

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 20th day of June, 2013, 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 Dini, Scott Farrimond (late), Misty Mayo, 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 Janice Almaia – City Secretary, Harry B. Adams – EDC Attorney, and Adelina Mardegain – City Finance Director, David Ortega -- Mayor

- Motion –Dini: To approve the City Finance Director’s Finance Report as submitted. Farrimond second. Approved 6-0

Citizen Comments: City Councilman Steve Philips asked how citizens can track TexPool’s investment of EDC funds. He was directed to the TexPool website.

Mary Uhlig of Dublin & Associates reported to the Board on the progress of the marketing and branding study. Thirty five residents attended the workshops and responded to the survey. Mayor Ortega discussed how to increase citizen participation. D&A would like to schedule a work session with EDC to further refine the branding initiative.

Dan Eason of Energized Real Estate presented on their comparison of HP to Castle Hills, Deerfield, and Hunter’s Creek. Homes in HP are currently selling for an average of \$289,000 in 122 days.

President Lane reviewed his conversations with SAWS on developing citizen awareness of water conservation. He recommended a series of seminars for the citizens including:

- Yard maintenance and water conservation
- Energized Real Estate, including home pricing factors
- The results of the D & A marketing and branding study
- Home improvement tips, including representation by local businesses
- Technology upgrades, especially wireless streetlights
- Tree City USA initiative

Motion - Prater: To schedule a series of workshops for HP citizens. Werner second. Approved 6-0

Director Wilberg updated on the Tree City USA initiative. The proposed qualifying ordinance is on the city council agenda for July.

Director Mayo updated the Board on the "buy local" initiative.

A discussion was held on publicizing the seminar series to HP citizens. The EDC should send postcard announcements to each household, and prepare handouts explaining the EDC strategic plan and encouraging citizen participation.

Motion- Dini: To allocate \$1,000 for printing and mailing costs to advertise the seminar series to HP citizens. Prater second. Approved 6-0

The next EDC meeting is scheduled for Thursday, July 25th. It will be preceded by a workshop for the EDC to discuss the branding initiative with Dublin & Associates.

The meeting adjourned at 6:58 PM.



Brent Lane, President



John F. Dini, Secretary