

Minutes of the Hollywood Park EDC & City Council Workshop

January 23, 2019

Council members in attendance: Mike Howe, Oscar Villarreal, Debra Trueman, Scott Bailey, Delanie Hall

EDC members in attendance: Mike Drewry, Julie Chudnow, Ben Henderson, Tom Simms, Justin Dolle, Scott Boynton, Scott Farrimond

Staff in attendance: Kelly Cowan, Fire Chief Butrico, Police Chief Pritchard; Counsel Artin DerOhanian

Meeting Called to order by Ms. Trueman at 5:31 pm

Debra Trueman addressed Action Items for City Council-

#1 – Second reading regarding EDC resolution for 2019 Voigt Center Security Project

Motion made by Oscar Villarreal, Scott Bailey 2nd – passed

#2- Second reading regarding EDC Resolution for 2019 WatchGuard In-Car Camera Project

Motion made by Mike Howe, 2nd by Scott Bailey – passed

Ms. Trueman then turned meeting over to Mike Drewry. Mr. Drewry suggested a round-table approach with each council member and each EDC member describing their list of project ideas they would like to see accomplished. The ideas mentioned were as follows:

Justin Dolle – landscaping, entry signage projects

Tom Simms – reach out to businesses, provide assistance. Ask their needs.

Ben Henderson – infrastructure, city hall, fire department building expanded with fire truck access repositioned off Sunway rather than Mecca.

Julie Chudnow – support for Galleria Oaks businesses; fire & police

Scott Boynton – beautification, fire & police; cameras at main entrances to the city

Scott Farrimond – beautification projects with impact, entryways into community

Mike Howe – quality of life issues, Triangle Park (septic, restrooms, bocce ball court)

Oscar Villarreal – dog walking poop stations; swap lot across the street from city hall or hold for future.

Lot is owned by Jason Dennis. Reimburse business owners to advertise.

Debra Trueman – reading from a list submitted by Mayor Chris Murphy, she listed the following:

1. Utilize expertise of HP resident Todd Caves and his Wedding SA business to help us maximize the value of our venue and our HP Hotel. Caves also has suggestions to better lease our venue, and Murphy hopes he gets an opportunity to present these ideas.
2. Allow Theresa Ernest to present a tailored mailer to HP residents promoting our HP businesses. She is a partner in the local ValPak business, and someone Murphy has known for over 35 years. Mayor Murphy would like her to present her product at the next EDC meeting.

3. Murphy would like HP to pursue bids for a septic system for Triangle Park. It can qualify, and would be great for that venue.
4. Consider inclusion of the HPCA-owned margarita machine (about \$4,000) for Voigt center event packages. It sits idle nearly all year, and could be priced to recoup the HPCA's expense to purchase it within a year or two. Resident event rental pricing could also include inclusion in the HPCA. Murphy can also be helpful in ensuring the periodic maintenance it should have performed to keep it working well.
5. Support Ben Henderson's supplementation of the EDC Mission Statement (2018), that states in part:

"Projects of the EDC can promote awareness of local commercial business firms, generate economic activity between businesses and the public, and enhance local property values. Projects sponsored by the EDC may include any of the following categories as examples:

- *Promote businesses within Hollywood Park to local citizens*
- *Streets and drainage improvements to enhance commercial use*
- *Public facilities construction, improvements or support*
- *Fire & police support, typically with facility or equipment enhancements*
- *Business improvements to strengthen sales*
- *Business activities to generate increased revenues*
- *Employee job training or creation of jobs at businesses within H.P. city limits*
- *Incentive loans and grants to encourage business expansion or relocation*

The EDC will coordinate with the City Council from the Town of Hollywood Park to result in a dynamic and cooperative relationship for the economic benefit of the community."

Ms. Trueman then gave her own input: police & fire, and public works; security cameras. Pursue quality tenants at Galleria Oaks. Projects that promote businesses. Septic at Triangle Park. Swing set at Voigt Park. More shade on pool decks. NOT: spending on other owned property; no bundled projects; fundamental changes to Voigt Park. Skate park for skate boarding. Scott Boynton – main entrances to H.P. enhanced. Triangle Park improvements. Streets & drainage. Improved entrance to pool area at Voigt Park. Delanie Hall – septic, landscape replacement. Some improvement at Pocket Park. New equipment for fire department. Support for National Night Out events.

Mr. Drewry then recognized Holly McBrayer and asked for her input from the HPCA perspective. Holly McBrayer – Pres. H.P. Community Association – concern for larger events, Fiesta, 4th of July, parade, Halloween (900 citizens), National Night Out (34 businesses + 200 citizens). Triangle Park clean up in the dark could be alleviated with night lights. Water supply and electric plugs at Triangle Park. Better acoustics in Voigt Center. Fans on separate switch from the lights outside at Voigt Center.

Chief Pritchard – entrance cameras & license plate readers at 3 entrances: Donella, Mecca & Voigt. This would identify vehicles then alert officers of any license plates that are of interest. Cellular service for cameras at \$50/mo. Get power poles supplied to key locations. DVR system that can accommodate up to 70 cameras in one system. Covert cameras in interview rooms (one room each for juveniles & adults). Consider impound yard for vehicles towed...the city now receives revenue of \$25/per day/per

automobile but could receive \$125/per towed automobile by operating its own impoundment lot. This could amount to between \$50,000 - \$60,000 revenue per month. Auction fees would yield even more revenue to the city. Doors with access codes need frequent revision & code changes.

Chief Butrico – bunker gear for entering a fire property. Cancer/toxin issues are one reason that the National association recommends a 2nd set of gear at cost of about \$35,000. New radios to sync with upgraded radio system (by the year 2020 or 2021). This might have a cost of \$70,000 - \$90,000. Grants might fund some of these requests also, but they are sometimes difficult to qualify for.

Kelly Cowan – landscaping, upgrading dying plants at Voigt Park and City Hall. Painting project at City Hall. Streets surface crack fill machine (acquire for \$25,000), which could extend life of streets 10 years. Rent on such equipment is \$3,500 per week. Portable sky lift machine to reach heights in Voigt Park.

Mike Drewry – he read from a list he had previously circulated to the EDC containing 22 ideas.

Citizen Comment: Former city councilman Phillips stated the roof on city hall is still under warranty, maybe 20 or 24 years remaining.

Mr. DerOhanian – is responsible for writing up resolutions and bringing forth to the EDC as projects.

There was discussion regarding lots surrounding city hall, holding for future expansion. Mr. Drewry suggested the possibility for starting a vision planning process in order to determine all that is needed for the City Hall complex.

Flash drive presentation on Voigt Center improvements –

Mike Drewry read ideas from a list recently compiled as part of feedback from his posting on the app Nextdoor, including...add shade canopies integrated with tennis courts at Voigt Park, shaded bleacher pads on south side of basketball courts, changes in fencing, shade at kids play area, swing set in lawn area, pool access gate system, a digital shade modeling study of pool with shade recommendations, bocce ball court with stone bench seating, Voigt Park approach signage & landscape improvements, install Wi-Fi throughout Voigt Park, investigate HP restaurant order-up kiosk, big screen TV's on pavilion walls (in locking barnwood millwork), stool height harvest wood gathering tables at pavilion, Adirondack chair seating with stone tables (one at overlook lawn above basketball court, and one near the fitness equipment area), review pool fencing & determination of swim-at-risk access hours, permanent signage for park hours and golf cart parking, investigate El Portal sidewalk with landscape improvements and review possibility of partial wood fence removal with neighboring homeowner, sidewalk installation, grills behind Voigt Center kitchen, add security cameras throughout Voigt Park, review use & access of Voigt Center library then add window blinds if Council decides that current storage is the best use for that room.

Holly McBrayer – stated the HPCA annual budget is approximately \$18K. Mr. Drewry suggests giving dollars to the HPCA but not having any involvement in their activities. Ms. McBrayer said the Brookdale Retirement facility will donate \$25/per resident. A mailout to a list of businesses resulted in 25 – 35 cards returned, so list needs cleanup. Mike Howe suggests including businesses operated from homes.

Kelly Cowan - swing set idea has a limited installation area


Mike Drewry – said a large plot of land (0.6 ac.) that Sonterra does not use and is located below the new Voigt Center building could be an event site.

Meeting was adjourned at 7:14 pm.

Minutes Approved, this 11 _ day of APRIL _2019



EDC President/Mike Drewry



EDC Secretary/Ben Henderson