

**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 15<sup>th</sup> day of August, 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:

Vice President Nick Prater, Secretary John F. Dini, Scott Farrimond, and Stu Werner. Excused: President Brent Lane, Misty Mayo, 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 Mayor Daniel Ortega, Janice Almaia – City Secretary, Harry B. Adams – EDC Attorney, and Naomi Faz, City Accountant

Vice President Prater called the meeting to order at 5:33 PM.

Motion: (Farrimond- Werner second) To approve the minutes of the July 25<sup>th</sup> meeting as presented. Approved, 4-0

Motion: (Dini- Werner second) to approve the financial report as presented by Ms. Faz. Approved, 4-0

There were no citizen comments.

A. Jim Dublin and Mary Uhlig of Dublin & Associates presented an update on the messaging/branding research. They proposed three major categories of features about Hollywood Park:

- “The Park” – country in the city
- Small-town charm and benefits
- Location/convenience

The next steps are to finalize branding, get realtor and business feedback, and develop the marketing plan.

B. Dan Eason updated on Energized Real Estate research. Statistics show that the vast majority of buyers insist on “move in condition.” Discussion followed, and the EDC acknowledged that it can only attract home buyers to consider Hollywood Park. Citizens will have to be educated as to the need for modernization and upgrades if they want to appeal to the buyers EDC is attracting.

VP Prater announced that the first EDC public information event was scheduled for September 21st, with a theme of water conservation and cooperation from SAWS. The second event, on increasing home value and featuring Energized Real Estate, is scheduled for October 26<sup>th</sup>.

C. On behalf of Mr. Wilberg, VP Prater reminded the EDC that the town would be scheduling an Arbor Day proclamation in October to complete the prerequisites for Tree City USA status. Mr. Dini suggested that the proclamation be delivered in conjunction with one of the EDC events, in order to generate as much interest as possible. Mayor Ortega said that he did not have any objections.

D. Ms. Mayo submitted a plan outline for the buy local initiative to be presented in her absence. The intention is to form a steering committee to determine how to proceed. Mr. Dini suggested that such a committee be open to local business owners, whether or not they are HP residents.

E. President Lane, through VP Prater, submitted a suggestion for the purchase of 300 bags of mulch, to be given away and sold at the September water conservation event.

Motion (Farrimond- Dini second) To authorize the expenditure of no more than \$3,000 to purchase mulch for this purpose. Approved 4-0

New Business:

In answer to a question from Mr. Dini, the EDC Attorney said that it was acceptable to distribute drafts of proposed marketing materials to the EDC Board, as long as they did not discuss or act on it until the next meeting.

Mayor Ortega requested an update on the EDC's intention to purchase electronic signs for the city. The issue had been tabled until the business premises sign ordinance was completed, but now is of interest again. City Secretary Alamia will obtain updated price quotes.

Resident Mary Uhlig of Dublin & Associates noted that since Texas Creative would be working on marketing themes for the EDC branding initiative, they could also be included in the design of the signs.

There being no further business, the meeting was adjourned at 6:25 PM.

Approved by:

A handwritten signature in black ink, appearing to read "Brent Lane", written over a horizontal line.

Brent Lane, President

A handwritten signature in blue ink, appearing to read "John F. Dini", written over a horizontal line.

John F. Dini, Secretary