

TOWN OF HOLLYWOOD PARK
THE HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION
WILL MEET ON THURSDAY, NOVEMBER 19, 2015 AT 5:30 P.M.
IN TOWN HALL AT #2 MECCA DRIVE.

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF THE MEETING MINUTES 10/15/15
- IV. ACCEPT THE FINANCIAL STATEMENTS AS OF 10/31/15
- V. OLD BUSINESS:
 - 1. Complete Renewal of Board Members – Swear in Mike Drewry.
 - 2. Update and Discuss/Take Possible Action on Marketing Plan, including schedule for web site copywriting, outreach to Realtors and updates to editorial boards.
 - a. Citizen Comments:
 - b. Discussion:
 - 3. Update and Discuss/Take Possible Action on EDC web site design.
 - a. Citizen Comments:
 - b. Discussion:
 - 3. Discuss/Take Possible Action on incentives, promotion and development of commercial property to increase sales tax revenue as an EDC strategy (Prater/Lane).
 - a. Citizen Comments:
 - b. Discussion:
- VI. NEW BUSINESS
 - 1. Discuss/Take Possible Action on proposed Hollywood Park monument sign at The Enclave (Lane/Smith).
 - a. Citizen Comments:
 - b. Discussion:
 - 2. Discuss/Take Possible Action on proposed aerial mapping of possible routes from surrounding areas to Galleria Oaks for walking, biking and golf carts to promote commercial traffic (Moore).
 - a. Citizen Comments:
 - b. Discussion:
 - 3. Update on Hollywood Park Police Department video project to increase incentives for business stability and marketing (Moore).
 - a. Citizen Comments:
 - b. Discussion:

4. Discuss/Take Possible Action on funding for promotion of holiday event at Holiday Inn to increase resident use and Hotel Occupancy Tax (Lane).
 - a. Citizen Comments:
 - b. Discussion:

5. Discuss/Take Possible Action on messaging for Clear Channel signs using a portion of Hollywood Park allowance of 40 hours/sign per year. Holiday messaging in November-December 2015; Promotional messaging beginning January 2016 (Lane).
 - a. Citizen Comments:
 - b. Discussion:

6. 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. Citizen Comments:
 - b. Discussion:

VII. ADJOURNMENT

I certify that a copy of the above Notice of a Meeting was posted on the Official Bulletin Board, located at City Hall, on Monday, November 16, 2015 by 5:00 p.m.


Janice Alamia, City Secretary

AGENDA NOTICES:

Decorum Required:

Any disruptive behavior, including shouting or derogatory statements or comments may be ruled out of order by the Presiding Officer. Continuation of this type of behavior could result in a request by the Presiding Officer that the individual leave the meeting, and if refused, an order of removal.

Executive Session

The Board reserves the right to go into executive/closed session on any topic posted on the agenda or which flows from an agenda topic should the presiding Board Member decide it is in the best interest of the EDC to convene in executive/closed session pursuant to the Texas Open Meetings Act.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (210) 494-2023 EXT 221 OR FAX (210) 494-7859 FOR FURTHER INFORMATION.