

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 19th day of May, 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, Secretary John F. Dini, and Directors, Justin Moore, 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 Judy Boardman – City Treasurer, and Ryan Henry – EDC Attorney

Present Lane called the meeting to order at 5:30 PM.

The City Treasurer administered the oath of office to new Director Sudie Sartor.

The Vice President's seat has been vacated by the resignation of Director Prater.,

Motion: Dini - To nominate Justin Moore as the new vice president. Nominating Justin Moore..
Sartor second. Approved 4-0.

Sartor
In Mr. Dini's absence from the April meeting, no minutes were prepared. They will be presented in June for approval.

Motion: Dini - to approve the Financial Report as presented by the City Treasurer. Moore second. Approved 4-0

Old Business:

Website. Justin will do usability testing on current sites. Need 3-5 tasks for visitors. Look up a business. HP Events. Search by name or key word. Requests and notification to from the board. Residential data. Who/ what is the E. D.C., public information.

New Business

Mr. Lane has talked to S.A. magazine on top 10 neighborhood issue. Express News must-see communities. Take advertising? Discretionary authority to spend up to \$ to spend within already approved project limits. (\$10,000). Get PDF of infographics and link to ERE.

Walk and bike routes. We have a map. Can we use drainage easement? Gated street at body shop. Current city ordinance would have to be changed. We have a power of eminent domain.

Review videos for H.P. you tube channel. Draft of H.P. Police promotional video. Include Chief Prichard.

Next video may be about trees.

Starbucks. Ground breaking pending. Can rotate ads on digital billboards welcoming Starbucks. Get conference space in Galleria Oaks? Banners on poles.

Motion: Dini – To allocate not more than \$2500 for Galleria Oaks Banner to match other on CPS poles. Thompson second. Approved 4-0

New Business:

2016—2017 budgeting. Need to approve before 7/14 workshop. Web budget, upgrades, launch. 2 \$10k projects for advertising and marketing. \$10k for web launch. Real estate promotion. \$10k each for residential and commercial outreach. Budget for 281 banners. Police and Fire needs. Get information on contracts from Webtegrity,

Discussion of a digital marquee on Voigt entrance or at Voight Park.

Mayor's movie night: move to Voight when finished. Install permanent equipment? Food truck night'?

The Mayor's request for additional financial assistance on the Voight Park project was tabled pending explanation of the disposition of \$500,000 in grant funds

There being no further business, the meeting was adjourned at 6:42 PM.

MINUTES APPROVED this _____ day of _____, 2016.

Sam Malone

President

[Signature]

Secretary

