

Meeting Minutes from the Town of Hollywood Park Economic Development Corporation

Meeting Date: August 17, 2017

Members in attendance: Scott Boynton, Justin Dolle, Mike Drewery, Justin Moore, Ben Henderson, Scott Farrimond, and Julie Chudnow (sworn in just prior to the meeting). Also in attendance: EDC attorney – Ryan Henry, and Mayor Chris Fails.

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

Minutes of the July 2017 meeting were approved.

Financial statements were reviewed and Justin Dolle asked about legal fees. Attorney Henry stated his monthly fee is \$450 is a retainer that covers 2 hours per month, administration time. He indicated there had been discussion with Janice Alamia regarding invoices, proper categorizing, tracking expenses, and that the board performs the hiring of an attorney using an RFQ process. Mr. Henry said he is working with Janice Alamia on protocol for submitting & reviewing invoices. Financials were approved.

Old Business – None

New Business – President Moore conducted a review of proposed budget resolutions, as follows:

Item #1 – Advertising Project – Attorney Henry stated projects that are classified as “promotions” and cannot exceed 10% of the annual budget. The board discussed making adjustments to any project. The \$10,000 project cap for any single project is limited by state law. This project was approved.

Item #2 – Strategic Marketing Brand Project – PULLED FROM AGENDA

Item #3 – Local Business Outreach Project – this being closely related to survey activity conducted under any research and analysis, the project was approved.

Item #4 – Prospective Business Assistance Project – Justin Dolle questioned the need and language describing this project. President Moore stated the EDC needs a better line of sight for actual needs as expressed within this project description. According to Mayor Fails, the Realtors involved with business relocations are often the first to contact the city regarding land sites, special use permits, or actual site acquisitions. After lengthy discussion, this project was approved.

Item #5 – Realtor/Broker Outreach Project – Ben Henderson will continue to lead this activity. Project was approved.

Item #6 – Research & Analysis Project – President Moore indicated 12 responses were received from a survey sent to 134 businesses. The survey was conducted at no cost and should repeat occasionally, therefore the project was approved.

Item # 7 – Discussion to review potential projects such as Ice Machine, City Hall Improvements, New Projects, Community Garden, and Equipment for Fire Department. Attorney Henry stated items such as an ice machine for the swimming pool were probably not under the EDC umbrella unless it were included inside city buildings. This touched off a lengthy discussion about restraints on spending, and identifying future viable projects for the EDC to sponsor. City Hall improvements were discussed in light

of making improvements that can draw more businesses to Hollywood Park. The exterior of Fire and city buildings, surrounded by crude fencing and razor are not particularly attractive. Categories of such improvements should be categorized under functional, structural, or infrastructure. The purchase of land is ok, but only under certain circumstances. A community garden concept was discussed. Mike Drewry reported 55 responses to his question on Nextdoor Hollywood Park community app received 77% positive response. Mayor Fails stated he would like to see a pocket park on Donella improved. Any parks, or gardens, would be required to meet maintenance, dedication and acceptance requirements of the city. Attorney Ryan will draft a proposed resolution to identify this as a potential project. Up to 3 members can meet outside a regularly called meeting to discuss potential ideas for city hall improvements. Attorney Ryan will draft a proposed resolution to identify this as a potential project.

There being no further business, the meeting was adjourned at 6:58 p.m.

Minutes Approved, this ____ day of _____ 2017

EDC President/Justin Moore

EDC Secretary/Ben Henderson