

Board Binder Open Session

January 9, 2023





MIDLAND DEVELOPMENT CORPORATION AS AUTHORIZED BY CHAPTER 504 OF THE TEXAS LOCAL GOVERNMENT CODE

NOTICE OF PUBLIC MEETING

In accordance with Chapter 551, Texas Government Code, as amended, notice is hereby given to the public that the Board of Directors of the Midland Development Corporation will meet in regular session, open to the public, in the Midland Chamber of Commerce board room, 303 West Wall Street, Suite 200, Midland, Texas, at 2:00 p.m. on January 9, 2023. A quorum of the Board of Directors of the Midland Development Corporation intends to be physically present at the aforementioned location.

Videoconference Information

Join Zoom Webinar <u>https://us02web.zoom.us/j/83843461375?pwd=VUNoQ0InV0pETzUzUERqVIByb2tKZz09</u> Passcode: 092676

Or join by phone:

Dial(for higher quality, dial a number based on your current location):

US: +1 346 248 7799 or +1 669 444 9171 or +1 669 900 9128 or +1 719 359 4580 or +1 253 215 8782 or +1 507 473 4847 or +1 564 217 2000 or +1 646 558 8656 or +1 646 931 3860 or +1 689 278 1000 or +1 301 715 8592 or +1 309 205 3325 or +1 312 626 6799 or +1 360 209 5623 or +1 386 347 5053

Webinar ID: 838 4346 1375 Passcode: 092676 International numbers available: https://us02web.zoom.us/u/kdaR90dK5C

At such meeting, the Board of Directors may discuss, consider, and take action on any of the following items:

- 1. Call meeting to order.
- 2. Presentation thanking outgoing Midland Development Corporation Chairman Stephen Lowery.
- 3. Motion electing officers to serve through December 2023.
- 4. Motion approving the minutes of the December 12, 2022, meeting of the Midland Development Corporation.
- 5. Resolution establishing the dates of the regular meetings of the Midland Development Corporation Board of Directors to be held during the period of February 2023 to January 2024.
- 6. Presentation on the December 2022 monthly expenses and economic development activity report from the Midland Development Corporation Executive Director and staff.



- 7. Pursuant to Texas Government Code §551.101, the Board of Directors will hold an Executive Session, which is closed to the public to discuss the following matters as permitted under the following Texas Government Code Sections:
 - a. <u>Section 551.087 Deliberation Regarding Economic Development Negotiations</u>
 - i. Discuss business prospects that the Midland Development Corporation seeks to have, locate, stay, or expand in or near the City of Midland, Texas, and discuss possible incentives, and discuss contract compliance on the part of businesses.

Posted this 6th day of January 2023.

Amy M. Turner City Secretary

Slate of Officers Election

Board Member	Appointment Date	Term Expires	Eligibility Expires
Stephen Lowery	July 2015	January 14, 2023	January 14, 2023
Chase Gardaphe	January 2019	January 14, 2025	January 14, 2025
Berry Simpson	January 2019	January 14, 2025	January 14, 2025
Jill Pennington	April 2020	January 14, 2023	January 14, 2026
P. Lourcey Sams	April 2020	January 14, 2023	January 14, 2026
Brad Bullock	April 2021	January 14, 2024	January 14, 2027
Lucy Sisniega	February 2022	January 14, 2025	January 14, 2028

December 12th Minutes

MIDLAND DEVELOPMENT CORPORATION

MINUTES

December 12, 2022

The Board of Directors of the Midland Development Corporation convened in a special session at the Midland Development Corporation board room, 200 North Loraine Street, Suite 610, Midland, Texas, at 10:00 a.m. on December 12, 2022.

- Board Members present: Chairman Stephen Lowery, Director Berry Simpson, Director Lourcey Sams, Director Lucy Sisniega, Director Jill Pennington, Director Brad Bullock and Director Chase Gardaphe
- Board Members absent: None
- Staff Members present: Assistant City Manager Tina Jauz, City Attorney Nicholas Toulet-Crump, and Deputy City Secretary Vanessa White
- Council Member(s) present: Council Member Dan Corrales
- MDC Staff Members present: Executive Director Sara Harris, Business Retention & Expansion Coordinator Sammi Steele, and Marketing & Administrative Coordinator Gabrielle Franks
- 1. Call meeting to order.

Chairman Lowery called the meeting to order at 10:01 am

2. Motion approving the minutes of the November 7, 2022, meeting of the Midland Development Corporation.

Director Pennington moved to approve the minutes of the November 07, 2022 meeting of the Midland Development Corporation; seconded by Director Gardaphe. The motion carried by the following vote: AYE: Lowery, Sams, Sisniega, Bullock, and Simpson. NAY: None. ABSTAIN: None. ABSENT: None.

3. Motion approving the minutes of the November 16, 2022, meeting of the Midland Development Corporation.

Director Sisniega moved to approve the minutes of the November 16, 2022 meeting of the Midland Development Corporation; seconded by Director Simpson. The motion carried by the following vote: AYE: Lowery, Sams, Pennington, Bullock, and Gardaphe. NAY: None. ABSTAIN: None. ABSENT: None.

 Motion authorizing the execution of a letter of intent between the City of Midland, the Midland Development Corporation, and Hodges Development Services, LP, for the development of a 17.2-acre tract of land located in the southeast quarter of Section 35, Block 40, T-1-S, T&P RR Co. Survey, Midland County, Texas. Director Simpson moved to approve motion authorizing the execution of a letter of intent between the City of Midland, the Midland Development Corporation, and Hodges Development Services, LP, for the development of a 17.2-acre tract of land located in the southeast quarter of Section 35, Block 40, T-1-S, T&P RR Co. Survey, Midland County, Texas; seconded by Director Gardaphe. The motion carried by the following vote: AYE: Lowery, Sams, Bullock, and Pennington. NAY: None. ABSTAIN: Sisniega. ABSENT: None.

5. Presentation on the November 2022 monthly expenses and economic development activity report from the Midland Development Corporation Executive Director and staff.

Sara Harris gave an overview of the month's expenses, noting that there was a \$1 million dollar disbursement to Texas Tech University Health Sciences Center Child and Adolescent Psychiatry Fellowship Program.

Board recessed into executive session at 10:13 a.m.

- 6. Pursuant to Texas Government Code §551.101, the Board of Directors will hold an Executive Session, which is closed to the public to discuss the following matters as permitted under the following Texas Government Code Sections:
 - a. <u>Section 551.087 Deliberation Regarding Economic Development</u> <u>Negotiations</u>
 - i. Discuss business prospects that the Midland Development Corporation seeks to have, locate, stay, or expand in or near the City of Midland, Texas, and discuss possible incentives, and discuss contract compliance on the part of businesses.

Board reconvened into open session at 11:07 a.m.

All the business at hand having been completed, Chairman Lowery adjourned the meeting at 11:07 a.m.

Respectfully submitted,

Vanessa White, Deputy City Secretary

PASSED AND APPROVED the 9th Day of January 2023.

2023 Meeting Dates

RESOLUTION NO.

RESOLUTION ESTABLISHING THE DATES OF THE REGULAR MEETINGS OF THE MIDLAND DEVELOPMENT CORPORATION BOARD OF DIRECTORS TO BE HELD DURING THE PERIOD OF FEBRUARY 2023 TO JANUARY 2024

WHEREAS, the Midland Development Corporation Board of Directors finds it to be in the public interest to establish the dates on which the Board of Directors will meet in regular session during the period of February 2023 to January 2024;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE MIDLAND DEVELOPMENT CORPORATION:

SECTION ONE. That the dates for the regular meetings of the Midland Development Corporation Board of Directors to be held during the period of February 2023 to January 2024, as shown on <u>Exhibit A</u> attached hereto and incorporated herein for all purposes, are hereby adopted.

SECTION TWO. That the Chairman of the Midland Development Corporation is hereby authorized to cancel a regular meeting of the Midland Development Corporation Board of Directors. Midland Development Corporation staff shall post notice of any such cancellation on the Midland Development Corporation's website and the City Secretary shall post notice of any such cancellation in the same manner that Midland Development Corporation agendas are posted.

On motion of Director ______, seconded by Director ______, the above and foregoing resolution was adopted by the Board of Directors of the Midland Development Corporation at a regular meeting on the _____ day of ______, AD., 2023, by the following vote:

Directors voting "AYE":

Directors voting "NAY":

STEPHEN LOWERY, Chairman of the Midland Development Corporation

ATTEST:

JILL PENNINGTON, Secretary of the Midland Development Corporation

APPROVED AS TO FORM ONLY:

JOHN OHNEMILLER, Attorney for the Midland Development Corporation

Midland Development Corporation Board of Directors

Meeting Dates for 2023 – First Monday of the Month

10:00 a.m.

- Monday, February 6, 2023 10 a.m.
- Monday, March 6, 2023 10 a.m.
- Monday, April 3, 2022 10 a.m.
- Monday, May 1, 2023 10 a.m.
- Monday, June 5, 2023 10 a.m.
- Monday, July 10, 2023 10 a.m.
- Monday, August 7, 2023 10 a.m.
- Monday, September 11, 2023 10 a.m.
- Monday, October 2, 2023 10 a.m.
- Monday, November 6, 2023 10 a.m.
- Monday, December 4, 2023 10 a.m.
- Monday, January 8, 2024 10 a.m.

Exhibit A

Income Statement

MIDLAND DEVELOPMENT CORPORATION INCOME STATEMENT FOR THE 3 MONTHS ENDED

December 31, 2022

	Dec-22	YTD	Budgeted Amount
Revenue	\$1,512,310.58	\$1,772,139.99	\$11,976,644.00
40100 - State Sales Tax	\$1,380,834.52	\$1,380,834.52	\$11,000,000.00
40600 - Public ROW Use Fees	\$0.00	\$0.00	\$0.00
43000 - Interest	\$18,000.00	\$88,200.00	\$0.00
43010 - Interest - Nonpooled Invest	\$32,089.06	\$58,944.47	\$0.00
46190 - Miscellaneous Rentals	\$81,387.00	\$244,161.00	\$976,644.00
4235150 - Midland Dvlpmt Corp Revenue	\$1,512,310.58	\$1,772,139.99	\$11,976,644.00

Expense	\$547,899.84	\$3,545,209.94	\$22,392,778.00
51010 - Base Salary	\$27,654.49	\$76,030.41	\$350,096.00
51090 - Fica MDC Portion	\$969.31	\$3,557.82	\$28,234.00
51110 - Health Insurance	\$2,406.60	\$3,645.12	\$28,080.00
51135 - ACCE Profit Sharing	\$1,849.16	\$4,593.98	\$24,507.00
52010 - Office Supplies	\$188.39	\$1,824.49	\$6,000.00
52110 - Motor Vehicle Supplies	\$90.19	\$90.19	\$1,500.00
52115 - Minor Furniture & Fixtures	\$0.00	\$0.00	\$1,000.00
52155 - Minor Computer Hrdwre & Periph	\$0.00	\$891.36	\$5,000.00
52160 - Computer Software & Supplies	\$6,523.92	\$24,027.11	\$30,000.00
52620 - Postage	\$0.00	\$130.00	\$300.00
53010 - Communication	\$1,316.07	\$3,958.94	\$17,000.00
53030 - Light & Power	\$18.06	\$27.05	\$150.00
53110 - Insurance-External	\$0.00	\$0.00	\$150,000.00
53212 - Equipment Rental-External	\$345.34	\$1,068.34	\$5,000.00
53220 - Advertising	\$13,275.30	\$75,251.50	\$200,000.00
53370 - Grounds Maintenance	\$9,421.84	\$12,374.08	\$22,000.00
53405 - Software Maintenance	\$1,329.22	\$3,987.66	\$12,000.00
53440 - External Audit Fees	\$0.00	\$4,347.00	\$35,000.00
53450 - Consulting Fees	\$0.00	\$25,068.30	\$500,000.00
53510 - Travel & Entertainment	\$95.44	\$197.81	\$8,000.00
53520 - Dues & Subscriptions	\$243.36	\$1,654.57	\$15,000.00
53530 - Training,Registration Fees,Etc	\$0.00	\$606.29	\$10,000.00
53905 - Economic Development Incentive	\$0.00	\$0.00	\$5,129,123.00
53907 - Business Recruitment & Retentn	\$2,095.56	\$13,919.75	\$50,000.00
53909 - Prior Year Committed Incentives	\$2,112.00	\$1,402,638.55	\$9,999,673.00
53920 - Rent	\$5,678.50	\$17,035.50	\$68,142.00
54010 - Building Maintenance	\$13,849.00	\$34,566.80	\$80,000.00
55120 - Maint Instruments & Appara.	\$83.83	\$161.59	\$1,000.00
56188 - MOTRAN	\$71,250.00	\$71,250.00	\$142,500.00
56202 - General Fund Services	\$31,651.08	\$127,510.32	\$379,813.00
56410 - Payment of Principal	\$0.00	\$0.00	\$70,605.00
56420 - Interest Expense	\$0.00	\$0.00	\$6,595.00
56910 - Depreciation Expense	\$0.00	\$0.00	\$416,460.00
56995 - Project Non Capital - Promotions	\$74,798.67	\$112,496.40	\$1,100,000.00
57000 - Capital Land Purchases	\$0.00	\$0.00	\$0.00
57001 - Capital Buildings & Structures	\$280,654.51	\$548,238.02	\$3,500,000.00
57070 - Construction in Process	\$0.00	\$974,060.99	\$0.00
235235 - Midland Development Corp	\$547,899.84	\$3,545,209.94	\$22,392,778.00

December 2022 Net Income:	\$964,410.74
Year-to-Date Net Income:	(\$1,773,069.95)

Balance Sheet

MIDLAND DEVELOPMENT CORPORATION BALANCE SHEET FOR THE PERIOD ENDED December 31, 2022 (Used for Internal Purposes Only)

<u>ASSETS</u>

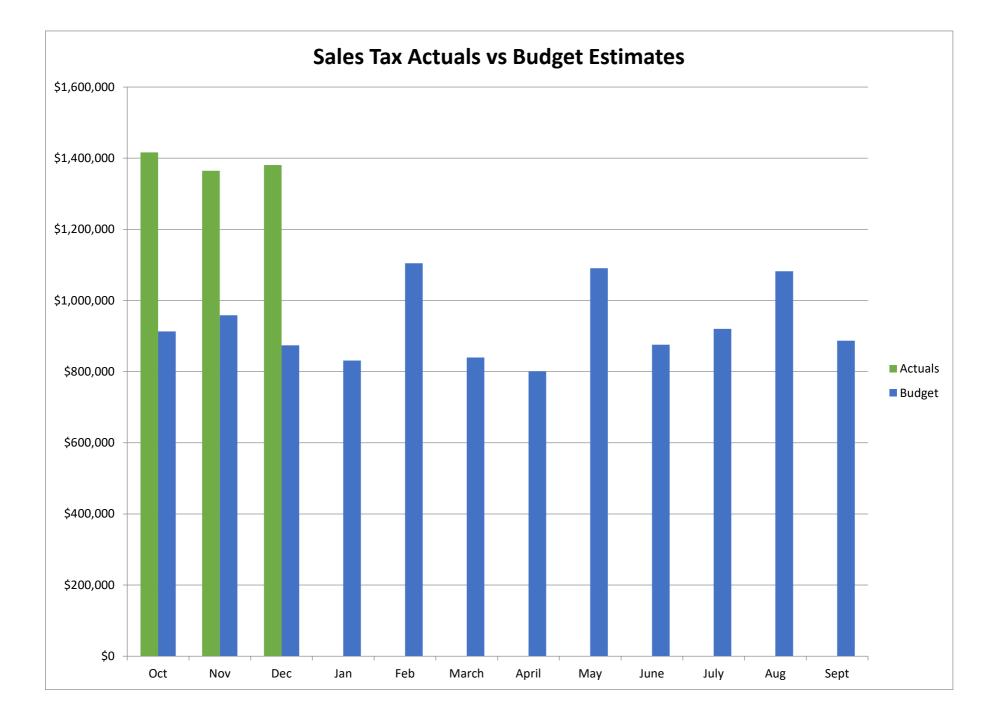
<u>Current Assets</u> Cash and cash equivalents Investments Sales tax receivable Prepaid expenses Accounts receivable	_	16,614,630 7,704,935 - 58,667 74,936	24,453,168
<u>Non-Current Assets</u> Capital Assets, net Forgivable Loans Made to Primary Government Made to Other	- 6,579	27,618,140	
Total Forgivable Loans		6,579	07 604 740
			27,624,719
Total Assets			\$ 52,077,887
LIABILITIES AND NET POSITION			
Liabilities			
Accounts payable		-	
Retainage Payable		20,542	
Capital Leases payable		93,357	
Commitments payable			
Due within one year	8,866,642		
Due in more than one year	7,376,259		
Total Commitments Payable		16,242,901	
			16,356,800
Net Position			
Net investment in capital assets		27,618,140	
Restricted for Forgivable Loans		6,579	
Restricted for Capital Leases		93,357	
Promotions		1,019,925	
Unrestricted		6,983,085	
	—		35,721,086
Total Liabilities and Net Position			\$ 52,077,887

Sales Tax

DEVELOPMENT CORPORATION

Sales Tax Variance

	2020-2021	2021-2022	% Change	2021-2022	2022-2023	% Change	YTD Change
October	\$1,203,058.10	\$971,343.63	-19.26%	\$971,343.63	\$1,416,510.48	45.83%	45.83%
November	\$983,259.60	\$1,156,353.89	17.60%	\$1,156,353.89	\$1,364,595.51	18.01%	30.71%
December	\$843,087.27	\$1,013,549.80	20.22%	\$1,013,549.80	\$1,380,834.52	36.24%	32.49%
January	\$752 <i>,</i> 584.05	\$1,117,874.02	48.54%	\$1,117,874.02			
February	\$1,224,314.99	\$1,434,528.04	17.17%	\$1,434,528.04			
March	\$783,914.25	\$983,421.74	25.45%	\$983,421.74			
April	\$687,198.37	\$1,015,116.31	47.72%	\$1,015,116.31			
Мау	\$1,198,336.79	\$1,487,467.44	24.13%	\$1,487,467.44			
June	\$927,060.71	\$1,218,236.38	31.41%	\$1,218,236.38			
July	\$909,387.44	\$1,326,275.50	45.84%	\$1,326,275.50			
August	\$1,176,070.55	\$1,582,536.23	34.56%	\$1,582,536.23			
September	\$978,956.15	\$1,303,011.95	33.10%	\$1,303,011.95			
Annual Total	\$11,667,228.27	\$14,609,714.93	25.22%	\$14,609,714.93	\$4,161,940.51		



Activity Report



SOCIAL MEDIA

FACEBOOK

- 1,903 Followers (+17.76%)
- 70.01K Impressions
- 129.55 in Engagement
- Top post: Meet the Board post



- 1,686 Followers
- 37.53K Impressions
- 61.23 in Engagement
- Top post: Firehawk ground breaking photo

amidlandtxedc

LINKEDIN

- 1,457 Followers (7.61%)
- 28.11K Impressions

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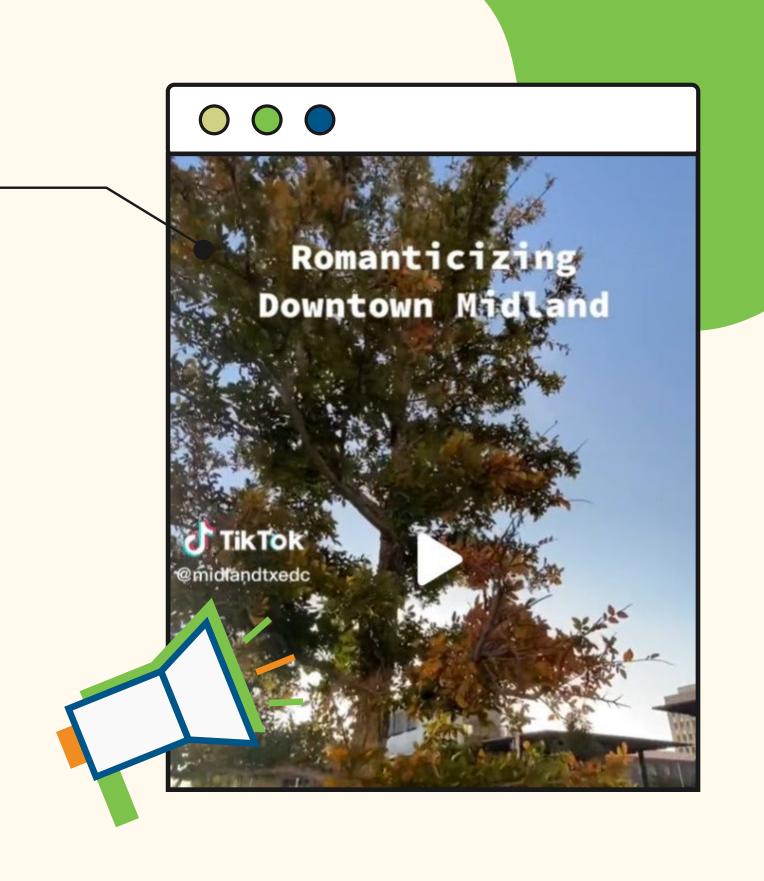
- 107.45 in Engagement
- Top post: September and October BRE recap

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TIKTOK

- 60 total followers in 2022
- 2 videos
- 3,712 views
- First video: 3,417 views, 78 likes, 6 comments, and 9 shares





FACEBOOK AD PERFORMANCE



3

ANYTHING CAN BE BOOS TED

Facebook allows you to choose a budget to "boost" a post that aligns with a goal of your choosing. We boosted the RFP post that was posted already. We targeted the Houston and Midland area with the goals of link clicks.

WE CAN RUN ADS SEPERATE FROM OUR POSTS

We can upload our own creative for the ads and allow Facebook to serve the different options to different audiences.
Website Visits
Follower Growth
More Messages

RFP AD

LOOP NET

- 37,616 Views
- 9,902 Unique Prospects
- 772 Detailed Page clicks
- 3.8 Frequency

- Ad 1: 3576 reach with 59 link clicks
- Ad 2: 2660 reach with 99 link clicks

FACEBOOK









FOR 2023...



COPYWRITING

Taking over long form content on MDC's website





Goal: grow on TikTok and finish Part 107 License training



ADVERTIS ING

Exploring other platforms for specific projects 0000

BUSINESS RETENTO EXPANSIO 2022 ANNUAL REPORT

BRE COORDINATOR: SAMMI STEELE

DEVELOPMENT CORPORATION





SINCE MARCH 2022



BUSINESS VISITS







WHAT'S THE PURPOSE OF A BREVISIT?

Establish a relationship with the company Ask them questions about operations and collect data on trends & feedback

Make them feel heard and cared for by the MDC & City of Midland

Provide actionable data to the MDC board

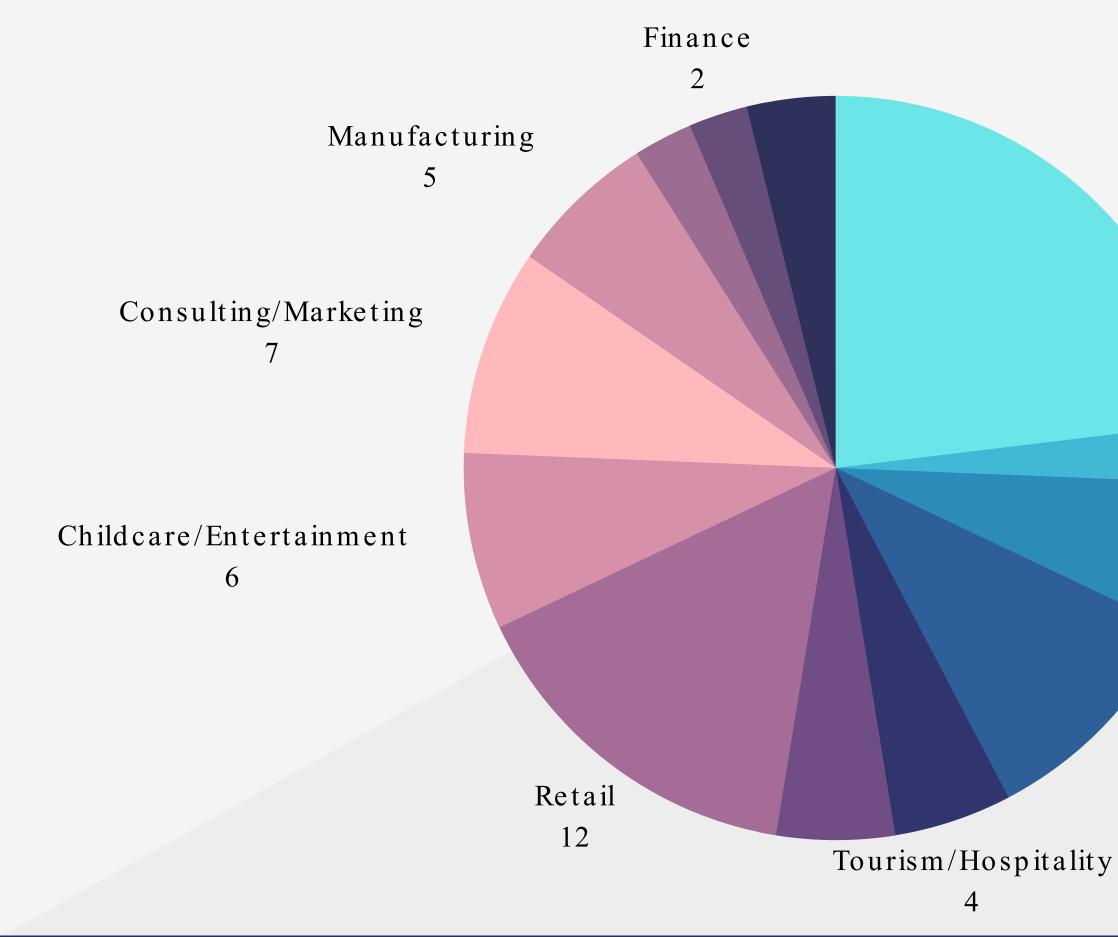
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WHO DID WE VISIT?

- Focused on locally owned and operated
- Emphasized meeting in person at the businesses' office or workshop
- Utilized my verified Facebook page with 12,000 followers to share about the visit if the company was comfortable







Oil/Gas Service 18

Construction

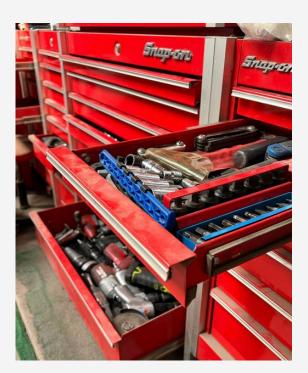
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Transportation 5

Restaurant

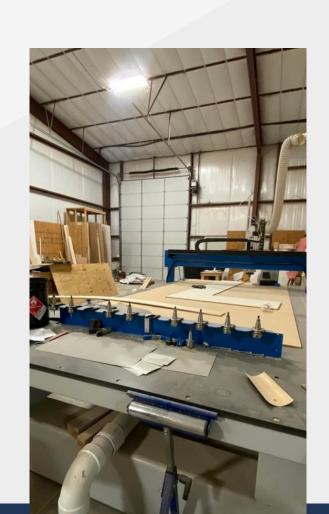
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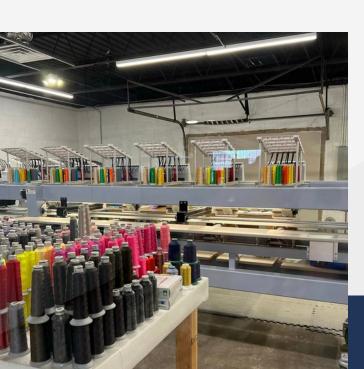








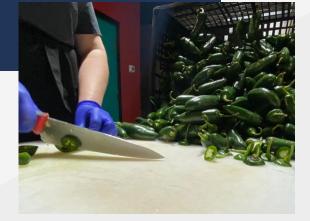






















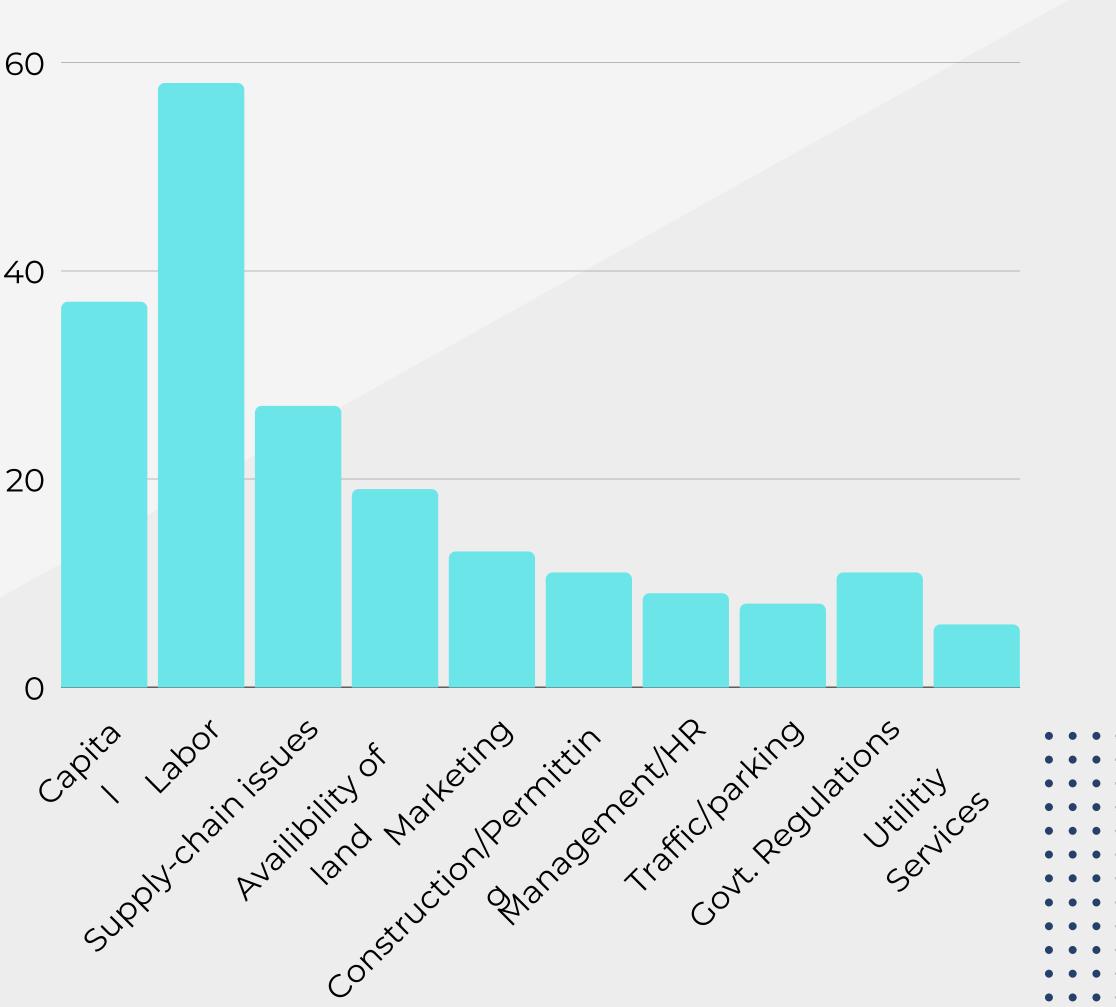


LOOKING TO EXPAND OR **GROW MORE** THAN 15% IN THE NEXT 3 YEARS



40 WHAT FACTORS ARE **IMPACTING BUSINESSES?** Ο

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LABOR WAS THE LARGEST ISSUE FOR





WHAT MAKES IT HARD TO RETAIN & **RECRUIT EMPLOYEES?**

Seasonal nature of the job

8.8%

Cost of Living 21.6%

> Low quality of life 15.2%

> > Lack of local traing programs 10.4%

Area skill & labor shortages 32%

Remoteness of the area 12%



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CONCERNS FOR THE FUTURE REVOLVE AROUND:







LOOKING AHEAD





PROVIDE LOCAL WORKFORCE TRAINING

START 1 MILLION CUP S CHAP TER

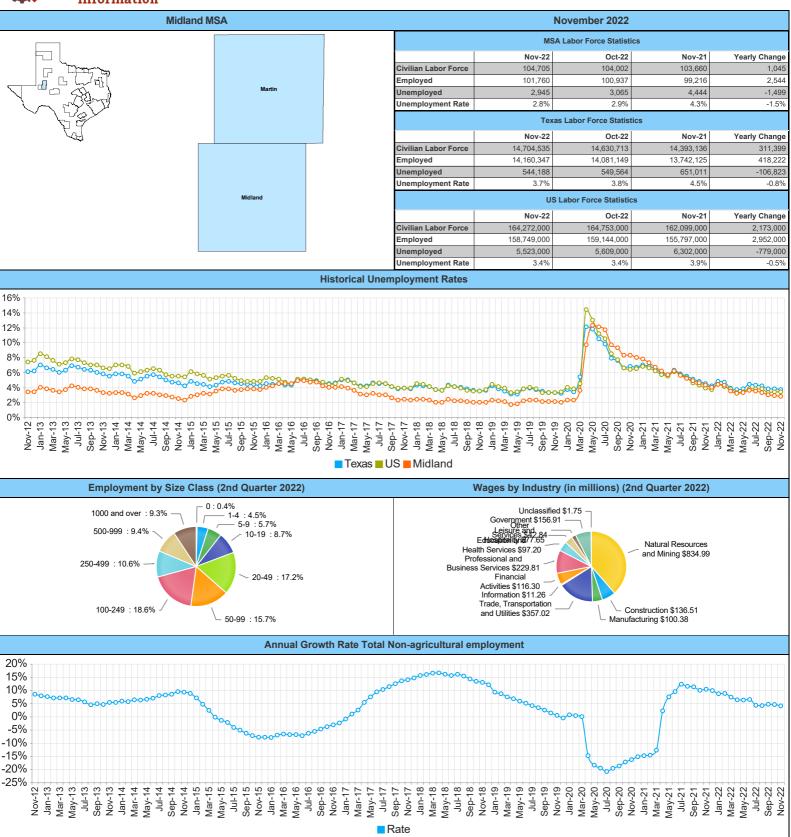
IMPROVE QUALITY OF LIFE (PARKS, SCHOOLS, COMMUNITY ESTHETICS, ETC.) MEET W ITH MORE AND MORE BUSINESSES TO ENLIGHTEN THEM ABOUT LOCAL RESOURCES

EXPOSE MIDLAND TO OTHER COMPANIES LOOKING TO EXPAND THROUGH TRADESHOW S AND SITE SELECTOR EVENTS





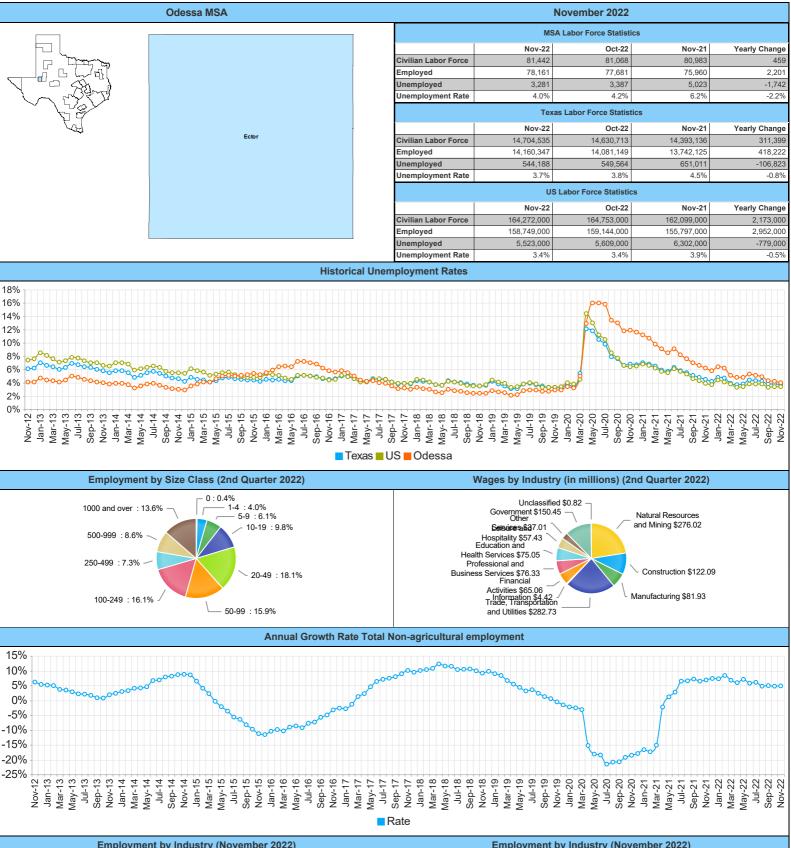




Employm	ent by Industry (Noven	nber 2022)	Employment by Industry (November 2022)		
Industry	Current Month Employment	% Monthly Change	% Yearly Change	Government 9.1% Other	
Total Nonfarm	109,500	0.8%	4.1%	Services 3.7% Mining, Logging	
Mining, Logging and Construction	34,300	1.2%	8.2%	Leisure and Hospitality 11.0%	
Manufacturing	4,200	0.0%	5.0%		
Trade, Transportation, and Utilities	21,800	1.4%	0.9%	Education and	
Information	700	0.0%	0.0%	Health Services 6.6%	
Financial Activities	5,100	0.0%	2.0%	Professional and	
Professional and Business	10,200	1.0%	2.0%	Business Services 9.3% Manufacturing 3.8%	
Services				Activities 4.7% / Trade, Transportation,	
Education and Health Services	7,200	0.0%	2.9%	Information 0.6% –/ and Utilities 19.9%	
Leisure and Hospitality	12,000	0.0%	5.3%		
Other Services	4,000	0.0%	5.3%		
Government	10,000	1.0%	0.0%		







Employm	ent by Industry (Noven	nber 2022)	Employment by Industry (November 2022)		
Industry	Current Month Employment	% Monthly Change	% Yearly Change	Government 14.1% Mining, Logging	
Total Nonfarm	76,800	1.2%	4.9%	Other and Construction 21.5%	
Mining, Logging and Construction	16,500	0.6%	12.2%	Services 4.4%	
Manufacturing	4,200	2.4%	5.0%	Leisure and	
Trade, Transportation, and Utilities	18,000	2.3%	2.3%	Hospitality 12.4%	
Information	800	0.0%	0.0%	Education and Health Services 7.3%	
Financial Activities	3,500	0.0%	6.1%	Professional and	
Professional and Business Services	4,500	2.3%	4.7%	Business Services 5.9% Financial Activities 4.6% and Utilities 23.4%	
Education and Health Services	5,600	1.8%	5.7%	Information 1.0% ——	
Leisure and Hospitality	9,500	0.0%	5.6%		
Other Services	3,400	0.0%	3.0%		
Government	10,800	0.9%	-0.9%		
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