

Meeting Minutes from the Town of Hollywood Park Economic Development Corporation

Meeting Date: September 21, 2017

Members in attendance: Scott Boynton, Justin Dolle, Justin Moore, Ben Henderson, Julie Chudnow.

Also in attendance: EDC attorney – Ryan Henry, Janice Alamia, and Anita Morena-Navarro the new City Treasurer.

Members absent: Mike Drewry, Scott Farrimond

The meeting was called to order at 5:30 p.m. Video, podium microphones & sound recording capability seemed inoperable due to technical difficulties, however the group proceeded with discussions nevertheless.

Minutes of the August 2017 meeting were approved.

Financial statements were reviewed and were approved.

Old Business – None

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

Item #1 – Community Garden proposal – due to the absence of Mike Drewry, this matter was tabled for discussion until next meeting, at which time Mr. Drewry can provide details.

Item #2 – Community Beautification – this could involve entry points to the community, and business perspective. Questions were asked regarding the options under the EDC organization. A motion was proposed and passed whereas the EDC could sponsor decorative lights or ornamentation for local businesses during the Christmas holidays. Attorney Henry specified such decorations would entail certain restrictions on funding solely for private entities. Any decorations offered must be offered for all businesses, and the policy of distribution must be uniformly applied to all businesses. It was noted many of our businesses want integration with the H.P. community, and providing decorative uniformity within city limits could be one way to demonstrate this. Someone mentioned there may be as many as 17 tables sponsored by businesses for National Night Out function, per Holly McBrayer.

Item #3 – Social Media – President Moore showed a “skeleton” version of an EDC Facebook page. It would essentially be a visual album of community parks, business centers, customer opportunities. It could include promotions from businesses, or links to business establishments offering promotions for Hollywood Park residents. The City currently has Facebook pages for town government, police, the mayor and now we can have an EDC page as well. The “skeleton” version was viewed in ‘unpublished’ mode only, but Mr. Moore will activate this following the meeting. Actual use can be determined by measures such as page views, previews, length of view, “likes”, and reach (number of users).

The meeting was then adjourned. However, citizen comment was requested by Mr. Sam Parnes, who lives on Casa del Vista. Therefore the meeting was then immediately re-opened to hear Mr. Parnes speak. He said he had lived in Hollywood Park since 1967 and worked for the Texas Highway Department in the 1950's and 1960's. He suggested there may be possibility that contractors will be hired (through TXDOT) to beautify the Hwy 281 area near city entrances. He gave examples of other

special highway beautification efforts made by TXDOT for nearby cities such as Selma, Converse, and Schertz. Mr. Parnes indicated his top priority concerns are beautification of streets & highways, and the preservation of live oak trees within the community.

There being no further discussion, the meeting was adjourned a second time.

Minutes Approved, this ____ day of _____ 2017

EDC President/Justin Moore

EDC Secretary/Ben Henderson