



MINUTES OF A CALLED MEETING OF THE SUNSET VALLEY  
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE  
WEDNESDAY, APRIL 14, 2021  
6:00 P.M.

Members Present: Clayton Stice (Chair), Horacio Zambrana (Vice Chair), John Kestner, Mickie Powers, Wanda Reetz (Council Liaison)

Staff Present: Sylvia Carrillo and Matt Lingafelter

1. Call to Order – called to order at 6:05 PM
2. Citizen/Public Comments
  - City Administrator made a comment regarding commercial development
3. Approval of the minutes from the February 3 and March 10, 2021 meetings.

Mickie Powers made a motion to approve the minutes, seconded by Clayton Stice. Three members voted in favor and the motion carried.

4. Council Liaison Report
5. Discuss and possibly act on the Small Business Grant Program by providing a recommendation to the City Council on grant criteria.
  - Committee discussion on the grant program, including who would qualify, eligibility, the size and scope of the grant program and performance metrics
  - <https://www.ci.buda.tx.us/665/Still-Budaful-Stimulus>
  - Motion to copy the Buda program with some modifications as recommended by staff to tailor it to Sunset Valley by John Kestner. Three voted in favor and the motion carried.
6. Discuss the HDL Sales Tax Report including requests for specific information contained in the reports.
  - Sylvia discussed information that will be provided in the monthly reports by HDL
7. Discuss and possibly act on setting a date and time to facilitate a virtual round-table for Sunset Valley businesses
  - Round table at next CED Meeting on May 5, starting at 5:30
  - Topics:
    - Grant program introduction and discussion
    - listening to the businesses and their needs
    - Inviting both businesses owners and the shopping center owners/management
8. Consider and possibly act on recommendations to the FY2022 Budget Discussion

- Marketing plans – not a part of CED Budget directly
- Advertising and media, \$100k
- Poles for banners and signage
- Holiday decorations – could go on CIP list, holiday lighting
- Art in Public Places
- Community Engagement funds – Spring Fling or another event

9. Consider and possibly act on adopting Robert's Small Meeting Rules. *Item moved up after #3.* Chair Stice introduced the item and suggested using the Small Meeting Rules. Mickie Powers made a motion to adopt the Small Meeting Rules for the CED Committee, seconded by John Kestner. Three members voted in favor and the motion carried.

10. Proposed Items for Next Meeting Agenda – round table with businesses, HDL report, grant program

11. Adjourn – motion to adjourn from Mickie Powers. All voted in favor, meeting adjourned at 7:50 P.M.