

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Economic Development Board of the City of Palestine convened in a regular meeting on Tuesday, October 8, 2024, at 10:00 a.m., at PEDC Office, 100 Willow Creek Pkwy, Suite A, Palestine, Texas, with the following people present: President Dan Bochsler; Vice President Kim Willmott; Secretary/Treasurer Charles Drane; Directors: Veer Patel, Firouz Haghighi.

Staff present: PEDC Director Christophe Trahan, Marketing Analyst Will James and Administrative Assistant Lisa Bowman.

Others Present: City Manager Teresa Herrera, Tom Mullins – TG Mullins Consulting, LLC.

A. CALL TO ORDER

With a quorum present, President Bochsler called the meeting to order at 10:00 a.m.

B. PROPOSED CHANGES OF AGENDA ITEMS

There were none.

C. PUBLIC COMMENTS

There were none.

Andrew Sibai entered the board meeting at 10:01 a.m.

D. CONFLICT OF INTEREST DISCLOSURES

There were none.

E. ITEMS FROM BOARD

Director Patel informed the board of his visit to Washington D.C. with the Asian American Hotel Owners Association.

F. DIRECTOR'S REPORT

1. Review monthly Director's Report.

- CTED Courses taken in College Station October 2-4.
- President Boschler represented PEDC at Office of the Governor Small Business Seminar.
- Secretary/Treasurer Drane represented PEDC at East Texas Venture Fest.
- Retail Secor Data for Local Sales & Use Tax.
- Texas Labor Market Information Data – Regional Unemployment Comparison.

2. Review monthly Marketing Analyst Report.

- Monthly Small Business Seminar partnered with TVCC and SBDC.
- Final Adjustments made to PEDC's Strategic Plan.
- Assisted the City of Palestine with Housing Market Data.
- Purchase of new PEDC Banners for Marketing.

- Facebook Analytics Report.
- Audience Extension Report.

G. DISCUSSION AND ACTION ITEMS

1. Report on the first East Texas Venture Fest hosted by the East Texas Technology and Innovation Coalition. Charles Drane, PEDC Secretary/Treasurer.

Secretary/Treasurer Drane presented to the board information that he obtained from attending the East Texas Venture Fest on October 3, 2024.

2. Discussion and possible action regarding the final draft of PEDC's Strategic Plan and Work Program.

Tom Mullins presented to the board the final draft of PEDC's Strategic Plan and Work Program.

Motion by Vice President Willmott, seconded by Secretary/Treasurer Drane to approve the item as presented. Upon vote, the motion carried unanimously 5-0.

3. Consider approval of PEDC Minutes from September 10, 2024.

Motion by Director Patel, seconded by Director Haghighi to approve the item as presented. Upon vote, the motion carried unanimously 5-0.

4. Consider approval of PEDC Minutes from September 16, 2024.

Motion by Director Patel, seconded by Director Haghighi to approve the item as presented. Upon vote, the motion carried unanimously 5-0.

5. Consider approval of the September 2024 Financial Report.

Motion by Vice President Willmott, seconded by Secretary/Treasurer Drane to approve the item as presented. Upon vote, the motion carried unanimously 5-0.

ADJOURN

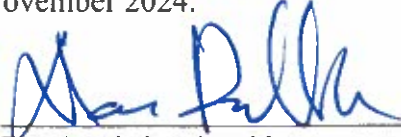
With no other business to come before the Board, President Bochsler adjourned the meeting at 11:29 a.m.

PASSED AND APPROVED THIS 12th DAY OF November 2024.

ATTEST:



Lisa Bowman, Administrative Assistant



Dan Bochsler, President