

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 October, 2013, the Board of Directors (The Board) of the Town of Hollywood Park Economic Development Corporation (the Corporation) convened at 5:00 PM at the Town of Hollywood park City Hall, #2 Mecca Drive, Hollywood Park, Texas with the following members present and in attendance:

President Brent Lane, Secretary John F. Dini, Mike Drewry, 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 Janice Almaia – City Secretary, Harry B. Adams – EDC Attorney, and Adelina Mardegain – City Finance Director.

President Lane called the meeting to order at 5:34 PM

Mike Drewry was introduced as a new Director, replacing Misty Mayo. His nomination having been approved by City Council, he was welcomed by President Lane.

Citizen comment: Philip Wilberg complimented the success of the EDC's water conservation educational event. SAWS was impressed by the number of citizens requesting a repeat in the Spring.

Wilberg: Motion to approve the minutes of the August and September meetings. Dini second. Approved 4-0.

Dini: Motion to approve the Treasurer's Report. Wilberg second. Approved 4-0.

Wilberg: Motion to approve the budget as presented by the City Finance Director. Dini second.
Approved 4-0

Mary Uhlig of Dublin & Associates presented an update of the messaging study. The three key messages by popular opinion are country-like atmosphere (lots, trees, deer), an incorporated city (police, fire, community), and convenient access (Hwy 281 and 1604).

Margaret Oliver of Texas Creative presented concept boards for the town logo. Comments favored inclusion of a deer, and some suggested modifications.

Dan Eason of Energized Real Estate informed the EDC of his plans for the upcoming "What sells in Hollywood Part" event. He offered to cosponsor a drawing for an iPad mini.

Dini: Motion to allocate \$120 for the EDC's share of the iPad mini for a drawing. Drewry second. Approved 4-0.

Phil Wilberg gave an update on the Tree City USA designation. The mayor is planning to read the Arbor Day proclamation at the Halloween Festival. City Council is currently seeking nominees for the Tree Committee.

The city secretary presented a request for the EDC to consider purchasing a digital sign for Mecca Drive. Mike Drewry commented on the desirability of incorporating the new logo designs and marketing theme into an overall approach to the sign installation. The EDC agreed to modify the RFP to request ideas for additional work on the pedestal and surrounding area.

Wilberg: Motion to accept and release the RFP with discussed modifications. Dini second.
Approved 4-0.

President Lane suggested that the EDC sponsor an open house at the Holiday Inn. The City Attorney noted that it would have to be on the next meeting's agenda.

There being no further business, the meeting was adjourned at 7:22 PM.



Brent Lane, President



John F. Dini, Secretary