

MINUTES

AMARILLO ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS

September 25, 2018

The meeting of the AEDC Board of Directors was held at 801 S. Fillmore, Suite 205, Amarillo, Texas at 11:00 am on September 25, 2018. Board members in attendance were:

Voting Members	Board Position	Present	No. Meetings Held	No. Meetings Attended
Laura Street	Chairwoman	Y	15	14
Lloyd Brown	Vice-Chair/Secretary	N	7	4
Brian Bruckner	Director	Y	48	43
Brian Heinrich	Director	N	27	26
Craig Gualtiere	Director	Y	27	25

Also, in attendance were the following staff members:

BARRY ALBRECHT	PRESIDENT & CEO
DOUG NELSON	SR. VICE-PRES. FINANCIAL SERVICES
BRIAN JENNINGS	SR. VICE-PRES. BUSINESS DEVELOPMENT
SABRINA MECK	DIRECTOR WORKFORCE ATTRACTION & RETENTION
CHRIS LYLES	OFFICE ADMINISTRATOR
SAVANNAH TARBET	DIGITAL MEDIA MARKETING INTERN

- ITEM 1: Chairwoman Street established that a quorum was present and called the meeting to order.
- ITEM 2: Chairwoman Street requested a motion to approve the minutes of the August 22, 2018 Board of Directors meeting. Director Bruckner made a motion to approve as presented. Director Gualtiere seconded the motion. The motion was approved.
- ITEM 3: Chairwoman Street adjourned the meeting into executive session at 11:00 am.
- No action was taken during the executive session because none is permitted by law. The public session reconvened at 12:07 pm.
- ITEM 4: Chairwoman Street stated that this agenda item would be tabled until all board members could be present.
- ITEM 5: Chairwoman Street announced the next item on the agenda, which was #HelloAmarillo, the Digital Ambassador campaign. President Albrecht introduced Sabrina Meck to provide an overview of the program.

Ms. Meck included information on the partners participating in the program and the goal of the program. She also shared data on the results from the launch where 40 influential and social media characters were in attendance and as an effect 124 people signed up to participate in the campaign resulting in a social media reach of over 200,000 within the first five days of the launch.

Chairwoman Street asked for clarification on how the program is measured and if everyone can participate. Ms. Meck answered to the positive. Chairwoman Street asked if there was any discussion on the topic. There was none.

- ITEM 6: President Albrecht provided information for the strategic plan process, which includes Chairwoman Street. She will lead the process for the development of the plan.

Chairwoman Street asked if there were any questions on the process as presented.

Directors Gualtiere and Bruckner provided positive feedback for the development as well as the process as presented for the strategic plan.

- ITEM 7: President Albrecht provided information on staff financial and operational updates. He spotlighted the increase in tax revenue compared to last year. He also pointed out that page 10 of the managerial report contains specific information on the organizations projects and project funds.

He stated that last month the budget was presented to the city council for final approval, which was received. President Albrecht also thanked Vice-Chairman Brown and Director Gualtiere for their time serving on the Budget Committee.

President Albrecht provided information on upcoming conferences and events the staff will be attending as well as other activity taking place within the organization. This included an update on business activities and proposals submitted.

- ITEM 8: Chairwoman Street stated that the next board meeting, specifically to discuss an employee evaluation will be set once she has been able to talk to the board members not present to establish a date, hopefully the following week. The October Board of Directors meeting will be scheduled after polling all board members.

- ITEM 9: Chairwoman Street asked for any comments or questions from the public in attendance. There was none.

- ITEM 10: The September 25, 2018 meeting of the Amarillo EDC Board of Directors was adjourned at 12:30 pm.

The undersigned certifies that the foregoing information is correct.



Laura Street, Chairwoman