

**CITY OF VIDOR
VIDOR CITY COUNCIL
REGULAR MEETING
June 13, 2024**

MEMBERS PRESENT:

Mayor Songe
Councilmember Lee
Councilmember McGowan
Councilmember Thompson
Councilmember Barker
Councilmember Bourque

MEMBERS ABSENT:

Councilmember Weldon

Administrative Personnel: Robbie Hood, City Manager; Rachel Duplechain City Secretary; Rod Carroll, Chief, and Pebbles Eckhoff, Finance Director

A. OPENING, PRESENTATIONS, AND CITIZENS COMMENTS

A -1. Call to order and the establishment of a Quorum

A quorum was present, and the Regular Meeting of the Vidor City Council began at 7:12 p.m., Mayor Songe presiding.

A -2. Invocation and Pledge to the United States Flag and the State of Texas Flag

Nicole McGowan, Councilmember, gave the Invocation and led the Pledge to the United States Flag and the State of Texas Flag.

A -3. Citizen Comments

None

B. COUNCIL CONSENT AGENDA

B -1. Approval of Accounts Paid:

Paid Invoices:	General Fund –	\$613,822.42
	MCBSF –	\$359.06
	Emergency MGMT Service-	\$282.62
	CDBG Fund-	\$11,484.00
	Hotel Occupancy –	\$10,694.86
	Disaster Fund-	\$12,763.00
	Proprietary Fund –	\$59,963.19
	Total:	\$709,369.15

B -2. Approval of Minutes: Regular Meeting – May 23, 2024

A motion to **approve the Consent Agenda** was made by Councilmember McGowan, seconded by Councilmember Thompson. The Council voted five (5) for and none (0) opposed. **The motion carried.**

C. COUNCIL REGULAR AGENDA

C -1. Presentation and discussion with Executive Director of Orange County Economic Development Corporation regarding updates and GAP analysis reports related to economic development

Megan Layne, Director of Orange County Economic Development Corporation, GAP report is Market Outlook Opportunity GAP Report and helps to identify potential business opportunities in specific areas by comparing the current supply with the demand. A couple of things to mention when interpreting this report, first page map of City of Vidor city limits, next two pages are report by Establishment Type and what this does is focuses on the types of businesses, next couple of pages Market Outlook Opportunity focuses on specific products or services offered, something else to look when looking at this report Consumer Demand and Market Supply, a positive value on the third column is going to signify a GAP and a negative value is going to signify a surplus. When we are looking at these reports for our recruitment efforts, we look at the GAPS, we have a report for the entire County and then one for each City individually. So, when we look at the GAPS, we look at what are the GAPS, what are the largest GAPS, and how do we fill them. One that I noticed that had the largest GAP was under Establishment Type and it was Automobile Dealers. When they are looking at the study, they are looking at the population within the City of Vidor, not the Trade Area or the County as a whole. Robbie Hood, City Manager asked for clarification on is this just Vidor City limits. Layne confirmed that was correct and we could ask for a new report to be run to include all areas that affect this report. We can request a report based on Trade Areas or a radius. Mayor Songe and Hood confirmed that would be better. Layne confirmed she would do that. The report is also from 2022. This is a tool to help with recruiting, so the GAPS can be focused on. Because we want to make informed decisions and we want businesses to be successful when they open. Orange County EDC represents the entire County and all of the Cities within the County except the City of Orange, they have their own EDC, but we do work closely with them. The County and all of the Cities within the County have access to our Retail Consultants by way of these reports. So, when they go to Trade Shows or Conferences, they are marketing on behalf of the entire County and the Cities within the County. This report that was run they use a software that is Sitewise Analytics and the methods that use to collect this data come from several different resources including Point of Sale data and Mobile Tracking Data. Layne, these reports can be a little boring to look at so if you have any specific questions, I will be happy to answer those. Mayor Songe, if you could just get us an updated report based on a radius that would be good. Layne, there is also on our website orangecountyedc.com, there is a Business Resources Tab and when you drop that down you will have access to the Total Market Analysis for the entire County and it lives on our website and is updated annually. I was just talking with our Retail Consultant yesterday and there are about seven different Retail Chains that are looking in this area and I will get those sent over to Robbie. The Mayor, Robbie, some of the Commissioners, and myself just had a really good meeting a couple of weeks ago that was very informative. We have to keep things as under wraps as possible due to Market conditions and deals do fall through. But if they progress, I will keep you updated. Councilmember Barker, I do have a few questions, but I think you just answered two of them. One was do we have anything in the pipeline, and you answered that. Two, was do you meet with someone at the City regularly and you answered that as well. The third question was going to be on the data I know you guys said you were going to be focusing on the City of Vidor, these numbers are they based on yearly spend or how do they get these numbers six months, twelve months? Layne, it's annually, like I said the most current data they had was from 2022 which was back in March. So, it is hard to get updated accurate data. But I will ask if they can give us updated data on the report. I think Robbie and I will try to meet at least quarterly from here on out. So, we can get feedback from you guys as well. Hood, thank you so much and you are doing a great job, thank you. Layne, I appreciate that. Barker, one more question is there anything we can do as a

City to make our area more appealing to these investors, I mean is it proactive or reactive. Layne, it's always good when they know that you guys are pro-growth, as long as we know that the Council in your City is willing to help out if we are having issues with potential investors and we can come to you guys and say we need help with X, Y, Z. Thankfully you guys have not been a problem so keep it up.

C -2. Discussion and possible action authorizing the City Manager to designate the week of the 4th, July 1st – 7th, as Dollar Days at the City of Vidor Public Pool

Robbie Hood, City Manager Mayor/Council we held the Dollar Days over the Memorial Day weekend, and it was highly successful, I think they made almost \$3,000.00 in that weekend. So, I am asking that we be able to do this again for the 4th of July Holiday.

A motion was made by Councilmember McGowan, seconded by Councilmember Barker **to authorize the City Manager to hold Dollar Days the week of the 4th, July 1st – July 7th.** The Council voted five (5) for and none (0) opposed. **The motion carried.**

C -3. Discussion and possible action authorizing the City Manager to reduce the entry fees for the City of Vidor Public Pool

Robbie Hood, City Manager Mayor/Council this goes hand in hand with the item we just talked about. I think we have been missing the boat and have been trying to charge too high an entry fee. So, I would like to reduce the entry fees from \$7.50 for Non-Resident and \$5.50 for Resident to \$4.00 for Non-Resident and \$2.00 for Resident. Councilmember Barker, so what was that again? Hood, it's \$7.50 for Non-Resident and we would reduce it to \$4.00 and \$5.50 for Resident and we would reduce it to \$2.00. Barker, so how are we doing budget wise? Hood we are doing pretty good, I get what you're saying. Mayor Songe, less at the door and more at the concession stand. Hood, yes since we do not allow them to bring in any outside food or drink and that would generate more revenue to help sustain. Councilmember McGowan, so what pays for the lifeguards and stuff? Do we have any grants or anything that would go for the pool? Hood, no we do not, and it is the General Fund. Pebbles Eckhoff, the concessions or the entry can go to, the pool usually just evens out or it can take a small loss but usually doesn't. Councilmember Lee, so it's self-funded. Mayor Songe, it's self-funded yeah pretty much. McGowan, I asked that because I have been approached by people several times that have kids on the swim team from the school and they say the bathrooms, and such need a lot of work and they are wanting to know can the school help fund raise to help since the school does it. Hood, that is a good opportunity for fund-raising for the pool. Barker, so you're saying this is one of those things that either breaks even or takes a loss. Hood, that is correct we always hope it breaks even and it usually does, but this is one of those things we provide for the Citizens. That is what we are trying to accomplish is that it stays self-sufficient. Barker, do you know by how much that we are negative? Hood & Eckhoff together we are not negative. Eckhoff that's why we are trying to do the Dollar Days that will help and will be a big offset as well. That's why we are trying to lower the fees as well, the money we make on regular days vs Dollar Days is extremely low. Lee, it makes it more accessible. Mayor, yes, Eckhoff, yes. Eckhoff if it's cheaper for them to get in it's going to make money. Mayor, and we are putting a water fountain back out there, we did not realize it was not still out there. That way people can have access to water as we do not allow them to bring anything in. Hood, yes. Eckhoff, we do not anticipate a loss this year. Barker, okay. Bourque even with cutting it in half. Eckhoff, yes even with cutting it in half. Hood, now remember with cutting the fees we are getting to get more, and they will spend more at the concession stand. McGowan, well yeah, it's probably hard if it's \$5.00 and you have four kids, I mean it's something you want to do cheap for your kids for the summer and at \$25.00 that's not really cheap. Hood, yeah if you're spending \$2.00 to get in and then you can buy it at the concession stand. McGowan, yeah. Mayor, that would have made more sense to me when my kids were younger. Barker, my only concern is I don't want to have negative, so which we assume may help us with the Dollar Days and I hope it does, however I don't know that it would be advantageous to go the rest of the summer that way can we bring it back after the July 4th Holiday. Hood, I

don't know unless it's something we do with the City Attorney and a formal motion authorizing me to take a look at the monies coming in and then bring it back if we need. Mayor, yeah because I don't think that's there's really way to judge that, but even if we go a little in the negative, we have the money to do so. Lee, I don't think so because Pebbles mentioned that the data does show that we have more coming in on Dollar Days. Mayor, if you want to make a motion you can proceed however you like.

A motion was made by Councilmember Lee, seconded by Councilmember Thompson to **authorize the City Manager to reduce entry fees for the Vidor Public Pool to \$2.00 for Residents and \$4.00 for Non-Residents.** The Council voted three (3) for and two (2) opposed. **The motion carried.**

C -4. Discussion and possible action to approve a Resolution authorizing Brooke Carroll, the City's Human Resources Director, access to the City's Benefits Trust account and the General Fund account held at First Financial Bank, NA.

Pebbles Eckhoff, Finance Director, for Brooke to process payroll she has to have access to these accounts.

A motion was made by Councilmember McGowan, seconded by Councilmember Thompson to **approve the Resolution authorizing Brooke Carroll access to the City's Benefits trust account and the General Fund Account held at First Financial Bank, NA.** The Council voted five (5) for and none (0) opposed. **The motion carried.**

C -5. Discussion and possible action to approve a Resolution authorizing the execution of the Donation Agreement and the Donation Special Warranty Deed donating real property to Orange County, Texas for use as a point of distribution center to serve the citizens and residents of Orange County, Texas, including the citizens and residents of the City, and solely for the purposes that continue to be of benefits to the public interest of the City

Robbie Hood, City Manager, Mayor Council we have already had this discussion before concerning donating the 2acres behind the pool for a point of distribution center and you authorized the City Attorney and myself to negotiate the language. There are a couple of changes that I want to note is that Orange County will construct an electronic sign that will be visible from both sides of the highway to display information and messages. They will also display information and requests for the City of Vidor as well. Orange County has asked that they be allowed to mow and maintain the Property.

A motion was made by Councilmember Barker, seconded by Councilmember Thompson to **approve the Resolution authorizing execution of the Donation Agreement and the Donation Special Warranty Deed to Orange County, Texas.** The Council voted five (5) for and none (0) opposed. **The motion carried.**

C-6. Consideration of Adjournment

A motion for **Consideration of Adjournment** was made by DJ Daniel, Honorary Police Officer of VPD, seconded by Councilmember McGowan and third by Councilmember Thompson. The Council voted unanimously, and the meeting was adjourned at 7:41 p.m.

These minutes were approved on June 13, 2024.



ATTEST:

Rachel Duplechain, City Secretary

Misty Songe, Mayor