

Meeting Minutes from the Town of Hollywood Park Economic Development Corporation

Meeting Date: May 17, 2018

Members in attendance: Justin Dolle, Ben Henderson, Julie Chudnow, Mike Drewry, Scott Boynton, Mayor Chris Murphy

Staff in attendance: EDC attorney – Ryan Henry, Janice Alamia, Kelly Cowan, Anita Morino-Navarro,

Members absent: Scott Farrimond

The meeting was called to order at 5:31 p.m. by Vice-President Drewry. Prior notice had been given by Justin Moore that he intended to resign from the EDC board and from his position as President.

Minutes of the February meeting were approved, after one change listing attendees.

Financial statements were reviewed and approved.

The board discussed election of a new President but decided to wait for the expected arrival of Scott Farrimond before nominating or voting on the matter. Attorney Henry indicated that until such time as election of a new President occurs, Mr. Drewry had the reigns to conduct the meeting.

Mr. Drewry recognized Chief Pritchard, who was in attendance to address the board on an item of New Business, because the Chief needed to depart the meeting early.

New Business

Item #6 – proposed Bike Patrol unit. Chief Pritchard described a proposal to establish a new bike patrol unit, with purchase of 2 bicycles and relevant uniforms, helmets, and accessories not to exceed \$4,000. Two officers have received certification to form such unit. Bike patrols could be used in parks, around businesses experiencing auto break-ins such as Walk-Ons or Texas Road House restaurants and other community areas. Member Dolle motioned for this funding, and the item was approved. Attorney Henry indicated the funding could come from an existing project such as Strategic Marketing.

Mr. Drewry then returned the meeting to the top of the agenda.

Old Business –

Item #1 – Local Business Outreach – No report given. Due to the fact Justin Moore was responsible for this item, it was determined this project needs a new leader.

Item #2- Prospective Business Assistance – various ideas of outreach were discussed, particularly welcoming new businesses into Hollywood Park. Three spaces remain to be leased in Galleria Oaks.

Item #3 – Realtor/Broker Outreach – there are recent “pocket” listings by certain Realtors that do not always get input into the Multiple Listing Service. Some transactions may occur with details unreported. Another category of outreach might be the large remodeling contractors coming into H.P. to perform work on expensive homes, flips and remodel projects.

New Business –

Item #1 – Hollywood Park Beautification Project – a guest speaker, and landscape architect, Matt Stevens, presented the board with a presentation and handout concerning ideas for beautifying certain areas in the town. General ideas include removing water-thirsty sod, using lighting, rethinking front entry, gates, and plaza areas at the Mecca entrance, and re-planting with heat tolerant plants. In parks, there could be located some new community gardens, relocation of trees, and screened trash receptacles. Pocket parks have no amenities to draw citizens into the space, therefore community gardens, golf cart parking, paths, signage and off-street parking might be attractants to more frequent use of this area.

Fee proposals were discussed. Mr. Stevens can also do build projects, actually implementing any of the ideas his firm might design. Mr. Boynton asked about the city-owned vacant lot behind Chester's site. He also suggested a scope out for all budget segments proposed by Mr. Stevens. Mr. Drewry reminded there would be need for civil engineering. The city council could participate through venue funding. The eligibility of such projects was discussed, with Attorney Henry indicating entrances qualify as a "draw" into the town, but parks projects might be tougher to qualify. The Voigt Center is also relevant in some ways. He wants to refresh comments from a recent survey to review what businesses want. A motion was made to propose to city council the feasibility of beautification projects. After discussion, it was withdrawn with a new motion put forward to focus on City Hall and town entrances. Passed.

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 – Golf Tournament- Ms. Chudnow described potential plans & costs for a golf tournament, in cooperation between Sonterra and the Voigt Center areas. This would bring Realtors out, emphasize the proximity of H.P. to the Sonterra south golf course. The cost could be split between current projects to reach Realtors in the greater area. Attorney Henry indicated this would require a resolution to make it an official project. Julie will do more research and also try to focus on potential time frames.

Citizen comment was offered by Holly McBrayer who said Realtors need to be informed the town has no HOA entity. Homeowners can participate in the local community association for a voluntary fee of \$25, and for this they are eligible to participate in more than 20 events. Mr. Drewry made motion to authorize a project at a cost of no more than \$10,000. Passed.

Item #3 – Storage Facility – Mr. Cowan described a proposal to place a 40-foot metal shipping container on a to-be-built concrete base for storage of Voigt Center equipment, and some boxes of materials. Cost of the proposal is \$4,050. Attorney Henry indicated if held as an asset of the EDC, the storage facility would be an administrative cost as an asset, and not a project. Mr. Drewry felt the city council should be driving decisions on storage options. If the EDC contributed toward storage to be owned by the city instead, this would require a project proposal.

Item #4 – Signage Repair – a damaged entry sign at Voigt just off 1604 requires repair. Mr. Cowan indicated a bid received in the amount of \$1,900. Motion was made to authorize repair. Passed.

Item #5 – Security Cameras – this was briefly discussed, but Mr. Drewry indicated he would like to add gateway areas to the visual coverage provided by cameras and coordinate with the city council. Thus, no action was taken on this proposal but deferred for Mr. Drewry to further explore with city staff.

Item #7 – Fire Department Brush Truck repair – Lieutenant Scott Rogers of the HPFD gave an update on status for grant application to seek funds for repairing the brush truck. Mr. Henderson also updated facts from an earlier conversation he had with Chief Butrico. The grant request was for up to \$5,700. If the grant is awarded by the Forest Service, then H.P. would need to contribute a 10% portion of the full grant amount (or \$570). If grant is denied then the full cost would be borne by the city. Chief Butrico has been in conversation with city council in this regard. Mr. Henderson made motion to advance up to \$5,700 toward the cost of a new pump motor and repair of the brush truck, at any amount that is not otherwise reimbursed by another source. Passed.


Item #8 – Bagged Mulch – this proposal would provide mulch products during National Night Out, an event to be held October 2nd. An example of 300 bags quantity might cost \$800 - \$900. The board discussed the need for other associated expenses such as post cards, and soft costs to promote the event and coordinate between businesses and CPS, SAWS or other entities to participate in the event. Ms. Chudnow made a motion the H.P. EDC become an official sponsor of the event with \$2,500 expense. Passed.

Citizen Comment – Mr. Tom Sims of 108 Cueva stepped forward to introduce himself and express interest in serving on the H.P. EDC board. He has already received an inquiry from Mayor Murphy and simply wanted to express his interest in serving on the EDC board.

At this time Mr. Farrimond still had not joined the board with a late arrival. The board proceeded to take up deferred items to elect officers. Mr. Drewry was nominated and elected as President to replace Justin Moore. Ms. Chudnow volunteered to serve as Vice-President, replacing Mr. Drewry, and Mr. Henderson confirmed he would nominate her for the position. Both nominations passed.

There being no further business, the meeting was adjourned at 7:41 pm.

Minutes Approved, this 21 day of JUNE 2018



EDC President/Justin Moore *Mike Drewry*



EDC Secretary/Ben Henderson