

Meeting Minutes from the Town of Hollywood Park Economic Development Corporation
Held on March 16, 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, (Bert Thompson - resigned)

Minutes of the January 2017 meeting were approved. Financial statements were then reviewed and approved.

Janice Alamia stated funds approval was needed in the amount of \$300 for a small screen, or \$400 for a 'Big Bertha' large screen for Mayors Movie Night functions during 2017. Funds would be expended with a firm called Slab Cinema. Mr. Dolle made the motion to expend the funds and Mr. Drewery seconded. The motion passed.

Old Business – Item #1 Due to the recent resignation of Bert Thompson, there is no longer a board member leading the project of Advertising & Business Assistance. Mr. Drewery made a motion to drop the advertising banners, and Mr. Henderson seconded. The motion passed.

Mr. Moore stated the EDC should work toward creating a dialogue with local businesses. He suggested performing a survey on sentiment(s) and said he performs similar work at USAA.

Item #2 - Website. Expenditures have been made with Blond Creative for a website. Mr. Moore said he favored setting up a Facebook page for quick output of information. Mr. Henry cautioned the board to avoid running discussions resulting from all board members posting comments to our own Facebook or website. Mr. Moore said written input is lacking for any content to post on the EDC website. Ms. Alamia stated that city staff is not sufficient to oversee systems administration of a website.

Board members then discussed the possibility of the EDC posting its pages on the same web site as the Town of Hollywood Park website. Ryan Henry said he will check on legal issues regarding use of city and EDC pages hosted on the same site. He indicated that links from one site to another site are acceptable. Mr. Henry also suggested the EDC ask businesses what they would like to see on the EDC website.

Item #3 – The board discussed the purchase or lease of security cameras for the Fire Department. The representative from Protection One (Larry) indicated 48 month or 60 months leases were available. Or, the system could be purchased outright for \$23,704. The system consists of PTZ cameras, which are expensive. Mr. Dolle recommended outright purchase. Mr. Boynton agreed and made motion to purchase. Motion passed.

New Business – Item #1 – Mr. Moore indicated the position vacated by Bert Thompson needed to be filled, and he will set forth a call for applicants. A discussion ensued regarding attracting applicants who represent greater diversity with the current board, either female by gender or actual business owners in Hollywood Park. However, the bylaws currently state all members of the EDC board must be residents of the Town of Hollywood Park.

Item #2 – a draft proposed Mission Statement was reviewed. Mr. Moore suggested the text address the difference between statement of purpose and mission statement. There is also a difference between an economic development purpose and community development purpose. A discussion of residential property values then prompted Counsel Ryan Henry to comment most cities do not have the imbalance of commercial versus residential that Hollywood Park has. An EDC cannot support residential development, for instance, but an EDC could pay for demolition or debris removal as incentive to encourage property owners or new home builders to rehab or redevelop residential parcels. It was decided the Mission Statement should be revised further.

Ms. Alamia indicated the new Starbucks store would celebrate its grand opening on Monday, March 20 at 5:00 p.m. EDC board members plan to attend.

There being no further business, the meeting was adjourned at 7:03 p.m.

Minutes Approved, this ____ day of _____ 2017

EDC President/Justin Moore

EDC Secretary/Ben Henderson