The City of Pelham
Commercial Development Authority Board (CDA)
March 19, 2024, at 6:00 p.m.
Council Conference Room - City Hall, Pelham, AL 35124
growpelham.com

MEETING MINUTES

I. Call to Order — Roberto Rodriguez, Board Chairman

Board members present: Chair Rodriguez, Vice Chair German, and Secretary/Treasurer Jaeh. The meeting was called to order at 6:15pm.

II. Agenda Approval, Additions, or Deletions — Robert Rodriguez, Board Chairman

Michael Simon requested the addition of an item, V.B. Tourism Incentive Funding. CDA Board Secretary/Treasurer, Matt Jaeh made the motion to approve the agenda as amended, Vice Chair Tim German seconded the motion, the vote was unanimous.

III. Approval of the Minutes from the February 20, 2024, CDA Board meeting

Secretary/Treasurer, Matt Jaeh made the motion to approve the February 20, 2024 meeting minutes as presented, Vice Chair Tim German seconded the motion, the vote was unanimous.

IV. Finance — Matthew Jaeh, Secretary/Treasurer

A. 30-day Financial Report

Secretary/Treasurer, Matt Jaeh gave the financial report. Vice Chair Tim German made the motion to approve the report, Chair Rodriguez seconded the motion, the vote was unanimous.

V. Economic Development — Michael Simon, Economic Dev. Director

A. Pertinent Development Updates from City Hall

B. Tourism Incentive Funding

For discussion purposes, Michael Simon introduced the proposed initiative and requested the CDA Board's consideration for the City of Pelham to utilize a predetermined amount of percentage of the city's Lodging Tax revenue be placed into a city general fund line item to be used for tourism promotions and lodging reimbursements associated with special events or activities that draw considerable attendance and boost to our local economy such as the annual Xterra Championships that take place in Oak Mountain State Park. The funding would be used to reimburse the event promoters for the cost of hotel stays at Pelham hotels only, for their officials, sponsors or athletes. The event promoter would be required to provide certain data and reports on attendance and economic impact to the city as part of the reimbursement request. The city is estimating the amount of funding needed to fill this new tourism incentive funding line item would be $20,000 which represents approximately 3%-5% of the CDA's annual budget. The response verbalized from the CDA Board members present was supportive of the idea.

VI. Committees — Roberto Rodriguez, Board Chairman

A. Purchases, Disposals & Development Committee

1) Purchases

- None submitted

2) Disposals

- Welborn Property

There was discussion amongst the Board members as to the status of the signed Purchase Agreement and pending Development Agreement with United Contracting. It was discussed that Board wanted the billboard sign owned by Lamar Sign Company removed as a condition of any new development project and that United Contracting needed to move forward with executing the Development Agreement. If the Development Agreement remains unsigned much longer, the Board expressed their desire to seek other options available under the Agreement.

3) Development

- Status of Fran's Property

The Board discussed the lack of offers or inquiries on the Fran's property. The Board discussed the potential of creating a food truck park of sorts, either permanent or temporarily, and directed Michael Simon to provide them with the information from the city's perspective if they wanted to develop the site for this use in the future.

B. Policies, Procedures & Partnerships Committee

1) Policies

- Update - CDA Proposed Legislative Revisions

Vice Chair German provided the Board with an update on the progress of the proposed amendment (SB168) to Section 11-54-171 of the Code of Alabama 1975 as it moves through the State Senate's review process. Vice Chair German informed the Board that Senator Weaver notified him that SB168 had been passed by the Senate and now needed to be sponsored for approval in the State House of Representatives. Senator Weaver informed Vice Chair German that she would be selecting Representative Kenneth Paschal to sponsor the amendment. The Board decided that each of them would contact Rep. Paschal to discuss the details of the amendment and ask for his support.

VII. Executive Session (If determined necessary by the CDA Board) ***An Executive Session did not occur.***

VIII. Call for Adjournment

At 7:35pm, Secretary/Treasurer Jaeh made a motion to adjourn the meeting, Vice Chair German seconded the motion, the vote was unanimous.