

MINUTES OF THE MEETING OF
THE TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT
CORPORATION

THE STATE OF TEXAS

COUNTY OF BEXAR

TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION

On this 17th day of January, 2013 the Board of Directors (The Board) of the Town of Hollywood Park Economic Development Corporation (the Corporation) convened at 5:41 PM at the Kennedy's Chicago Pizza, 16101 San Pedro, Hollywood Park, Texas with the following members present and in attendance:

President Brent Lane, Secretary John F. Dini, Directors Matt Amerman, Stu Werner and Phillip Wilberg

Thus constituting a majority of the persons appointed to the Board and a quorum for the transaction of business; and notice of such meeting having been duly given in accordance with the provisions Section 12 of the developmental Corporation Act of 1979, as amended, Texas Revised Civil Statutes Annotated Article 5190.6 (the Act). Also in attendance were Mayor Mark Perry, Harry B. Adams – EDC Attorney, and Adelina Mardegain – City Finance Director.

The minutes of the meeting of November 13, 2012 were approved. (Motion: Amerman, Werner second, 5-0)

The City Finance Director presented the financial reports. The balance sheet of September 20, 2012 shows \$208,684 in the EDC accounts. (Motion to approve- Amerman, Dini second. 5-0)

Citizen Comments: Karen Waugh, a citizen representing the Sparks, thanked the EDC for their holiday decorating initiative.

The list of possible EDC strategies and priorities was discussed. Board members reviewed the top priorities, and discussed an oak wilt fund, a branding campaign, bulk mulch purchases, volunteerism, citizen input and promoting local businesses at length.

Mayor Perry offered his opinion on the need for greater citizen participation in any HP revival effort. Citizen David Ortega was recognized, and discussed the idea of developing an outreach campaign that included personal contact on a door-to-door basis.

Resulting action items:

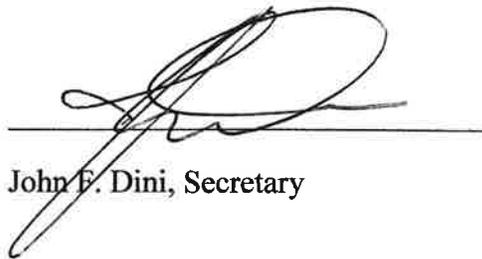
1. President **Lane** will approach Dublin and Associates with a draft RFP for branding assistance to determine whether our expenditure expectations are realistic. (Motion Dini, second Wilberg, passed 5-0)
2. Secretary **Dini** will draft and place an ad in the Sparks inviting citizen input at a meeting for that purpose on February 28th. (*note: later moved to Feb. 21st*) Motion authorizing expenditure of less than \$300 for placement of the ad in Sparks. (Motion Dini, second Wilberg. Passed 5-0)
3. Director **Amerman** will talk to HOA leadership about attending and participating in future EDC meetings.
4. Director **Wilberg** will further research the requirements for a "Tree City USA" designation.
5. Finance Director **Mardegain** will distribute to EDC members a PowerPoint developed by citizen Mark Duff on oak wilt treatment and prevention.
6. President **Lane** will discuss with Karen Guz, a citizen employed by SAWS, if they have an interest in assisting HP with a bulk purchasing program for mulch.
7. Secretary **Dini** will contact citizen Mark Jackson to determine whether the Boy Scouts would like to participate in a volunteer campaign to distribute mulch and help spread it for senior citizens.

Director Amerman and Mayor Perry gave the Board an update on legislative efforts to change the hotel tax allocations for greater flexibility.

The meeting was adjourned at 7:10 PM.



Brent Lane, President



John F. Dini, Secretary