

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 18th day of August, 2016, 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, Vice President Justin Moore, Secretary John F. Dini, and Directors Mike Drewry, Scott Farrimond, Sudie Sartor and Bert Thompson

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 Alamia – City Secretary, Judy Bordman – City Treasurer, Ryan Henry – EDC Attorney

President Lane called the meeting to order at 5:35 PM

Motion: Farrimond – To approve the minutes of the July meeting as amended (note request for distribution of resolutions for review). Sartor second. Approved 6-0

Motion: Dini – To approve the financial report as presented by the City Treasurer. Moore second. Approved 6-0

Old Business:

Marketing milestones. San Antonio magazine reported HP as an “up and coming” neighborhood. The Express News has not responded to outreach efforts.

Web Development: Director Moore submitted usability testing results and Director Dini submitted proposed copy. Both directors will meet with Blonde Creative to move forward.

Galleria Oaks/Enclave: The Enclave Board will meet with EDC, but there appears to be no clear right of way to Galleria Oaks at this time.

Video Project: Director Moore is in the final process with the Police video. He expects to have a copy to present at the next meeting. The next video will be about HP trees.

New Business:

Project Resolutions. Per the EDC Attorney, the EDC is a project-driven entity. Some resolutions seem to repeat the general purpose of the EDC, and need to be more specific. Mayor Falls recommended some alternative language, which will be adopted.

The EDC also discussed the delineation between Marketing (strategic) and Promotions (event specific) efforts.

Request of Staff: The EDC has asked the City Treasurer to record expenditures under each enabling resolution and present expenditures and remaining balances. The City Treasurer agreed to add General Ledger codes and report such.

Community Garden. The Council would like more information. No resolution will be introduced at this time.

Director Dini asked the EDC Attorney to investigate any cases where EDC funds have been successfully utilized to support Oak Wilt remediation efforts.

(Director Dini was excused for another appointment at 6:50 PM)

Motion: Farrimond - To amend the budget resolution for a marquee sign at the Voight entrance to HP to \$45,000. Second Sartor. Approved 5-0

Motion: Drewry - To approve the other pending resolutions as amended. Second Farrimond. Approved 5-0

The Mayor presented the Voight Park budget and discussed it with the EDC.

Councilman Chris Murphy and Citizen Cindy Lane thanked the EDC for its efforts.

(Director Drewry was excused for another appointment at 7:45 PM. A quorum was still present)

President Lane referred to his presentation at the City Council meeting and the two action items to improve communications:

1. Encourage attendance at EDC meetings by at least one member of City Council
2. The EDC should present quarterly updates at City Council meetings

There being no other business, President Lane adjourned the meeting at 7:55 PM.

MINUTES APPROVED this 15th day of September, 2016.



President



Secretary