

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

Meeting Date: July 20, 2017

Members in attendance: Scott Boynton, Justin Dolle, Mike Drewery, Justin Moore, Ben Henderson, Scott Farrimond. Also in attendance: EDC attorney – Ryan Henry, City Secretary – Janice Alamia, and City Treasurer – Kristina Marsico

The meeting was called to order at 5:31 p.m.

Minutes of the April 2017 meeting were approved.

Financial statements were reviewed and approved.

President Moore conducted a review of ongoing projects. Ben Henderson reported on the Realtor outreach. Potential outlets for information were offered such as Next Door, Facebook, posting aerial footage of Voigt Park on social media, working with shopping center owners such as Galleria Oaks, leasing agents, and other commercial Realtors. Residential agents of nearby firms seem familiar with Hollywood Park and suggest homebuyer prospects learn about the town by way of social media sites, online user groups and friends who are aware of the town, rather than from Realtors.

### Old Business –

Councilman Chris Murphy addressed the EDC board regarding a proposal for security cameras around the fire department. He produced an estimate for cameras in the amount of \$9,544. The proposal was given to Mr. Murphy by Ultimate Fire & Security Services of Boerne, TX. Bid specifics included 1 DVR and 10 Eyecams. Specifics were not discussed, but Mr. Murphy emphasized the great expense of other types of fire equipment, new or refurbished fire trucks, and suggested money could be spent toward such items. President Moore requested the fire chief needs to set criteria for a bid, and solicit proposals from firms which specifically address the identified criteria.

### New Business –

President Moore gave a presentation on survey results from businesses. Ten responses were received from a survey of 134 businesses. Respondents suggest more promotions and advertising, and would like to have a voice within the town of H.P. Opportunities to advertise using Facebook, website, or movie night were discussed. Two business owners indicated awareness of other owners who want to locate within H.P. Several respondents were interested in receiving EDC email or newsletter updates.

A potential board candidate (Ms. Chudnow) was identified by President Moore. Scott Boynton made a motion, and Mike Drewery seconded to recommend Ms. Chudnow to H.P. City Council for consideration.

Mission Statement was reviewed, and the board members approved a once sentence statement.

Budget was reviewed, and it was noted an increase from \$120,000 to \$140,000 is anticipated. Counsel Ryan Henry can draft new resolutions for any projects the EDC wants to renew from the current year. The board voted to place \$66,400 into a miscellaneous line item as reserves, and to renew “evergreen” projects that may occur year to year.

There being no further business, the meeting was adjourned.

Minutes Approved, this \_\_\_\_ day of \_\_\_\_\_ 2017

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EDC President/Justin Moore

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EDC Secretary/Ben Henderson