

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 19nd day of June 2014, the Board of Directors (The Board) of the Town of Hollywood Park Economic Development Corporation (the Corporation) convened at 5:30 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, Vice President Nick Prater, Secretary John F. Dini, Stu Werner

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 Chris Fails, Janice Almaia – City Secretary, Harry B. Adams – EDC Attorney, and Adelina Mardegain – City Finance Director.

President Lane called the meeting to order 5:37 P.M.

Motion to approve minutes: Prater, Werner second Approved 3-0

Motion to approve Finance report: Dini, Werner second Approved 3-0

Old Business:

President Lane met with Texas Creative for an update on the marketing plan. The EDC needs further discussion regarding performance, timeliness and cost. Texas Creative did not attend this meeting.. We are currently getting alternative proposals.

Mike Drewry arrived at 5:40

President Lane noted the Oak wilt article in The Express News. We need to promote the message of proactivity to increase outreach to citizens and information to prospective residents. Use community service allocation on billboards to promote the city.

Prater: Contacted agents for Galleria Oak. Update them on branding and marketing. Center is 47% empty. Offered help and communication with the EDC. Not a center that attracts national tenants.

Lane-discussed marketing to realtors. Possible Lunch for educational purposes.

Prater: We could subsidize Tenant Improvements. EDC Attorney says "yes." Storefront improvement grants by application. (Get copy of the program from Mr. Adams.) Discussed having someone represent us at ICSC.

Citizen Tonya Cummings (129 Grand Oak). from Deer Committee thanked the EDC for assisting in deer signage.

New Business:

Buy Local initiative. Be more proactive in helping local business. Use marquee to have people going to E.D.C. website. Matching funds with hotel for advertising. Hotel is developing required 5 year plan. Put ads in Sparks. Zach Davis (125 Grand Oak). Suggested negotiating discount rate for residents.

Lane, Breakfast with Cara Hill. City Council voted 3 year moratorium on applying for block grants. EDC Attorney states that Councils are forbidden to govern future council's actions. Weed to find deadline dates for grants.. Get drainage matching for greenbelts. E.D.C. funds could be used to retain a grant writer.

Promotion of Voight Park improvements. Need to see R.F.P.s before determining action plan. We may make it a student project.

Goals and Strategies for 2014. New ideas? Use T shirts for sale at Fourth of July parade.

Motion to cancel July meeting due to conflicts with budgeting sessions. Prater, Werner 3-0.

Citizen Sabrina Drewry (146 Tiger Tail). Pursue community gardens. Generate publicity for the town. Start talking about a plan. Present in August. Get invitation of interest via email.

Lane: promote Audubon Seminar in September. Adjourn 6:29 P.M.

MINUTES APPROVED this 18 day of September, 2014.

Buttware

President

[Signature]

Secretary