

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

Meeting Date: January 18, 2018

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

Also in attendance: EDC attorney – Ryan Henry, Janice Alamia, Anita Navarro, and Kelly Cowan

Members absent: Mike Drewry

The meeting was called to order at 5:32 p.m.

Minutes of the November 2017 meeting were approved.

Financial statements were reviewed and approved.

Old Business –

Item #1 – Commercial Garden Feasibility Project – This was tabled for discussion pending attendance of Mike Drewry to express his views on the proposed effort.

Item #2- Prospective Business Outreach – will remain an active discussion for the EDC in 2018. Justin Moore asked how to create better communication between city staff and the EDC early in the process when prospective companies inquire about locating in the city, and their inquiry has real potential. He would like to have an open dialogue on such inquiries.

Citizen comment by Mira Kirkland – Ms. Kirkland operates The Mouth Works. She thanked the EDC and the city for featuring her business on Hollywood Park marquee sign this month. She described various mouth function therapies that she applies to clients.

Item #3 – prospective Business Assistance – status of Galleria Oaks was discussed – it does not look as new, and needs upgrading. The mayor is in favor of waiving building permit fees to attract businesses. Mr. Moore asked what type of incentives has the city used previously. Demolition of Kennedy's pizza is an example which led to construction of the new Starbuck's store.

Item #4- Realtor/Broker outreach - No update this month.

Item #5 – Social Media Project updates – the Facebook page is getting “likes”. Justin Moore suggested efforts to list grand openings, new merchants, or other content relative to business activities. There was discussion on how to formulate incentive tools, collaborate with businesses, create links, and announce community events. Attorney Ryan Henry brought up a suggestion from another EDC in which a scavenger hunt was created as a contest encouraging citizens to visit merchants. Prizes were offered. Mr. Moore suggested reaching out to Holly regarding her community events. Kelly mentioned Tiger Sanitation is offering to participate in events.

Item #6 – Revitalization and Economic Beautification - Kelly suggested there might be ways he could utilize EDC financial support to rework flower beds near the town entrance after MASTEC tears up the site for its utilities work currently underway. He will return with a proposal at a future meeting. Mr.

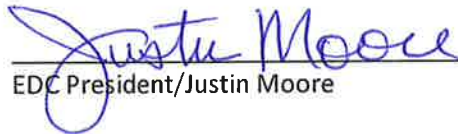
Moore asked if existing rock monument signs could be cleaned up, power washed and the group may discuss this idea later.

New Business –

Item #1 – Storage unit – Kelly brought forth a suggestion he could use storage for swimming pool cover, clubhouse outdoor furniture, and he is limited to storage now because Voigt Park buildings are full. His idea is to set a 40-foot container on slab behind city hall. Mr. Moore asked Kelly to bring forth a specific proposal at next meeting for consideration.

There being no further business, the meeting was adjourned at 6:16 p.m.

Minutes Approved, this 15<sup>th</sup> day of February 2018

  
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EDC President/Justin Moore

  
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EDC Secretary/Ben Henderson