

Technology & Entrepreneurship Advisory Board
Minutes - August 28, 2025

1. Call to Order : Vice Chairman Rhoades called the meeting to order at 5:30 pm.
2. Roll Call: Chairman Richardson; Directors Boman, Rhoades, Pearson, Ritchie, and Kennedy were present. Dr Lenin Rodriguez was present for Director Vellidis.

Guests: Mayor Walker; Staff: Holly Wharton – Economic Development Director, Trey Hildebrand – Information Systems Technology Manager, and Christine Sewell – Recording Clerk

3. Citizens with Input -None

4. Guests and Speakers

- a. Mayor Walker – Growth and Major Projects Overview

Mayor Walker reviewed a PowerPoint of the city's 2025 goals and objectives and reviewed and discussed the various city infrastructure projects currently in progress , projected and completion timelines. Mayor Walker advised the city's strategic plan is updated every three years and guides the city with regard to growth and planning. Ms. Wharton provided two maps showing the growth area of single family and multi-family and the projected growth area once the wastewater treatment facility is completed in 2026. Chairman Richardson thanked the Mayor for his time, the information presented and his commitment to the City.

5. New Business

- a. Approve July 17, 2025, Minutes

Director Rhoades motioned to approve as submitted; Director Ritchie seconded; all in favor and was unanimously approved.

- b. Approve July 2025 Financials

Director Rhoades motioned to approve as submitted; Director Boman seconded; all in favor and was unanimously approved.

- c. Placer.ai Demonstration

Ms. Wharton advised the city has been utilizing a geo-fencing software that as cellphones enter a specifically defined area will capture data, which provides event information for number of visitors, data as provided under the available criteria for census reporting (age, demographics, household income, etc.). Ms. Wharton advised she uses in her economic development efforts.

- d. August Speaker Series Review

Ms. Wharton advised her and Director Kennedy were working on having a speaker as it relates to agricultural.

- e. Update on Technology-Based Incentive Policy

Director Kennedy advised she was continuing to work on and will provide for the board input on tech identify and target businesses.

6. Staff Items

- a. Monthly Updates- Ms. Wharton advised Visit Perry is going through a rebranding process and welcomed any input.

7. Member Items – Director Ritchie asked for a future discussion of the lemonade competition. Chairman Richardson advised of the Live to Lead conference and was still accepting sponsors.

8. Adjournment – there being no further business to come before the board Director Rhoades motioned to adjourn the meeting; Director Pearson seconded; all in favor and the meeting was adjourned at 7:42pm.