

Meeting Minutes from the Town of Hollywood Park Economic Development Corporation

Meeting Date: February 15, 2018

Members in attendance: Justin Dolle, Justin Moore, Ben Henderson, Julie Chudnow, and Mike Drewry

Staff in attendance: EDC attorney – Ryan Henry, Janice Alamia, and Kelly Cowan

Members absent: Scott Boynton, Scott Farrimond

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. A question about \$900 expenses was explained for administrative expenses during Q1 2018.

Old Business –

Item #1 – Local Business Outreach – Justin Moore has been on travel and has not reached out to any specific local businesses, but he asked which types of business give Hollywood Park the most (tax) revenue? He would also like to see Walk-Ons revenues when their reporting figures are available. Ryan asked if we want to know which types of businesses to target – he can prepare a spreadsheet.

Item #2- Prospective Business Assistance – Justin Moore wants to reach out to new Dog House restaurant. Mike Drewry suggested approaching Drash Contracting.

Citizen comment was offered by city councilman Chris Murphy. He said he is running for Mayor of Hollywood Park, (unopposed) and he wants to find complimentary mix of businesses for Hollywood Park. He also commented on Clear Channel Communications, data, and quintile maps for precise targeting.

Item #3 – Realtor/Broker outreach – There was discussion about obtaining photographs from the gallery of pics taken by Justin Moore, collecting best images of the community features and printing in a brochure. Either Vista Print or Alamo Mailing might be vendors to help produce brochures.

Julie Chudnow asked what Realtors do not know about Hollywood Park. She suggested holding a local golf tournament to promote the awareness of connecting gate between Voigt Center with the The Club at Sonterra south golf course immediately adjacent to Voigt Park. She will contact the club for details, and also look at possible dates on the calendar for such event.

Item #4 – Social Media Project – the Facebook page is getting a few more “likes”. Justin Moore suggested he might make content updates if he receives suggestions for any ideas to input.

New Business –

Item #1 – Outdoor Garden Event proposal – there was discussion regarding a proposal to consider an expenditure of \$2,600 – \$4,100 for purchase of mulch and landscaping products to promote an H.P. outdoor landscaping & gardening event. This could be an opportunity for businesses to erect booths, provide marketing, food items, involve utilities such as SAWS or CPS, and attract outdoor enthusiasts to the Voigt Center. Kelly Cowan stated Shavano Park holds an annual brush chipping event each year. Mike Drewry stated he wants to table his idea for a community garden but involve a landscape architect to study possible community improvements.

Item #2 – Future Projects discussion - Kelly Cowan had expressed ideas regarding beautification, and a storage unit. This can be discussed at a future meeting. A suggestion was made for security cameras as previously reviewed several months ago.

There being no further discussion, the meeting was adjourned at 6:25 pm.

Minutes Approved, this 17 day of may 2018



EDC President/Justin Moore



EDC Secretary/Ben Henderson