

TOWN OF HOLLYWOOD PARK
THE HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION
WILL MEET ON THURSDAY, MAY 21, 2015 AT 5:30 P.M.
IN TOWN HALL AT #2 MECCA DRIVE.

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MEETING MINUTES
- IV. ACCEPT THE FINANCIAL STATEMENTS AS OF 4/30/15
- V. OLD BUSINESS:
 1. Update and Discuss/Take Possible Action on Marketing Plan (M. Uhlig/Dublin).
 - a. Citizen Comments:
 - b. Discussion:
 2. Update and Discuss/Take Possible Action on EDC web site design (L. Cardenas/Blonde).
 - a. Citizen Comments:
 - b. Discussion:
 4. Discuss/Take Possible Action on incentives, promotion and development of commercial property to increase sales tax revenue as an EDC strategy (Prater/Lane).
 - a. Citizen Comments:
 - b. Discussion:
 5. Update and Discussion/Take Possible Action on Proposal for Development of EDC video content project to help promote awareness of Town in general community including property sales. (Dini/Moore).
 - a. Comments:
 - b. Discussion:
- VI. NEW BUSINESS
 1. Update and Discussion/Take Possible Action on Proposal for New Business Welcome Packet project to help with buy local project and help with future incentive projects (Dini/Committee).
 - a. Citizen Comments:
 - b. Discussion:
 2. Discuss/Take Possible Action on "Park Tuesdays" which is a campaign to help local merchants recognize Hollywood Park residents by offering special promotions on Tuesday as part of the buy local project. (Dini).
 - a. Citizen Comments:
 - b. Discussion:

3. Discuss/Take possible action on legal documents and memorandums of understanding for Galleria Oaks regarding a) Banner placement as part of branding project and b) Cars and Coffee as part of branding and local awareness project (briefing by Ryan Henry).
 - a. Citizen Comments:
 - b. Discussion:

4. Discuss/Take Possible Action on status of all current EDC projects for overall discussion of whether EDC Goals are being met. Discussion and brain storming on possible topics to include on future agendas.
 - a. Citizen Comments:
 - b. Discussion:

VII. ADJOURNMENT

I certify that a copy of the above Notice of a Meeting was posted on the Official Bulletin Board, located at City Hall, on Monday, May 18, 2015, 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.

Executive Session

The Board reserves the right to go into executive/closed session on any topic posted on the agenda or which flows from an agenda topic should the presiding Board Member decide it is in the best interest of the EDC to convene in executive/closed session pursuant 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.