



**TEMPLE HEALTH AND BIOSCIENCE
ECONOMIC DEVELOPMENT DISTRICT
BOARD OF DIRECTORS MEETING
WEDNESDAY January 27th, 2021**

***Minutes from the Board of Directors Meeting held on
Wednesday December 2nd, 2020***

The Temple Health and Bioscience Economic Development District Board of Directors conducted their regularly scheduled board meeting (via Zoom) Wednesday, December 2nd, 2020 at 5:02 p.m.

In response to the Covid-19 Pandemic, this meeting was conducted by videoconference, per the Open Meetings Act regulation update:
<https://www.texasattorneygeneral.gov/open-government/open-meetings-act-update>

Members Present:

Mr. Thomas Baird, Chair
Mr. Tyler Johnson, Secretary/Treasurer
Mr. Gregg Strasburger
Mr. Michael Norman, Vice Chair
Mr. John Kiella
Dr. Jason Locklin
Dr. Robert Cortes

Members Absent:

Guests in attendance:

Ms. Kayla Landeros: THBD Attorney
Mr. Adrian Canady: TEDC Director
Ms. Ashley Schlosser: Live Out Loud PR CEO
Mr. Jim Fly and Mr. John Henderson: Amy's House (DBA TRIO House)
Mr. Adam Haberer: Brockway Gersbach Franklin & Niemer, P.C.

The agenda for this meeting was posted on the bulletin board of the Temple Health and Bioscience Economic Development District facility, Bell County and THBD's website (www.templebioscience.org) in compliance with the Open Meetings Act.



The following is a summary of the proceedings of this meeting. It is not intended to be a verbatim translation.

I) Public Comments

Citizens who desire to address the board on any matter may sign up to do so prior to the meeting. Public comments will be received during this portion of the meeting. Please limit comments to three (3) three minutes. No discussion or final action will be taken by the board.

There were no public requests recorded or public in attendance for this meeting. Therefore, Chairman of the Board, Mr. Thomas Baird closed the Public Comments session.

II) Consent Agenda

Consider adopting a resolution approving the Consent Agenda items and the appropriate resolutions for each of the following:

Minutes

- a). Approve the minutes of the October 28th, 2020 board meeting.
- b). Approve the minutes of the November 16th, 2020 board meeting.

Financials

- c). Approve the financial report for the one-month period ending October 31st, 2020.

There are Total Assets of \$6,953,998 with the bulk representing \$4,424,909 in cash and deposit accounts. THBD also has a Property Tax Receivable of \$1,130,437 and a \$80,545 Note Receivable. There are Fixed Assets of \$1,287,694 and Total Liabilities of \$903,566. This yields a Net Equity of \$6,050,433. On the Profit and Loss Budget versus Actual, THBD has collected \$238,983 in Property Tax Revenue. Including Lab and Rental Income, the Total Revenue is \$248,055. Total Expenses were \$48,780 with Ordinary Income of \$199,275. In addition, there was Interest Income of \$1,904 yielding a Net Income of \$201,179. THBD has collected 63.54% of the Property Tax budgeted.

Motion by Mr. John Kiella, second by Mr. Gregg Strasburger to consider adopting a resolution approving the Consent Agenda items and the appropriate resolutions for each of the above be approved.

Motion passed unanimously.



III) Regular Agenda

(A) Audit results from the 2019-2020 FY to be presented by Mr. Adam Haberer from Brockway, Gersbach, Franklin & Niemeier.

Mr. Haberer reviewed the audit of the 2019-2020 FY finances. Mr. Haberer stated that there were no negative findings. In addition, no major issues or concerns were found. Copies of the audit were given to each Board Member as well as the staff.

Mr. Baird noted that he was pleased to hear that the staff was helpful and professional during the process, Mr. Haberer noted that his time at the office was pleasant and he enjoyed meeting and working with everyone. Mr. Baird thanked the staff for their cooperation, support, and professionalism.

(B) Mr. John Henderson and Mr. Jim Fly from Trio House will give an update on the progress.

Mr. Baird stated that he was very excited to see that this project has gotten off the ground. Amy's House will be a great benefit to our community for those who are going thru transplants. Mr. Baird further said that he truly appreciates everything that Mr. Henderson has done, and that he recognized that this was a labor of love for many years. Then Mr. Baird stated he appreciated Mr. Henderson for sticking with the project even when people told Mr. Henderson that he could not do it.

Mr. Henderson gave a brief overview of Amy's house (TRIO House). This is a state-of-the-art facility that is affordable housing for pre-and post-surgery transplant patients and their families. Mr. Henderson stated: "We could not have done this project without the community support." THBD has been a part of this project since the beginning, aiding in finding land, and providing funding for site work for the drainage and engineering of that land.

Mr. Henderson went on to introduce Mr. Jim Fly, the new Executive Director. Mr. Fly stated that Amy's House is a few days away from accepting its first client and wanted to invite the Board to come and tour the house prior to clients arriving. COVID-19 protocols are in place and the recruiting for staff has begun. Mr. Fly asked if THBD could help in purchasing patio furniture and an automatic defibrillator. Mr. Baird thanked them for all that they are doing for the community.

(C) Ms. Ashley Schlosser from Live Out Loud (LOL) PR to give 3rd quarter social media results.

Ms. Schlosser reported on the following:



- Facebook clicks have seen an increase of 107% with 5,585 unique clicks up from 2,693 from Q2.
- THBD newsletters had an audience increase of 1% with 2,059 recipients in Q2 to 2,080 in Q3. This includes an increase click rate of 9.7%, up from 4% in Q2.
- Twitter saw an increase in profile visits and total engagements. Three supporters mentioned THBD: Capital City Innovation, Pandemic Tech and Temple Economic Development Corporation (TEDC) all tweeted about THBD. August 5th saw 16,012 organic impressions due to the THBD tenant company Industrial Genetics and the news of COVID-19 surface and wastewater test.
- Tracking the Google Advertising (SEO) Q3 analytics showed google ads with an increase of 147% since Q2. 473 website clicks in Q3, up from 197 in Q2. Total impressions rose from 177,703 in Q2 to 235,768 in Q3, a 33% increase. 63% of new website traffic originated from Google ads, with the average user viewing 2.43 pages and spending 3.7 minutes on templebioscience.org.
- THBD webinars saw increases across the board with 68 registrants in Q2 and 96 in Q3 with a 15% increase in attendees.
- THBD outreach for the virtual MedTech 2020 conference had 103 letters sent out to possible contacts via the conference platform and 55 LinkedIn connection requests. These contacts were quality leads for contacts and webinar speakers.
- THBD media coverage had 3 items covered during Q3 – Industrial Genetics “Bioscience startup develops test to detect coronavirus in wastewater and on surfaces” – “Bioscience district cuts 3D printer software to save \$27,000” – “Upping your wellness: Health webinar set July 28”. All coverage thru the Temple Telegram newspaper.
- Instagram saw an audience increase of 5.4% with 1,197 views in Q2 to 1,262 in Q3.
- YouTube had an increase in channel subscribers from 9 in Q2 to 12 in Q3. There was an increase in video views of 18%, 490 views up from 415 in Q2.

Mr. Baird thanked Ashley for all the good things that LOL is doing and was impressed on the number of social media platforms that LOL is using. Mr. Kiella asked if THBD keeps communication going with TEDC, to which Ashley replied that yes, we do keep in touch and up to date with the TEDC and coordinate with them as much as possible.

(D) Mr. Adrian Canady to give an update on the status of the \$400k grant that THBD gave to Temple Economic Development Corporation (TEDC)

- Mr. Canady began by thanking THBD for the support and the relationship with TEDC. Mr. Canady discussed TEDC staff and their responsibilities. Mr. Canady



then remarked on the daily or almost daily conversations that happen between TEDC's Amanda Carlson, director of Marketing and Communications and THBD/LOL Ashley Schlosser, and how these conversations are important and valuable. The funding THBD has given to TEDC allowed for the hiring of LOL. This hiring allowed TEDC to add additional coverage to market their brand and it was a natural fit to have LOL take on that roll because of the funding agreement between THBD and TEDC.

- Mr. Canady went on to introduce the TEDC 15-member board and the two THBD board members, (Mr. Tyler Johnson and Mr. Thomas Baird), who sit on the TEDC board as part of the funding agreement.
- TEDC's mission is to "Retain, attract and support the people and businesses necessary to improve the quality of life in Temple" and the Vision is "The best place to do business in Texas and the South". Mr. Canady stated that Life Sciences and Healthcare are a huge part of what drives our community.
- TEDC has helped create 5,754 new jobs from 2010 – 2020. There are 9,000 net commuters daily with a 14% increase in jobs from 2010 – 2020. The population has also grown by 10.6% since 2015. This is an increase of 8,265 people.
- THBD contracts with TEDC to provide support with their marketing efforts to attract investment in the healthcare, life science, and bioscience sectors within the City. TEDC has used the grant in the execution of a contemplated "Talent Attraction Marketing Program.
- TEDC is essentially a marketing firm. TEDC considers the THBD grant as an investment. TEDC promotes and markets development of bioscience, life science and healthcare-related business within Temple, TX. TEDC is also assisting THBD with, and will manage in conjunction with THBD, the undertaking of a life science ecosystem study prepared by Newmark, Knight & Frank (NKF). Mr. Canady gave an update on the study. The study is nearing completion and Mr. Canady is preparing to ask the board for a special session in the next week or two to review the report. What delayed the arrival of the report was the announcement of the new medical school. Representatives from NKF felt it would be remiss if they did not include the new medical school in the report. Mr. Canady expects the study to be out in the next few weeks.
- Currently the study is in phase 7: Targeting Industry Business Cases. Phase 7 will apply NKF's full corporate site selection approach to develop a business case for each of the three target industries. These business cases will guide TEDC and its stakeholders in pursuing a variety of business development tactics to increase employment and investment in the target sectors.
- Section 7.1: Refine Industry Demand and Workforce Analysis. Before finalizing industry targets NKF will develop additional data on recent project announcements to determine the types of project parameters, market



requirements and site demands businesses within the preliminary target industries have. In addition, NKF will create a summary of potential industry trends that may impact real estate, and how that may alter future demand; as well as a preliminary target industry profile of typical project size, labor requirements, infrastructure demands, etc. Finally, NKF will identify local workforce capacity and gaps for these industry profiles.

- Section 7.2 Develop Competitive Position: The identification of strengths and weaknesses will be further distilled into a succinct, half-page, competitive positioning statement for each target industry at the segment level (e.g., E-Commerce Fulfillment segment of distribution & logistics). The competitive positioning statement answers the question, “Why is Temple the right place for the target industry to do business?” The competitive positioning statement is not simply marketing language, it is based on data and reflects real business location criteria.
- Section 8.2: Policy, Program and Ecosystem Recommendations. All the analysis in preceding phases is designed to support implementation. Based on trend performance at the industry sector, community interviews, and in the site selection simulations, NKF will identify gaps in local performance and opportunities to capitalize on existing strengths. Recommendations will include high-level strategies and detailed tactical steps to accomplish the desired change. In alignment with the initiatives of this competitiveness strategy, the implementation plan will include a variety of action steps to address specific areas that will include, but not be limited to:
 1. Business recruitment.
 2. Business retention and entrepreneurship.
 3. Ecosystem governance and collaboration infrastructure.
 4. Public performance, community development, infrastructure, public real/placemaking.
 5. Workforce development.
 6. Funding and other resource development.
 7. Communications and marketing strategies.
- The keys to successful implementation include:
 1. Making precise recommendations.
 2. Identifying metrics.
 3. Setting deadlines.
 4. Assigning responsibility to local stakeholders to enact the recommendations.
- NKF will create an implementation matrix that include these four key pieces:

	Low Impact (Benefit)	High Impact (Benefit)
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Low Cost	Selective investment to build capacity	Do First
High Cost	Ignore	Work in if on schedule

- Recommendations will also be prioritized using a cost and effort matrix that will guide the TEDC in cost-effective implementation:
- NKF will create a score card for the TEDC and its stakeholders to use in tracking performance and maintaining accountability.
- Deliverables:
 1. PowerPoint and PDF report including:
 - a. Baseline Industrial Database: Sector-specific metrics.
 - b. Workforce Profile: Employment and occupation metrics.
 - c. Temple and Benchmark Market Profile Comparison: Comparison of markets on key quantitative and qualitative metrics.
 - d. Target Industry Competitive Position Profiles: Temple's business case for industry.
 - e. Implementation Playbook: Recommendations, success metrics, accountability, timing, and priorities.
 - f. Recommended additional service: Employee Residence Analysis
- Mr. Canady went on to talk about study highlights.
 1. Life Sciences Economic Impact Study:
 - a. The Healthcare and Life Science industry in the three county Killeen-Temple MSA: employs 25,883 workers that earn \$2.0 billion in annual wages. Therefore, the direct employment by businesses in the Healthcare and Life Science industry represents 18.3% of employment in the entire Killeen-Temple MSA economy. Temple specifically is estimated to employ 17,480 workers that earn \$1.4 billion in annual wages in the Health Care and Lifesciences industry.
 - b. The McLane Children's Hospital Impact Study: Previously DCI looked at the impact of the project in Bell County before and after the expansion as well as the economic impact over the next 20 years at the projected level of operations. After the expansion, it was estimated that the total economic output supported by the project will be \$307.1 million. Additionally, this economic activity will support 1,656 jobs and \$125.5 million in household earnings annually. All this economic activity contributes \$178.0 million in gross area product or value added to the county economy.
- TEDC Marketing initiatives:
 1. TEDC has launched a new website.
 2. Completed key industry interview filming.
 3. Began a targeted digital marketing campaign.

4. Started a new email marketing initiative.
5. To support talent attraction:
 - a. New website launched with job search, cost of living tools, and a certified Employer Program.
 - b. Social media marketing campaign:
 1. Success story video series was filmed and is currently being edited.
 2. Demographic specific messaging.
 3. 2021 plans for the Talent Attraction marketing plan are ongoing.
- Mr. Canady noted without fail employers want help attracting talent, especially within the healthcare industry. Spouses are very hard to get signed onto living and working in Bell County. They choose to work and or live in Williamson County. This leads the HR management in Temple to fear for the longevity of the healthcare professional that they are recruiting.
- Mr. Canady ended his presentation with a social media video as an example of the resources they are producing for local employers to use to attract talent.

Mr. Baird stated that he is very appreciative and asked the board if anyone had questions?

- Dr. Cortes asked if there would be an accounting report of the money and how it is being spent? If so, would it be provided to the board?
- Mr. Canady stated, absolutely, as part of our contract we are required to provide an audit to THBD by February of this coming year. We are going thru that process right now. I just had a conversation with the auditing group last week that had some questions specifically on the THBD contract and we will be presenting a line item as part of that audit.
- Mr. Baird stated, for a long time we have had some difficulty really having a consistent on-going relationship with Baylor Scott and White. It was always hot and cold, people would come and go, and we would make some inroads and loose some inroads. It appears that for the first time in the past 6-9 months we are getting more synergy and cooperation at the highest level with all our partners continuously. Adrian, is that a fair statement?
- Mr. Canady stated yes, it is very fair statement. "What I am excited about is the openness from Baylor Scott and White to investigate how we can initiate these synergist type of relationships." I think BS&W understands the value that THBD is bringing to the community in respect to their efforts.

(E) Elect a new Secretary/Treasurer for THBD



- Mr. Baird stated that due to the election, Mr. Brian Reinhard, our previous Secretary/Treasurer, was not re-elected. Hence, we need to elect a new Secretary/Treasurer.
- Mr. Kiella suggested getting some “young blood” and recommended Tyler since he is our resident banker.
- Mr. Baird asked if we need a discussion or do, we have any other nominees?
- There were no other nominees, so, Mr. Baird asked for a roll call vote:

Motion by Mr. John Kiella, second by Dr. Robert Cortes to consider appointing Mr. Tyler Johnson to the Secretary/Treasurer position on the Temple Health and Bioscience District Board.

Roll Call Vote was taken for clarity with Zoom:

Dr. Robert Cortes:	Yes	Mr. Michael Norman:	Yes
Mr. Greg Strasburger:	Yes	Dr. Jason Locklin:	Yes
Mr. Thomas Baird:	Yes	Mr. John Kiella:	Yes
Mr. Tyler Johnson:	Abstain		

Motion passed unanimously.

(F) Executive Session: Chapter 551, Government Code 551.087 Deliberation regarding Economic Development – The Board may enter into executive session to discuss specific initiatives and incentives regarding the continued development of the Temple Bioscience sector. No final action will be taken regarding this item.

The Board of Directors reserves the right to discuss any items in executive (closed) session whenever permitted by the Texas Open Meetings Act.

Executive Session began at: 6:04 pm
Executive Session ended at: 6:37 pm

There being no further business, Mr. Baird adjourned the meeting at approximately 6:39 pm.

Transcribed by, Ms. Shannon Wetherbee: Executive Assistant