

City of Coleman  
City Council  
Agenda Memo



**City Council Meeting Date:** October 26, 2020  
**Department:** Mayor/Council  
**Presented by:**  
**Prepared by:** Karen Langley, City Secretary

**SUBJECT:** Agenda Item No. 1

---

**AGENDA ITEM:**

Call to Order, Invocation, and Pledge of Allegiance to the Flags of the United States of America and the State of Texas.

***The Pledge of Allegiance to the Flag of the United States of America:***

"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all."

*Should be rendered by standing at attention facing the flag with the right hand over the heart. When not in uniform men should remove any non-religious headdress with their right hand and hold it at the left shoulder, the hand being over the heart.*

***The Pledge of Allegiance to the Flag of the State of Texas:***

"Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible."

*The pledge of allegiance to the flag of the United States should be recited before the pledge of allegiance to the state flag if both are recited; should be rendered by standing at attention facing the flag with the right hand over the heart. When not in uniform men should remove any non-religious headdress with their right hand and hold it at the left shoulder, the hand being over the heart.*











**City of Coleman  
City Council  
Agenda Memo**



**City Council Meeting Date:**           **October 26, 2020**  
**Department:**                           **Mayor/Council**  
**Presented by:**  
**Prepared by:**                         **Karen Langley, City Secretary**

**SUBJECT:   Agenda Item No. 4**

---

**AGENDA ITEM:**

**Citizen Presentations:** Any citizen who desires to address the City Council on a matter not included on the agenda may do so at this time. The City Council may not deliberate on items presented under this agenda item. Presentations are subject to five (5) minutes for items not on the agenda. If you wish to speak to an item on the agenda, you will be allowed to speak when the council addresses the item. There is a (3) minute time limit for items on the agenda. The presiding officer (with the consent of a majority of the City Council) may grant additional time.

To comply with the provisions of the Open Meetings Act, the Council respectfully requests that prior to addressing Council, that each person submit a Speaker Request Form stating your name, address, and topic of presentation. The form is located at the entryway to Council Chambers.

The following are a few tips designed to help you understand the proceedings of the meeting. 'A citizen who has a request for city services or other items of concern, which cannot be approved or otherwise resolved by the City Manager, may choose to address the council. If you wish to address the City Council, please follow the suggestions listed below:

- Citizens who wish to address the City Council about items on the agenda which are scheduled for Council action will have three (3) minutes to express their position.
- All presentations and discussions should be directed to the City Council and all questions to the Mayor. Any complaints and/or discussion about individuals, personnel, Councilmembers, City staff, or other persons would be out of order and will not be heard by the City Council at this time. Charges or complaints about specific individuals shall be presented in writing to the City Manager. All complaints of this nature must be signed and dated by the individual filing the complaint and will be addressed pursuant to Coleman Personnel Policies.
- In the essence of time, presentations by individuals shall be limited to five (5) minutes for items not on the agenda. If you wish to speak to an item on the agenda, you will be allowed to speak when the Board addresses the item. There is a (3) minute time limit for items on the agenda. The presiding officer may grant additional time, with the consent of the Board.
- The Mayor (presiding officer) will ask for those wishing to address the Council to do so at the appropriate time. Please approach the speaker's stand, state your full name and address when you begin your remarks in order that the official minutes will record your appearance before the City Council, and discuss the topic of interest. If you have written notes you wish to present to the Mayor and Council,







City of Coleman  
City Council  
Agenda Memo



**City Council Meeting Date:** October 26, 2020  
**Department:** Administration  
**Presented by:** Diana Lopez, City Manager  
**Prepared by:** Diana Lopez, City Manager

**SUBJECT: Agenda Item No. 5**

---

**AGENDA ITEM:**

Discuss, consider, and act upon a Resolution of the City of Coleman authorizing the expenditure of funds of the Coleman Economic Development Corporation (CEDC) in an amount not to exceed \$8,997.50 to Global Site Location Industries, LLC; and authorize the execution of a one-year Service Agreement with GSLI for the Lighthouse AI 360 and Elite (Project Portal) Program.

**RECOMMENDED MOTION:**

Motion to approve the Resolution and authorizing the expenditure of funds in an amount not to exceed \$8,997.50 to GSLI and authorize the execution of a one-year Service Agreement with GSLI for the Lighthouse AI 360 and Elite (Project Portal) Program.

**NARRATIVE:**

Global Site Location Industries, LLC (Formerly known as the World Economic Development Alliance) is a Site-Location Firm that was founded in 1994. GSLI assist companies in identifying Economic Development Professionals (EDC's) that could assist them with their site-location decisions, essentially matching companies looking to relocate or expand their business to communities that have the assets and facilities that are needed to achieve this.

For several months the CEDC and the CCC have been in communication with GSLI and discussing the options and services that would best fit the goal of the EDC's in expanding its target audience and marketing Coleman to potential business prospects. The goal was to select a firm that would support the mission of the EDC's and help market Coleman through a multi-faceted approach to include: lead generation, print media, online advertising and matching of the assets and facilities that Coleman has to offer with potential business prospects. The CEDC and the CCC has selected GSLI to partner with in this process.

GSLI has a tailored approach to attracting sustainable businesses and economic partnerships. This is achieved in utilizing services that GSLI provides. The service contact is composed of two major components. The First in the GSLI Lighthouse AI 360 Program. This program includes an intake of Coleman's assets and facilities, and is meant to identify targets which defines the qualification process that businesses are looking for. In addition, a full marketing campaign is part of that process to include campaign materials to be utilized by the EDC's. The second part of this service agreement is the Elite Program, also referred to as the Project Portal. The project portal is centered around job creation. The purpose is to connect expanding or relocating companies that can create new jobs and the economic benefits that come with that to Coleman. The portal consists of qualified projects that have already been vetted by GSLI and meeting the minimum criteria of: The project must be creating at least 10 new jobs. • The project must be looking for at least 10,000 square feet of space. • The project must be making their site location decision within 24 months. • The project must be looking

at a new location that is more than 100 miles from their current location. In addition to the lead generation, Coleman will be represented at trade shows.

The total cost of the program for one year is \$17,995. The Type A and Type B EDC's would be splitting the cost 50/50, with each entity having an expenditure of \$8,997.50. The funds would be expensed from the Restricted Advertising and Promotion Fund.

**ATTACHMENTS:**

Investment Overview – Service Agreement

Resolution – Drafting by City Attorney pending

RESERVED FOR  
RESOLUTION

# INVESTMENT OVERVIEW

## YOUR INVESTMENT

Complete Set up and Programming of Lighthouse 360 program.....	\$9,950
Monthly Maintenance for managing, maintenance, optimization, and bi-monthly A/B split testing of email subject lines .....	\$950/Mo
12 Months of Elite (The Project Portal).....	<u>\$8,500</u>
	<b>Total \$29,850</b>
New Client Incentive.....	-\$11,855
<b>Your package investment including incentives = \$17,995</b>	

## Notes:

This is a service agreement for the GSLI Lighthouse AI 360 Program for 12 Months. This package entitles you to:

- Discovery Day with our team to tour and identify targets which defines the follow-up and qualification process of each contact
- Up to 2,500 contacts to be nurtured
- Automated drip campaign with up to 12 touch points
- Landing page for lead conversion
- Bucket goals build out for "what happens next purposes" with lead automation follow up
- Continual testing of copy, design, and images for consistent improvement of click conversions
- Monthly updated reports of prospects as they move through the nurturing process

## PAYMENT TERMS

Payment terms are available. Please choose which you prefer:

1X Payment Upfront ..... \$17,995

## BONUS

**As per your agreement with Eric Kleinsorge our CEO and in response to his generous *first-year promotion*, we agree to gift you one full year of the Project Portal, "Elite" in exchange for the Podcast and Advertisement bonuses if a final decision can be met by your Council no later than 5 pm on October 28, 2020. Renewal for the Elite portion of your contract will be full price at \$8,500 in one year making next year's total renewal charges \$18,450 (no bi-monthly cost).**

1. Client is financially responsible for payment in full upon agreement of proposal.
2. Client acknowledges that a monthly periodic finance charge of 1.5% (18% annually) will be charged past due on all balances 30 days or more.
3. Client agrees to pay all reasonable legal fees, court costs, and collection cost incurred for results of non-payment.

## APPROVAL

We are excited about the opportunity to work with the City of Coleman EDC. If this proposal is acceptable as outlined, then your signature below will serve as an agreement to engage GSLI for the services offered.

I have read and agree to the proposal as stated:

X \_\_\_\_\_ Date: \_\_\_\_\_

City of Coleman Representative



**City of Coleman  
City Council  
Agenda Memo**



**City Council Meeting Date:** October 26, 2020  
**Department:** Administration  
**Presented by:** Diana Lopez, City Manager  
**Prepared by:** Diana Lopez, City Manager

**SUBJECT: Agenda Item No. 6**

---

**AGENDA ITEM:**

Discuss, consider, and act upon a Resolution of the City of Coleman authorizing the expenditure of funds of the Coleman Community Coalition (CCC) in an amount not to exceed \$8,997.50 to Global Site Location Industries, LLC and authorize the execution of a one-year Service Agreement with GSLI for the Lighthouse AI 360 and Elite (Project Portal) Program.

**RECOMMENDED MOTION:**

Motion to approve the Resolution and authorizing the expenditure of funds in an amount not to exceed \$8,997.50 to GSLI and authorize the execution of a one-year Service Agreement with GSLI for the Lighthouse AI 360 and Elite (Project Portal) Program.

**NARRATIVE:**

Global Site Location Industries, LLC (Formerly known as the World Economic Development Alliance) is a Site-Location Firm that was founded in 1994. GSLI assist companies in identifying Economic Development Professionals (EDC's) that could assist them with their site-location decisions, essentially matching companies looking to relocate or expand their business to communities that have the assets and facilities that are needed to achieve this.

For several months the CEDC and the CCC have been in communication with GSLI and discussing the options and services that would best fit the goal of the EDC's in expanding its target audience and marketing Coleman to potential business prospects. The goal was to select a firm that would support the mission of the EDC's and help market Coleman through a multi-faceted approach to include: lead generation, print media, online advertising and matching of the assets and facilities that Coleman has to offer with potential business prospects. The CEDC and the CCC has selected GSLI to partner with in this process.

GSLI has a tailored approach to attracting sustainable businesses and economic partnerships. This is achieved in utilizing services that GSLI provides. The service contact is composed of two major components. The First in the GSLI Lighthouse AI 360 Program. This program includes an intake of Coleman's assets and facilities, and is meant to identify targets which defines the qualification process that businesses are looking for. In addition, a full marketing campaign is part of that process to include campaign materials to be utilized by the EDC's. The second part of this service agreement is the Elite Program, also referred to as the Project Portal. The project portal is centered around job creation. The purpose is to connect expanding or relocating companies that can create new jobs and the economic benefits that come with that to Coleman. The portal consists of qualified projects that have already been vetted by GSLI and meeting the minimum criteria of: The project must be creating at least 10 new jobs. • The project must be looking for at least 10,000 square feet of space. • The project must be making their site location decision within 24 months. • The project must be looking

at a new location that is more than 100 miles from their current location. In addition to the lead generation, Coleman will be represented at trade shows.

The total cost of the program for one year is \$17,995. The Type A and Type B EDC's would be splitting the cost 50/50, with each entity having an expenditure of \$8,997.50. The funds would be expensed from the Restricted Advertising and Promotion Fund.

**ATTACHMENTS:**

Investment Overview – Service Agreement

Resolution – Drafting by City Attorney pending



RESERVED FOR  
RESOLUTION

# INVESTMENT OVERVIEW

## YOUR INVESTMENT

Complete Set up and Programming of Lighthouse 360 program.....	\$9,950
Monthly Maintenance for managing, maintenance, optimization, and bi-monthly A/B split testing of email subject lines .....	\$950/Mo
12 Months of Elite (The Project Portal).....	<u>\$8,500</u>
	<b>Total \$29,850</b>
New Client Incentive.....	-\$11,855
<b>Your package investment including incentives = \$17,995</b>	

## Notes:

This is a service agreement for the GSLI Lighthouse AI 360 Program for 12 Months. This package entitles you to:

- Discovery Day with our team to tour and identify targets which defines the follow-up and qualification process of each contact
- Up to 2,500 contacts to be nurtured
- Automated drip campaign with up to 12 touch points
- Landing page for lead conversion
- Bucket goals build out for "what happens next purposes" with lead automation follow up
- Continual testing of copy, design, and images for consistent improvement of click conversions
- Monthly updated reports of prospects as they move through the nurturing process

## PAYMENT TERMS

Payment terms are available. Please choose which you prefer:

1X Payment Upfront ..... \$17,995

## BONUS

**As per your agreement with Eric Kleinsorge our CEO and in response to his generous *first-year promotion*, we agree to gift you one full year of the Project Portal, "Elite" in exchange for the Podcast and Advertisement bonuses if a final decision can be met by your Council no later than 5 pm on October 28, 2020. Renewal for the Elite portion of your contract will be full price at \$8,500 in one year making next year's total renewal charges \$18,450 (no bi-monthly cost).**

1. Client is financially responsible for payment in full upon agreement of proposal.
2. Client acknowledges that a monthly periodic finance charge of 1.5% (18% annually) will be charged past due on all balances 30 days or more.
3. Client agrees to pay all reasonable legal fees, court costs, and collection cost incurred for results of non-payment.

## APPROVAL

We are excited about the opportunity to work with the City of Coleman EDC. If this proposal is acceptable as outlined, then your signature below will serve as an agreement to engage GSLI for the services offered.

I have read and agree to the proposal as stated:

X \_\_\_\_\_ Date: \_\_\_\_\_

City of Coleman Representative



**City of Coleman  
City Council  
Agenda Memo**



**City Council Meeting Date:** October 26, 2020  
**Department:** Coleman Fire Department  
**Presented by:** Jimmy Watson, Fire Chief  
**Prepared by:** Diana Lopez, City Manager

**SUBJECT:** Agenda Item No. 7

---

**AGENDA ITEM:**

Discuss, consider, and act upon a request from the Coleman Volunteer Fire Department to transfer the title for the 1991 5-ton Military Cargo Truck, deemed surplus property by the Council on June 04, 2020, to the Santa Anna Volunteer Fire Department; and authorizing the City Manager to execute all necessary documents.

**RECOMMENDED MOTION:**

Motion to authorize the City Manager to execute all necessary documents to transfer the title of the 1991 5-ton Military Cargo Truck from the City of Coleman to the Santa Anna Fire Department

**NARRATIVE:**

In June of 2020, as the City prepared to dispose of surplus property, the Fire Department placed on the surplus property list a 1991 5 Ton Military Cargo Truck. The asset was tagged for auction. The vehicle is a shared asset of the Coleman Volunteer Fire Department and the City of Coleman. The truck is titled to the City of Coleman and the insurance is maintained by the City. The maintenance of the vehicle is a shared responsibility of the City and the CVFD. The vehicle is inoperable and therefore has been deemed surplus property.

The Santa Anna Volunteer Fire Department has the same make and model vehicle and the vehicle is in service. At the business meeting of the Coleman Volunteer Fire Department on October 19, 2020 the membership discussed transferring the cargo truck to SAVFD as SAVFD has the ability to utilize the truck for parts. The membership voted for the transfer of the title to SAVFD with the understanding that SAVFD would be responsible for any costs associated with the transfer of the title. To maintain the transparency between the CVFD and the City Council, this item is being brought to the Council's attention for their approval.



**City of Coleman  
City Council  
Agenda Memo**



**City Council Meeting Date:** October 26, 2020  
**Department:** Mayor/Council  
**Presented by:**  
**Prepared by:** Karen Langley, City Secretary

**SUBJECT: Agenda Item No. 8**

---

**AGENDA ITEM:**

Adjournment

Meeting Adjourned at \_\_\_\_\_