TOWN OF HOLLYWOOD PARK
ECONOMIC DEVELOPMENT CORPORATION

THE BOARD OF DIRECTORS OF THE TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION WILL MEET THURSDAY, MARCH 20 AT 5:30 P.M. AT TOWN HALL, #2 MECCA DRIVE.

AGENDA

I. Call to order

II. Roll Call

III. Vote to excuse absentee members

IV. Approval of Meeting Minutes from the February 20, 2014 Meeting

V. Treasurer's Report

VI. Citizen's Comment Period - Open to the Public

VII. Discussion, consideration and/or possible action may be taken on the following items:

A. Strategic Marketing and Branding (Felice Hunt/Texas Creative)
   1. Web Site and Social Media
      a. Meeting with Texas Creative March 13 – Lane, Prichard, Mardegain, J. Moore
      b. Approach and Art
      c. Next steps/meetings
   2. Marketing Plan
   3. Resident Justin Moore to speak about social media.
   4. Other Initiatives

B. Signage programs (Lane/Drewry/Hunt)
   1. Street Signs – including Oak Wilt, Deer and Bike Signs (Options, quotes)
   2. Frontage Banners – Final (quotes)
   3. HP Entry Signs - Design
   4. Marquee Sign - Design

C. Tree committee update & Tree City USA (Wilberg)

D. Community Fair – March 29 (Lane)
   1. Post card and notification
   2. Participants
   3. Voigt Center – Demonstration Project
   4. Procurement items – Shirts, hats, banners, etc. (quotes)

E. Police and Fire initiatives – Insurance Impacts
   1. Re-rating of HP Fire coverage (Chief Butrico)
   2. Home security inspections (Chief Prichard)

F. LED Street Lights (Lane)

G. Discussion and goals for 2014 (Open)

VII. Adjourn

I certify that a copy of the above Notice of an EDC Meeting was posted on the Official Bulletin Board, located at City Hall, on Monday, March 17, 2014 by 5:00 P.M.

Janice Alamia, City Secretary

AGENDA NOTICES:

Decorum Required:

Any disruptive behavior, including shouting or derogatory statements or comments may be ruled out of order by the Presiding Officer. Continuation of this type of behavior could result in a request by the Presiding Officer that the individual leave the meeting, and if refused, an order of removal.

Action by Council Authorized:

The City Council may vote and/or act upon any item within this Agenda. The Council reserves the right to retire into executive session concerning any of the items listed on this Agenda, pursuant to and in accordance with Texas Government Code § 551.072 (Deliberations about Real Property); § 551.073 (Deliberations about Gifts & Donations); § 551.076 (Deliberations about Security Devices); §551.087 (Economic Development); and, § 551.071to seek the advice of its attorney about pending or contemplated litigation, settlement offer or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas conflict with the Open Meetings Act and may invoke this right where the City Attorney, the Mayor or a majority of the Governing Body deems an executive session is necessary to allow privileged consultation between the City Attorney and the governing body, if considered necessary and legally justified under the Open Meetings Act. The attorney may appear in person, or appear in executive session by conference call in accordance with applicable state law.

Executive Sessions Approved by City Attorney:

This agenda has been reviewed and approved by the City's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of Texas Government Code Chapter 551 by legal counsel for the body and constitutes an opinion by the attorney that the items discussed therein may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion.

Attendance By Other Elected or Appointed Officials:

It is anticipated that members of the City Council, or other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that board, commission or committee subject to the Texas Open Meetings Act.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (210) 494-2023 EXT 221 OR FAX (210) 494-7859 FOR FURTHER INFORMATION.