

TOWN OF HOLLYWOOD PARK
THE HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION
WILL MEET ON THURSDAY, SEPTEMBER 15, 2016 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 8/18/16
- IV. ACCEPT THE FINANCIAL STATEMENTS AS OF 8/31/16
- V. OLD BUSINESS:
 1. Update and Discuss/Take Possible Action on Marketing Plan, including key initiatives and milestones for 2016-2017 with brainstorming of possible setting of specific milestones during the budget year for existing projects including Starbucks project, Pole Banner Project, Galleria Oaks Banner project, Local Business Outreach, Prospective Business Assistance project, Research and Analysis Project, Voight Drive Marquee project, website project, and all other projects passed for upcoming budget year. (Lane/Dini).
 - a. Citizen Comments:
 - b. Discussion:
 2. Update and Discuss/Take Possible Action on EDC web site design and launch (Dini/Moore).
 - b. Citizen Comments:
 - c. Discussion:
 3. Discuss/Take Possible Action on possible routes from surrounding areas to Galleria Oaks for walking, biking and golf carts to promote commercial traffic, including aerial mapping, review of easements and possible public access points (Farrimond, Drewry, Moore).
 - a. Citizen Comments:
 - b. Discussion:
 4. Update on Youtube Hollywood Park Channel video project to increase incentives for business stability and marketing (Moore).
 - a. Citizen Comments:
 - b. Discussion:
- VI. NEW BUSINESS
 1. Discuss/Take Possible Action on the Final 2016-2017 EDC Budget and Project Resolutions in response to Council Budget workshop August 1st and August 18 EDC Meeting (Henry/Bordman/Lane).
 - a. Citizen Comments:
 - b. Discussion:
 2. Discuss/Take Possible Action on Fall 2016 activities and initiatives including, but not limited to, Starbucks opening (November), iHeart Media content, Shred Day (October 8), Thanksgiving

(including Les Thompson's Fried Turkeys), Christmas (including Holiday Inn Open House) and other items consistent with seasonal Economic Development opportunities.

- a. Citizen Comments:
 - b. Discussion:
3. 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, September 12, 2016 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.