

**Meeting Minutes from the Town of Hollywood Park Economic Development Corporation**

Held on Thursday, October 20, 2016 at 5:30pm

Members in attendance: Scott Boynton, Justin Moore, Ben Henderson, Mike Drewry, Justin Dolle, Bert Thompson and Scott Farrimond. Also in attendance: EDC Attorney-Ryan Henry, City Secretary-Janice Alamia.

First item of action was election of new officers, necessitated by the recent vacated positions on the board of directors. New members appointed by city council to serve on the EDC are Scott Boynton, Ben Henderson, and Justin Dolle.

Members of the EDC conducted the following election of officers: Justin Moore was elected to serve as President. Mike Drewry was elected Vice-President. Ben Henderson was elected as Secretary.

Following election of officers, the EDC board proceeded to address old business items. Justin Moore led a discussion of possible actions within a marketing plan. Legal counsel instructed the board to understand that the EDC is a project-based entity. The EDC can define any project up to an expense of \$10,000. Any project(s) defined with an anticipated cost greater than \$10,000 must automatically be elevated to the city council for decision and approval by city council. Mr. Henderson suggested it may be informative to review a listing of prior projects listed in chronological order to observe all the actions approved and funded by the EDC in prior years.

The second agenda item was discussion of pending EDC website design and launch. Mr. Moore indicated a firm had been hired, Blonde Creative, and Mr. Louis Cardenas is the contact with that firm. A suggestion was made to have Mr. Cardenas attend the next EDC meeting and update the board on status. There was discussion and uncertainty as to whether an amount of \$4,000 had already been spent. Mr. Moore reviewed statistics from Energized Real Estate regarding local market conditions. Mr. Henderson suggested creating links between and among EDC, city, and other external website pages. City Councilperson Debbie Trueman addressed the EDC and asked about cost upwards of \$30K was previously spent.

A third item of old business was discussion of potential routes from HP into the Galleria Oaks shopping center. There is a sidewalk already. However, Chula Vista street was abandoned by an SUP years ago.

A fourth item of old business was discussion of YouTube videos. Mr. Moore talked about videos that he has been recording, but said some of the video topics had been the responsibility of Mr. John Dini, who recently resigned from the EDC.

In new business, the board reviewed a list of (7) potential activities. City Councilman Chris Murphy addressed the EDC and submitted citizen input on the need to revise EDC mission statement.

The last item was a discussion of all current EDC projects for overall discussion of whether EDC goals are being met. Bert Thompson said the Fire Chief had requested financial support for security cameras. Mr. Henderson suggested the board members begin to rank all items and focus on highest priority needs.

The meeting was thereafter adjourned at 7:26pm, until November, 2016.

MINUTES APPROVED, this 19<sup>th</sup> day of JANUARY, 2017.

*Justin Moore*

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President/Justin Moore

*Ben Henderson*

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EDC Secretary/Ben Henderson