

Meeting Minutes from the Town of Hollywood Park Economic Development Corporation

Meeting Date: April 20, 2017

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

Members absent: Scott Farrimond,

The meeting was called to order at 5:30 p.m.

Minutes of the March 2017 meeting were approved.

Financial statements were then reviewed and approved. The board questioned legal expenses line, and counsel Ryan Henry explained his firm charges a flat fee/retainer amount of \$450 including two hours per month of ongoing work. Recent charges were associated with training and turnover duties. The board can move other funds around later in this fiscal year if additional funds are needed for legal expenses. Mr. Henry suggested waiting until about \$1,000 level is reached before reallocating other funds. Ms. Alamia reminded the board the fiscal year begins October 1 through September 30. The board should begin preparations of a budget in June/July each year, with the goal to have it approved and included in city budgeting at July.

Old Business –

Board members reviewed status of proposed EDC projects. Ben Henderson is planning Realtor outreach. Scott Boynton reported on Research & Analytics and the possibility of a new office building being planned. Justin Moore reviewed the layout of a survey form he is creating on SurveyMonkey.com. Board members are encouraged to submit question ideas. Justin Dolle commented on Prospective Business and the need for a packet of information as handout material, as well as promoting desirability of the neighborhood.

Website – Mr. Henry stated there are more options available which would allow the proposed EDC website to exist as a sub-page of the city site. The board also discussed the idea of a social presence, i.e. Facebook page. Mr. Henry stated the board members could not be engaging in communications with each other on a Facebook site. Mr. Moore said it would take about three hours to develop a Facebook prototype. Mr. Henderson emphasized the need to finish the web site once started, considering expenditures that have already been made in excess of \$7,000. Mr. Drewery asked about developing copy for content. Mr. Henry said an important question to consider is “what does the EDC want its website to do?”

New Business –


The need for action to fill a vacant board position was discussed. Either Mr. Moore or Mr. Drewery will contact a potential candidate. The board also discussed whether there is interest in changing by-laws to allow a business owner/operator to serve as a board member, without that person having to reside within the city. Mr. Henry said Arti DerOhanian had drafted a memo concerning board membership, and Mr. Henry needs to review it for eligibility possibilities. Mr. Henderson said he might be favorable

to such a change, provided the business owner representative position were limited to one (1) such position out of the total of seven board positions.

Mission Statement – the board members reviewed a proposed draft of the mission statement with redlined comments from Mr. Henry. After further discussion and one additional suggestion, members seemed satisfied with the statement. Mr. Henderson will finalize the draft and present to the board at the next meeting for final approval.

There being no further business, the meeting was adjourned at 7:00 p.m.

Minutes Approved, this 20th day of July 2017



EDC President/Justin Moore



EDC Secretary/Ben Henderson