL  
PRESENT  
Council Director Bob Tullgren  
Council Director Ed Cimics  
Citizen Director Paras Arora  
Citizen Director Elizabeth Kuhlmann  
Citizen Director Dr. Holly Nguyen  
Citizen Director Cynthia Audelo  
  
ABSENT  
Board President Mary M. Dennis  
  
STAFF  
City Manager Glen Martel  
Asst. City Manager Anas Garfaoui  
Executive Asst. Donna Lowder  
Director of Finance Leroy Kowalik
4. CITIZENS TO BE HEARD – None
5. CONSENT AGENDA  
A. Approval of Minutes – May 31, 2022 – Minutes (Public Hearing & Regular meeting)  
Council Director Cimics made a motion to approve the CONSENT AGENDA; seconded by Citizen Director Kuhlmann.  
  
**VOTE For:** Council Directors Tullgren and Cimics; and Citizen Directors Arora, Kuhlmann, Nguyen, and Audelo.  
**PASSES 6/0**
6. NEW BUSINESS  
A. Presentation, discussion, and possible action to recommend to City Council the FY 2022-2023 Economic Development Corporation draft budget  
  
Ms. Lowder provide the following for item 6A as priorities for the EDC and upcoming year:
  - EDC is currently in the fifth year of the 2017 Strategic Plan

- The draft budget focuses on water right purchases and VIP grants
- Goals for staff are to continue to work closely with Live Oak Town Center developers
- Stay connected with VIA on options other than complete participation, San Antonio Mobility Coalition, MPO and TXDOT to continue to have a voice in the NEX project
- Work on additional marketing strategies both regionally and internationally
- Utilize the recommendations from the 2040 Comprehensive Plan for possible from the EDC Board in Capital Projects for the City, looking to acquire land, incentives and quality of life projects such as park trail expansion, bike lane painting or additional park equipment purchases.

Ms. Lowder closed by introducing Mr. Kowalik which provided the following regarding the draft 2022-2023 EDC budget:

- Introduced the draft EDC budget stating it was incomplete at this time
- EDC funds would be transferred to the debt service from the EDC authorization of funds for the debt service Bond in repairing Toepperwein, Judson, and O'Connor commercial streets
- Sales Tax projection of sales tax increase of 14%
- Comparison to other cities, 11% increase and 1.5% over that amount
- 2.6 million in revenue
- Expenditures personnel – 5% market adjustment
- Group insurance is not expecting to increase
- Retirement is holding steady
- EDC will have a position to promote to Manager
- Office Supplies did not increase
- 38K for land acquisitions to include surveying and appraisal fees to add to park land
- Hometown magazine increased due to the national paper shortage
- 300K Budgeted for water right purchases
- 100K for unspecified capital
- Claims ratio is in comfortable place

Mr. Kowalik offered to answer questions from the Board.

Hearing none, Council Director Tullgren called for a motion.

Citizen Director Nguyen made a motion to send a recommendation to City Council for the approval of the draft FY 2022-2023 EDC Budget; seconded by Citizen Director Kuhlmann.

**VOTE For:** Council Directors Tullgren and Cimics; and Citizen Directors Arora, Kuhlmann, Nguyen, and Audelo.

**PASSES 6/0**

- B. Discussion and possible action regarding approval of an application for the Visual Improvement Program (VIP) by 37 Social Kitchen for the approval authorizing a payment directly to the contractor for signage improvements in accordance with the VIP requirements

Ms. Lowder made the following presentation:

- William Tennison, owner of 375 Social Kitchen applied for the Visual Improvement Program for building exterior signage on the front and rear of building. The grand opening was held Friday, June 24<sup>th</sup>.
- Location is 8124 Agora Parkway, Ste. 200
- 113" x 13" sign reading 375 with a flame logo underlay and an additional piece underneath measuring 107" x 13" LED internally lighted sign reading "Social Kitchen"
- Three bids were received and Red Hot Signs was selected to complete the job
- The total project cost is \$14, 722.00 and the applicant is asking for the maximum amount of the VIP grant in the amount of \$5000.00
- If approved, the VIP request would be granted under Resolution 2022 -05 authorizing payment of \$5,000.00 directly to the Contractor, Red Hot Signs.

Hearing no further discussion, Council Director Tullgren called for a motion.

Citizen Director Audelo made a motion to approve Resolution 2022-05 in the amount of \$5,000.00 directly to the contractor in the connection with the Visual Improvement Program for 375 Social Kitchen for exterior building signage; seconded by Citizen Director Dr. Nguyen.

**VOTE For:** Council Directors Tullgren and Cimics; and Citizen Directors Arora, Kuhlmann, Nguyen, and Audelo.

**PASSES 6/0**

7. GENERAL ANNOUNCEMENTS

- A. EDC Members - None
- B. Staff Members – next meeting scheduled for July 26<sup>th</sup>.

8. ADJOURNMENT at 6:30 p.m.

APPROVED:

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Bob Tullgren, Board Council Director

ATTEST:

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Donna M. Lowder, Executive Asst.



# ECONOMIC DEVELOPMENT CORPORATION

## AGENDA ITEM FORM

Meeting Date: August 4, 2022

Agenda item: **6A**

Prepared by: Donna Lowder

Reviewed by: G. Martel

Department: Economic Development

**AGENDA ITEM DESCRIPTION:** Discussion and possible action regarding approval of applications for the Visual Improvement Program (VIP) by Village at Live Oak for the approval authorizing a payment directly to the contractor for signage improvements in accordance with the VIP requirements - D. Lowder

### Staff Briefing:

Harsukh Oza, owner of Village at Live Oak along with 13 participating tenants have all applied for the Visual Improvement Program (VIP) to assist with building signage improvements located at **12315 Judson Road, Live Oak, Texas 78233**. The Village at Live Oak has been a viable commercial strip center in Live Oak for many years. In the past few months, the owner began an update of the building façade and required a sign size limit for building signage to create a uniform overall look.

The scope of work for this project will include the manufacturing and installation of rectangular cabinets with illuminated LED light bars, acrylic face with digital print vinyl with each business logo and name applied. The entire cabinet for the 12 tenants will each measure 7' wide x 30" in height x 6" deep.

Subway and ATI are corporate regulated so their particular signs will be reinstalled without a cabinet. The VIP request from Subway and ATI are for installation only to assist them through the VIP. Roy's Medical was the only business not qualified since he received a new sign through the VIP program in March of this year.

A total of three bids were received for the project and the applicant selected **Aetna Sign Group** to complete the signage improvements. The total cost of the entire project is **\$50,650.41** and they are requesting VIP funding in the maximum amount of **\$3,550.60 for 12 applicants, \$3,133.84 for 1 applicant, and \$2,029.69 for 1 applicant with a total of \$47,770.73**

This request has met all VIP criteria requirements and meets staff approval. Each business is in agreement of the request and has signed their applications as the approval. Should you vote to approve this VIP application, a payment will go directly to the contractor Aetna Sign Group under Resolution **2022-06**.

### ACTION:

- Ordinance       Resolution
- Proclamation       Staff Presentation
- Finance Report       Public Hearing
- Other

Cost: not to exceed	\$5,000.00
Budgeted	\$100,000.00
Actual	\$5,444.09
Acct. Name	Other ED Initiatives
Acct. Fund	50-400-486
Other Funding	

**Staff Recommended Motion:** To approve **Resolution 2022-06** authorizing a payment of **\$47,770.73** directly to the contractor, **Aetna Sign Group**, for building signage improvements on behalf of the owner and tenants of **Village at Live Oak** as outlined in the Visual Improvement Program.

A RESOLUTION OF THE CITY OF LIVE OAK, TEXAS,  
ECONOMIC DEVELOPMENT CORPORATION  
AUTHORIZING PAYMENT DIRECTLY TO AETNA SIGN  
GROUP ON BEHALF OF TENANTS AT VILLAGE AT LIVE  
OAK IN THE AMOUNT OF \$47,770.73 IN CONNECTION WITH  
THE VISUAL IMPROVEMENT PROGRAM.

**WHEREAS**, the City of Live Oak City Council and Live Oak Economic Development Corporation adopted the Visual Improvement Program (“Program”) in 2013; and

**WHEREAS**, the City of Live Oak and the Live Oak Economic Development Corporation held a public hearing and re-authorized the Program with an increased budget and increased the possible total amount of funds to award an applicant on September 26, 2017; and

**WHEREAS**, the Visual Improvement Program supports the revitalization and redevelopment of neighborhoods throughout the City through a grant program for businesses and promotes business development; and

**WHEREAS**, the Visual Improvement Program authorizes payment of up to \$5,000.00 for an individual applicant for a specific project; and

**WHEREAS**, Harsukh Oza, owner and thirteen participating tenants at Village at Live Oak listed in Exhibit A has applied for a Visual Improvement Program Grant up to the maximum amount of **\$5,000.00** for building signage improvements at **12315 Judson Road, Live Oak, Texas 78233**; and

**WHEREAS**, the Economic Development Corporation has determined that the proposed improvements by the applicant benefit the revitalization and redevelopment of the immediate neighborhood in which the project is located as well as new and expanded business development; and

**WHEREAS**, the applicant selected Aetna Sign Group as the contractor who will complete the work; and

**WHEREAS**, the Economic Development Corporation has determined that Aetna Sign Group should be the direct recipient of the Visual Improvement Program funds to assist with a payment for building signage improvements.

**NOW, THEREFORE, BE IT RESOLVED BY THE ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF LIVE OAK, TEXAS:**

The Live Oak Economic Development Corporation supports a payment of **\$47,770.73** directly to **Aetna Sign Group**, for building signage improvements at Village at Live Oak, located at 12315 Judson Road, Live Oak, Texas 78233. Payment will be made as outlined in the Visual Improvement Program application and program guidelines with final payment upon conclusion and inspection of the project.

PASSED and APPROVED this the **9** day of **August, 2022**.

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Mary M. Dennis, EDC Board President

ATTEST:

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Deborah L. Goza, City Secretary

APPROVED AS TO LEGAL SUFFICIENCY:

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Clarissa Rodriguez, City Attorney



**EXHIBIT A**

Subway	12315 Judson Road, Ste. 100	Building Signage	\$3,550.60
Veda Medical	12315 Judson Road, Ste. 110	Building Signage	\$3,550.60
San Antonio ENT	12315 Judson Road, Ste. 118	Building Signage	\$3,550.60
Advanced Orthopedic	12315 Judson Road, Ste. 206	Building Signage	\$3,550.60
Dr. Stephen Earle MD	12315 Judson Road, Ste. 208	Building Signage	\$3,550.60
NewSound Hearing Ctrs	12315 Judson Road, Ste. 210	Building Signage	\$3,550.60
Express Nails & Waxing	12315 Judson Road, Ste. 260	Building Signage	\$3,550.60
State Farm	12315 Judson Road, Ste. 302	Building Signage	\$3,550.60
Katie's Spa	12315 Judson Road, Ste. 304	Building Signage	\$3,550.60
The Village Florist	12315 Judson Road, Ste. 308	Building Signage	\$3,550.60
ATI Physical Therapy	12315 Judson Road, Ste. 310-312	Re-Install only	\$2,029.69
Removery Tattoo Removal	12315 Judson Road, Ste. 314	Building Signage	\$3,550.60
Primacore Solutions	12315 Judson Road, Ste. 318	Building Signage	\$3,550.60
Village at Live Oak	12315 Judson Road, Ste. 210	Building Signage	<u>\$3,133.84</u>
<b>Total</b>			<b>\$47,770.73</b>



# ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM FORM

Meeting Date: August 9, 2022

Agenda item: 6B

Prepared by: Donna Lowder

Reviewed by: Glen Martel

Department: Economic Development

**AGENDA ITEM DESCRIPTION:**

Presentation, Discussion and possible action to approve a Resolution and for authorization for the City Manager/EDC Director to enter into a collaborative regional marketing agreement with Greater SATX Partnership and utilization of marketing funds to participate – D. Lowder

**Staff Briefing:**

Last year, the EDC Board approved expenditures of \$5,000.00 to participate in a regional economic development partnership with Greater SATX for the smaller suburban cities. The partnership’s regional name is the San Antonio-New Braunfels Metropolitan Statistical Area (MSA) Regional Economic Collaborative.

The proposed agreement is attached for your review and consideration. The cost of the program is once again \$5,000 for 2022-2023 is due August 30th.

This past year of Live Oak’s participation involved having complete access to new corporation location leads, marketing and promotion items to attract businesses, publicity regarding the region, access to data and research resources, and hosting a regional FAM Tour in April that included 12 developers visiting our region from all over the U.S. and Australia.

If you have questions prior to the meeting, please contact us at (210) 653-9140 extension 2219.

**ACTION:**

- Ordinance       Resolution
- Proclamation       Special Presentation
- Finance Report       Public Hearing
- Other

<b>Cost:</b>	
<b>Budgeted</b>	
<b>Actual</b>	
<b>Acct. Name</b>	
<b>Acct. Fund</b>	
<b>Other Funding</b>	

**Staff Recommended Motion:** Staff recommends a motion to approve Resolution 2022-07 authorizing the City Manager/EDC Director to enter into a collaborative regional marketing agreement with Greater SATX and utilization of marketing funds to participate for at least one more year.

## **SAN ANTONIO-NEW BRAUNFELS METROPOLITAN STATISTICAL AREA (MSA) REGIONAL ECONOMIC PARTNERSHIP**

### **BACKGROUND**

The communities of the San Antonio-New Braunfels MSA wish to enter an era of partnership to create economic development opportunities for the region. This approach brings together the private and public sector to enhance the scale and impact of promoting the MSA as a single economic region. The entities and respective geographies that make up the **REGIONAL ECONOMIC PARTNERSHIP** (Collectively referred to as the PARTNERSHIP or PARTNERS) are **greater:SATX** (greater:SATX) and **participating cities and counties** (individually referred to as REGIONAL PARTNER or PARTNER.

This document represents the standards that individual PARTNERS will uphold and encourage in business conduct.

### **PURPOSE OF THE REGIONAL PARTNERSHIP**

The Regional Economic Partnership commits to collaborating to enhance the economic growth of the eight-county San Antonio-New Braunfels MSA through ongoing collaboration, communications and regional marketing. The goal of the PARTNERSHIP is to increase the number of new corporate location leads and projects to the region – resulting in increased job creation and capital investment.

The PARTNERSHIP will be staffed by greater:SATX. Staff resource allocation is at the sole discretion of greater:SATX. Together, the staff and PARTNERS lead two important workstreams: 1) Marketing to attract job-producing investment in our region, and 2) Project Management on mutually agreed-upon opportunities.

### **MEASURING SUCCESS**

PARTNERSHIP success will be measured by increased employment in primary jobs, increased investment, and a rise in per capita income for the San Antonio-New Braunfels MSA. Employment will be measured by total job creation in the MSA in primary jobs (private sector job creation that excludes farm, government, education, medical services in healthcare, and retail jobs). Operationally, each stakeholder seeks to realize cost savings and/or enhanced value for its marketing, data, and/or operational spend.

### **PARTNER DEFINITION**

PARTNERS ARE defined as cities and counties within the 8-county MSA that are investing in greater:SATX at a minimum of \$5,000 over the term of this agreement. Payments are due by August 31, 2022. Each PARTNER community may designate up to two (2) representatives – one primary representative and one secondary representative.

## **TERMS OF AGREEMENT**

The PARTNERSHIP will annually review this document and align terms with mutually agreed-upon marketing plans. This document is valid through September 30, 2023.

## **REGIONAL MARKETING**

PARTNERS agree to the cooperative marketing strategies outlined below:

### **A. MARKETING & PROMOTION ACKNOWLEDGEMENTS**

1. The PARTNERS acknowledge:
  - a. When representing the PARTNERSHIP, each PARTNER will sell the Region first and individual communities and projects second.
  - b. Official Regional Market Efforts ("RME" or "RMEs") are efforts specifically and exclusively dedicated to the PARTNERSHIP, are managed by greater:SATX, and are highlighted as RMEs within the greater:SATX Marketing Calendar as available but with reasonable advanced notice.
  - c. Any PARTNER participating in joint outbound Regional Marketing Efforts shall be responsible for their individual expenses.
  - d. All leads generated through RMEs (missions, trade shows, and special events) will be shared with the PARTNERS via an email synopsis within one month of the event's last day, as controllable, and in discussions at PARTNERSHIP Meetings.
  - e. Leads generated through independent marketing (activities initiated and carried out by one of the PARTNER communities OR received as a direct contact to one of the PARTNER communities) may be shared with the PARTNERSHIP at the discretion of the generating Partner.
  - f. greater:SATX is responsible for monthly reporting to the PARTNERSHIP on RME activities, action items, performance, and active project highlights.
  - g. PARTNERS are responsible for communicating updates that impact PARTNER performance metrics to gSATX.

### **B. MARKETING AND COMMUNICATIONS ACTIVITIES**

The PARTNERSHIP, led by greater:SATX, will execute marketing services including, but not limited to, the following:

1. **Promotional Regional Marketing Activations and Outreach**
  - a. Greater:SATX working with the PARTNERS will develop a marketing activation, outreach plan and budget for review each June as contracts are disseminated.
  - b. The Marketing Calendar will be developed by the PARTNERSHIP, shared with PARTNERS at each meeting, and will be subject to change as the year advances

based on budget, priority opportunities, and upon reflection of Partners.

- i. See Exhibit A for 2022 Marketing Calendar (Q3-Q4). The first draft of the 2023 Marketing Calendar will be available in October and the final 2023 Marketing Calendar will be available at the end of December. The Marketing Calendar is a working document and may be subject to change with reasonable advance written notice.
- c. All planned marketing and promotion activities and the performance of the recent PARTNERSHIP activations shall be communicated to the PARTNERS during regular monthly meetings.
- d. Barring unforeseen circumstances and permitting sufficient levels of PARTNER participation, the Calendar will generally include the following opportunities for PARTNERS:
  - i. Co-host during a monthly meeting no fewer than two (2) meetings or presentations by industry decision makers, including consultants, brokers, allies, etc.
  - ii. No fewer than two (2) regional outbound marketing missions organized by greater:SATX and exclusive to PARTNERS; not to include trips led by Texas Economic Development Corporation, Team Texas, and other individual economic development organizations' marketing efforts;
  - iii. Host one (1) Regional Familiarization (FAM) Tour highlighting the region's assets and incorporating information and representation from PARTNERS throughout the MSA;
  - iv. Host two (2) events in conjunction with various professional associations, including but not limited to, Certified Commercial Investment Members (CCIM), Commercial Real Estate Women (CREW), and/or Society of Industrial and Office Realtors (SIOR) members to provide an opportunity for those professionals to learn more about the region and PARTNERS; and,

## **2. Branding Assets**

greater:SATX will lead the region's brand and marketing asset development including graphics and collateral.

- a. PARTNERS shall have equitable access to materials that cover regional branding and industry-specific messaging.
- b. PARTNERS may include a community profiles on the greater:SATX website including a brief overview, link to a website, and contact information for the economic development leader.
- c. PARTNER land sites and commercial properties with relevant PARTNER contact information to be included on the greater:SATX website.

## **3. Communications & Media**

greater:SATX will lead regional communications and media, offering PARTNERS the following services:

- a. Engage in publicity regarding the Region's marketing and promotional activities;
- b. Assist in the development and dissemination of press releases announcing new projects, expansions, or other economic development related news; and,
- c. Acknowledge and celebrate regional successes via social media.

**4. Data and Research**

greater:SATX will lead the development of regional data and research that can be leveraged by PARTNERS:

- a. Develop joint regional research activities to enhance overall regional marketing and recruitment activities;
- b. PARTNERS will share data and research resources as relevant and able to support business attraction and retention; and,
- c. Exchange pertinent materials and information among the PARTNERS.

Additionally, greater:SATX offers PARTNERS the following services for an additional fee to be determined upon project scoping with relevant PARTNER.

- d. Provide PARTNERS individualized research to support marketing activities, as requested and within the scope of greater:SATX Research and Insights team. greater:SATX and PARTNER will develop a scope of work and timeline for these requests.

**PARTNERSHIP PROJECT MANAGEMENT**

**1. CONFIDENTIALITY**

The PARTNERS acknowledge:

- a. All will honor the confidentiality expected by other PARTNERS and corporate location prospects. Information shared among the PARTNERS in confidence shall remain in confidence.
- b. To protect each of the PARTNERS, greater:SATX will disseminate a non-disclosure agreement to protect information shared during PARTNERSHIP meetings, leads derived from regional marketing efforts, and related communications.
- c. When a lead becomes an active project, PARTNERS will sign NDAs as relevant to the project specifications as dictated by the client or its representatives. Any information shared during PARTNERSHIP meetings or other engagements will be covered according to the PARTNERSHIP NDA. PARTNER(S) under a client-specific NDA will abide by the terms of both NDAs. If conflicting, the PARTNER(S) will abide by the client NDA.

**2. PROJECT MANAGEMENT**

The PARTNERSHIP is committed to building and maintaining trust and a strong working relationship in economic development across the region. PARTNERS will

meet monthly and embrace a culture of open communication and collective success.

- a. During monthly meetings, the PARTNERS, will confidentially discuss greater:SATX's active project report of opportunities looking at the region and how the PARTNERSHIP can help enhance the region's competitive position.
- b. For prospects secured directly through regional marketing efforts, greater:SATX will submit all qualified location options to the client or its advisor. Each PARTNER remains responsible for the content and quality of its' community response.
- c. If any one PARTNER secures a lead/prospect through independent marketing and determines they cannot meet the needs of a particular prospect, the PARTNER will work with greater:SATX to meet the company's needs elsewhere in the Region.
- d.

**3. REQUESTS FOR INFORMATION (RFI) / REQUEST FOR PROPOSAL (RFP) RESPONSES**

greater:SATX and the PARTNERS will coordinate initial responses to prospect inquiries for the region, as outlined below:

- a. PARTNERS are responsible for the content and quality of its' community responses for initial RFIs/RFPs from consultants, brokers, the State of Texas or directly from companies.
- b. When a Regional Prospect Inquiry originates from greater:SATX, communities will provide information to greater:SATX for a unified, regional response to the inquiry. PARTNERS shall be notified of all outgoing RFI responses.
- c. When a Prospect Inquiry originates directly with a PARTNER, greater:SATX shall provide PARTNER data support and response assistance, as requested and within the gSATX scope. The PARTNER remains responsible for the response. When an RFI/RFP received by a PARTNER will not work in the PARTNER community, the PARTNER will redirect the inquiry to greater:SATX to coordinate a regional response to the inquiry.
- d. All PARTNERS may continue to receive leads from the State of Texas Office of Economic Development & Tourism RFI/RFP notifications. Each PARTNER shall determine whether to respond to the RFI/RFP, and thus be responsible for submitting a response. In some cases, when the scope of the project requires a regional response, greater:SATX will request PARTNERS to collaborate to ensure the region is most competitive. In such cases, the outlined scope in section

**4. SITE VISITS**

greater:SATX will coordinate regional site visits and is responsible for logistics and hosting the prospect while in the region.-

- a. Each PARTNER is responsible for managing its community's portion of a regional site visit. Greater:SATX may support the PARTNER in planning and execution, when requested.
- b. If the project has narrowed down to a single site, greater:SATX will support the PARTNER, as requested, in site visit support. In this case, and unless requested otherwise or as outlined in these terms, the PARTNER will be responsible for project management and execution.
- c. greater:SATX will facilitate follow-up activities with all active prospects in conjunction with the PARTNERS under consideration. All follow-up activities will be shared among the communities under consideration so that the activities appear to the client as a coordinated effort and message. In those instances where prospects are dealing with an individual community, information will only be shared by greater:SATX and PARTNER(s) involved.
- d. In instances where a prospect wishes to remain completely confidential with greater:SATX and/or an individual community, the remaining PARTNERS will honor that confidentiality and shall in no way attempt to intervene in the relationship. The prospect will remain confidential until the prospect chooses otherwise.
- e. When a request is made by a Prospect for additional information on local incentives, or a request is made by a Prospect to negotiate local incentives, greater:SATX will not engage in negotiation and will direct the Prospect to engage with the representative for the Partner community.

**5. RECRUITMENT WITHIN REGIONAL PARTNER COMMUNITIES**

While some businesses will choose, for their own reasons, to relocate within the region, the focus of the PARTNERS should be to encourage investments from outside of the region, and not to be focused on encouraging companies to move from one community to another within the region. PARTNERS also acknowledge and accept that retaining a company in the region when an individual community is no longer a fit is critical to the success of the entire PARTNERSHIP.

- a. In keeping with the above principle, PARTNERS commit to not actively pursue a business to encourage it to relocate.
  - a. "Actively pursue" means to initiate contact with the business directly with the intent of luring the business, whether that be through any means of proactive outreach including but not limited to cold calls, visits, mail solicitations, or marketing directed specifically at that business.
  - b. This does not limit a PARTNER from general marketing as a good place to do business, or from general advisement to residents about the benefits of locating businesses in their home communities.
- b. PARTNERS may engage a business if the company initiates communications with clear intentions to move from its current location. When feasible, the PARTNER being approached will notify the affected PARTNER directly and/or



notify greater:SATX to communicate with the affected PARTNER confidentially on behalf of the approached PARTNER.

**IN WITNESS WHEREOF**, each of the parties committing to the above principles and protocols has caused this Agreement to be executed by its duly authorized representative and is effective for twelve months July 1, 2022, through June 30, 2023.

**Confirmed and agreed to on this \_\_\_\_\_ day of \_\_\_\_\_, 2022 on behalf of:**

City / Community / EDC: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address:  
\_\_\_\_\_

A RESOLUTION OF THE CITY OF LIVE OAK, TEXAS,  
ECONOMIC DEVELOPMENT CORPORATION  
AUTHORIZING THE CITY MANAGER/EDC DIRECTOR TO  
ENTER INTO A COLLABORATIVE REGIONAL MARKETING  
AGREEMENT WITH THE GREATER SATX AND  
AUTHORIZING FUNDS FOR PARTICIPATION FOR THE  
PROMOTIONAL PURPOSES AND MARKETING THE CITY  
OF LIVE OAK TO THE PUBLIC

**WHEREAS**, the City of Live Oak City Council and Live Oak Economic Development Corporation adopted the 2021/2022 Annual Budget; and

**WHEREAS**, the Live Oak Economic Development Corporation budget contains line items for the purposes of marketing and promotions; and

**WHEREAS**, Section 505.103 says that a Type B corporation may spend no more than 10 percent of the corporate revenues for promotional purposes; and

**WHEREAS**, the projected revenues for the 2021/2022 Annual Budget for the Economic Development Corporation are \$2,405,444 and 10% of that would be \$240,544; and

**WHEREAS**, the participation in the Regional Collaborative Partnership and entering into the agreement for the purpose of promoting the City of Live Oak with strategic collaborative marketing efforts is consistent with the statutory authority for promotional purposes; and

**WHEREAS**, the Economic Development Corporation has determined that the expenditure of **\$5,000** in EDC funds for the purpose of participating in the Greater SATX Regional Collaborative Partnership to promote Live Oak meets the criteria for expenditures of Type B revenue for promotional purposes.

**NOW, THEREFORE, BE IT RESOLVED BY THE ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF LIVE OAK, TEXAS:**

The Live Oak Economic Development Corporation supports the authorization of the City Manager/EDC Director to enter into the Regional Collaborative Partnership with Greater SATX, and a payment not to exceed **\$5,000.00** to participate for promotional purposes.

PASSED and APPROVED this the \_\_\_\_\_ day of \_\_\_\_\_, 2022.

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Mary M. Dennis, EDC Board President

ATTEST:

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Deborah L. Goza, City Secretary

APPROVED AS TO LEGAL SUFFICIENCY:

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EDC Attorney