

**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, 16th day of April 2015, the Board of Directors (the Board) of the Town of Hollywood Park Economic Development Corporation (the Corporation) convened at 5:30p.m. at the Town of Hollywood Park City Hall, #2 Mecca Drive, San Antonio, Texas, with the following members present and in attendance:

Brent Lane, Nick Prater, Scott Farrimond, and Clark Smith . The following absent: John Dini, Stuart Werner and Mike Drewry.

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 Development Corporation Act of 1979, as amended, Texas Revised Civil Statutes Annotated Article 5190.6 (the Act). Also in attendance were Mayor Chris Fails, Janice Alamia-City Secretary, Ryan Henry-EDC Attorney and City Accountant-Naomi Faz.

Brent Lane, President, called the meeting to order at 5:39pm.

**REVIEW AND APPROVE THE EDC FINANCIAL STATEMENT**

Accountant, Naomi Faz stated as of March 31<sup>st</sup> \$776.67 is in the Frost Bank account and in Texpool there is 247,044.47 for a total of \$247,821.14. Nick Prater made the motion to accept the financial statement and Scott Farrimond seconded. The motion passed unanimously.

**REVIEW AND APPROVE MINUTES FROM PAST MEETING**

Mr. Lane stated the EDC Secretary, John Dini has been under the weather so we do not have minutes to approve today.

**OLD BUSINESS:**

1. Update and Discuss/Take Possible Action on Marketing Plan.
  - a. Mary Ulig with Dublin & Associates gave a power point presentation concerning the EDC's goals such as increasing revenues by increasing real estate and also attracting people

that want to come in and remodel existing homes, the sense of community, building awareness of HP, etc... Ms. Ulig went on to speak concerning communication strategys, media coverage and so on. She spoke about social media platforms and other areas of interest. Mayor Fails spoke about linking the HP twitter and facebook accounts.

2. Update and Discuss/Take Possible Action on EDC web site design.
  - a. There was a discussion on a place to hold videos and video clips on oak wilt, fire dept santa, community fair etc. We want to launch this next month so we need EDC members and staff to look at EDC website.
3. Discuss/Take Possible Action on incentives, promotiom and development of commercial property to increase sales tax revenue as and EDC strategy.
  - a. Getting a Galleria Oaks map with businesses listed.
4. Update and Discussion/Take Possible Action on proposal for EDC Outreach and Support of Local Businesses.
  - a. Mr. Lane stated we do not have information yet.
5. Update and Discussion/Take Possible Actio on proposal for Development of EDC video content.
  - a. Mr. Lane stated Justin Moore is working on this.

**NEW BUSINESS:**

1. Request by Town of Hollywood Park for reimbursement of improvements and mitigation to police and fire services building and roof of City Hall.
  - a. Mayor Fails stated reimbursment was needed from the EDC for roof repair/replacement in the amount of \$7197.00. This was an unexpected expense that was not budgeted. Board Member Nick Prater made the motion to reimburse the HP City Council \$7,197.00 for the roof. Board Member Clark Smith made the motion for reimbursement for the above amount and Nick Prater seconded the motion. The motion passed unanimously.
2. Request by Town of Hollywood Park for support of community outdoor movie series for 2015.
  - a. President Lane spoke to the EDC concerning this event. Mayor Fails stated we want to promote our local businesses by handing out their flyers, or promo items so we can send business their way. We are not looking to give away free things from our businesses but rather show our residents

that they should buy local by making them aware of the businesses in Hollywood Park during this event. We need to hire a screening company to come set up the screen and pay a licensing fee for any movie we decide to show. Board Member Nick Prater made the motion to reimburse the City for the movie series not to exceed \$5,000. Board Member Scott Farrimond seconded. The motion passed unanimously.

3. Discuss/Take Possible Action on legal items associated with Galleria Oaks for support of commercial leasing including but not limited to contract for banner placement.
  - a. EDC President, Brent Lane stated this was an outgrowth of the meeting with Galleria Oaks. The EDC Attorney, Ryan Henry worked up a Memorandum of Understanding [MOU], an agreement stating we have right of access to the poles in Galleria Oaks to put up banners. These are guidelines to establish what is allowed and not allowed.
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. President Lane made a brief statement of where the EDC stood on current projects.
5. Discuss/Take Possible action on payment of signs for Cars & Coffee event in the amount of \$177.07.
  - a. Mr. Lane and Mayor Falls discussed having the EDC attorney right up some type of disclaimer concerning Cars & Coffee so the owners of the vehicles do not hold HP responsible. Ryan Henry, the EDC attorney stated he would do so. Board Member, Nick Prater made the motion for the EDC to pay for the Cars & Coffee signs not to exceed \$177.07 and Board Member, Scott Farrimond seconded. The motion passed unanimously.

### **ADJOURN**

President Lane asked if there was any other business for the Board to consider and, none being offered, the meeting was adjourned at 6:41pm.

MINUTES APPROVED, this 18<sup>th</sup> day of June, 2015.



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President/Brent Lane



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For,EDC Secretary John Dini/City Secretary-Janice Alamia

