

**TOWN OF HOLLYWOOD PARK  
ECONOMIC DEVELOPMENT CORPORATION  
OCTOBER 15, 2020  
MEETING MINUTES**

**I. CALL TO ORDER**

Tom Sims, Vice President, called the meeting to order at 5:30 p.m.

**II. ROLL CALL**

EDC Members present: Tom Sims, Delaine Hall, Julie Shacklett, and Andrew Moon  
(*Adolfo Ruiz arrived at 5:57 p.m.*)

**III. REVIEW AND TAKE ACTION ON THE MINUTES OF THE 8/4//2020 EDC MEETING.**

Minutes from the 08/04/2020 EDC meeting were reviewed. No discussion.

Julie Shacklett made a motion to accept the minutes as written. Delaine Hall seconded the motion, which passed unanimously.

**IV. REVIEW AND TAKE ACTION ON THE FINANCIAL STATEMENTS AS OF 9/30/2020.**

Michael McCann, Legal Counsel, advised the Board that the City Treasurer was not available to produce the financial for this meeting.

**V. OFFICER ELECTIONS TO FILL VACANCIES**

Vice President, Tom Sims, informed the Board that the EDC needs to fill the President and Secretary vacancies. Delaine Hall made a motion to nominate Tom Sims for President of the EDC. Julie Shacklett seconded the motion, which passed unanimously.

Delaine Hall made a motion to nominate Delaine Hall for Vice President. Julie Shacklett seconded the motion, which passed unanimously.

Delaine Hall made a motion to nominate Julie Shacklett for Secretary. Andrew Moon seconded the motion, which passed unanimously.

Michael McCann, Legal Counsel, advised the newly elected officers that these three terms will be for the remainder of the exiting Secretary and President's terms which ends 09/30/2021.

**VI. CITIZEN PARTICIPATION:**

None.

**VI. OLD BUSINESS:**

**1. Update and discuss HP EDC potential project idea list and issues related thereto. [J Chudnow]**

**a. Citizen Comments**

None

**b. Discussion**

- #1 Beautification at entryways/common areas, landscaping, entry signage projects - Low Priority
- #2 Business Marketing, outreach & assistance. Determine use of billboards for HP or local businesses - High Priority
- #3 City Hall infrastructure improvements - Exploration of existing land - Tom Sims stated the Board needed to move forward with this project. Tom Sims will replace J. Chudnow and B. Henderson for this project.
- #4 Triangle Park Capital Improvements - Delaine Hall advised she spoke to Michael McCann, legal counsel, regarding this matter and was advised that the EDC cannot pay for the septic system or bathrooms for the park. Tom Sims inquired about the lights for the park. Michael McCann advised that the lighting would not fall under an authorized purpose of municipal general improvements. One of the express purposes listed in the statute, generally this is an economic development purpose. - Tom Sims advised this item would be removed from the project list.
- #5 Improve acoustics in Voigt Center - High priority
- #6 New radios to sync with radio system by 2020 or 2021 - for Police and Fire Departments. Police Chief and Fire Chief will research this matter and present information to the EDC Board for consideration.
- #7 Add exterior fitness equipment and water, dog water at all parks - Michael McCann advised this is not an EDC purpose.

- #8 Voigt Park Enhancements; shade canopy cover over tennis courts, shaded bleacher pads south of basketball courts, change fencing layout, shaded play areas for children, install wifi throughout Voigt Park and consider access to 0.6 acres site Sonterra for outdoor events - Tom Sims indicated this project detail needs to be refined and added to the next agenda for discussion.
- #9 Billboard marketing and/or announcements - same as #2
- #10 Signs to show support for HP Police Department - Chief Prichard advised they are out for distribution. - Per Tom Sims this item will be removed from the project list.

**2. Update and discuss local business outreach and issues related thereto. [J Chudnow]**

**a. Citizen Comments**

None

**b. Discussion**

*Adolfo Ruiz arrived at 5:57 p.m.*

Julie Shacklett provided an update on the results of the "Do You Shop HP?" survey. Some of the information received included:

>People get goods and services from the Circle K. People dine at our restaurants, use the local doctor(s) and dentist(s) and get their oil changed in HP.

>Residents want to see more restaurants within walking distance and golf cart paths and/or walking paths to local areas.

>There were few suggestions for clothing/retail businesses.

>Request to market HP to younger families moving into the community.

>People would like to know what contributions the local businesses are making to HP.

**3. Update, discuss, and take potential action regarding the grand opening of Cerroni's Purple Garlic and issues related thereto. [B Henderson and J Chudnow]**

**a. Citizen Comments**

None

**b. Discussion**

Tom Sims read an email from Ben Henderson regarding his recent discussion with the manager at Cerroni's Café and their want to discuss a "grand opening" event. Tom Sims indicated he would take over this project and follow up with manager and the owner about this to bring information to the next meeting. Delaine Hall suggested inviting Mark Cerroni to the next EDC meeting.

**4. Update, discuss, and take potential action regarding the current vacancies at the Galleria Oaks Plaza and issues related thereto. [J Chudnow and B Henderson]**

**a. Citizen Comments**

None

**b. Discussion**

Tom Sims explained that the property manager is responsible for filling the vacancies in their building. He also mentioned that several people he has talked with would like to have a senior center (activity center) in that area.

**5. Update, discuss, and take potential action regarding the use a of an internet survey to determine priority of projects that HP EDC would undertake, and issues related thereto. [J Chudnow]**

**a. Citizen Comment**

None

**b. Discussion**

Members discussed the type of survey used and the possibility of changing it to get better feedback. There was also discussion about how to handle any project ideas that the HP EDC is not able to undertake.

**6. Update, discuss, and take potential action regarding the municipal gateway landscape improvements and issues related thereto. [J Shacklett]**

**a. Citizen Comments**

None

**b. Discussion**

Julie Shacklett stated that this project was on hold due to the Covid19 Pandemic.



7. **Update, discuss, and take potential action on Resolution authorizing audio, acoustic and technology improvements at Voigt Center and issues related thereto.** [T Sims]
  - a. **Citizen Comments**

Shannon Sims of 108 Cueva Ln. pointed out the reason behind needing to upgrade the technology at the same time the acoustics are upgraded is due to the current technology not allowing for proper separation of features. Being able to separate features would help generate revenue. **Discussion**

Tom Sims reported after dealing with several vendors on this project he is down to one vendor, Digital Display Solutions. The biggest issue is the cost. The current bid is \$63,564.70. Michael McCann, Legal Counsel, explained that the EDC is a separate entity from the City and is not required to go through the bidding process for projects over \$50,000.00. The project does have to be approved by City Council. The HP EDC can approve as is and have the Resolution go before the City Council with the knowledge that the City Council can deny approval and send it back to the HP EDC. There was discussion about separating the project into two projects. One project for acoustics and one project for technology. After citizen comments there was a review of previous discussions about the need for the technology upgrade to allow City staff to control the system remotely and to allow options for audio/visual rental packages. The current system does not allow for use of only specific features.

Julie Shacklett made a motion to adopt the Resolution authorizing the 2020-2021 FY Voigt Center audio, acoustic and technology improvement project and authorizing expenditure funds for the 2020-2021 FY Voigt Center acoustic and technology improvement project. Andrew Moon seconded the motion, which passed unanimously.
8. **Update, discuss, and take potential action on Resolution authorizing funding for a proposed feasibility study project regarding the development, construction, and expansion of municipal facilities on the lot next to City Hall on Sunway Drive and issues related thereto.** [Board Item]
  - a. **Citizen Comments**

None
  - b. **Discussion**

Tom Sims reported that Ben Henderson suggested the HP EDC could engage the firm of Debra Dockery for the proposed cost of \$6,940.00 plus \$1,520.00 for engineering support totaling \$8,460.00 in the first phase approach of feasibility. Tom Sims explained that the feasibility study would consider requirements of the Public Works Department, the Fire Department and the Police Department to determine they type of structure needed to be feasible for the City. Legal Counsel, Michael McCann, advised that the project cannot be for the primary purpose of general municipal improvements. Tom Sims provided a brief explanation of why this feasibility study is being considered. Michael McCann explained that the purpose that tied this study to the HP EDC was to look at the issues the Police Department and Fire Department were working on. Because the EDC project can't fund general municipal infrastructure the primary purpose needs to be geared to one the HP EDC can undertake.

No action taken. This item was tabled to be discussed at a future date.
9. **Update, discuss, and take potential action on Resolution authorizing funding to purchase an automobile (\$35,373.00), equipment (\$9,878.00) and emergency equipment switch-out (\$1,500.00) for the Hollywood Park Police Department.** [Police Chief Prichard]
  - a. **Citizen Comments**

None
  - b. **Discussion**

Andrew Moon made a motion to approve a Resolution authorizing the 2020-2021 FY police vehicle and equipment project and authorizing the expenditure of funds for the 2020-2021 FY police vehicle and equipment project. Adolfo Ruiz seconded the motion, which passed unanimously.
10. **Update, discuss, and take potential action on Resolution authorizing funding to purchase 3 replacement sets of bunker gear (\$11,400) and rear dual tire replacement for the engines E129 and Q129 (\$4,500) for the Hollywood Park Fire Department.** [Fire Chief Butrico]
  - a. **Citizen Comment**

None
  - b. **Discussion**

Adolfo Ruiz made a motion to approve a Resolution authorizing the 2020-2021 FY emergency Fire Department equipment and tire replacement project and authorizing the expenditure of funds for the 2020-2021 FY emergency Fire Department equipment and tire replacement project. Andrew Moon seconded the motion, which passed unanimously.

## **VII. NEW BUSINESS:**

### **1. Discuss and take potential action regarding attorney consults by individual board members and issues related thereto. [T Sims]**

#### **a. Citizen Comment**

None

#### **b. Discussion**

Tom Sims explained that each time a Board Member reaches out to legal counsel there are legal fees accrued. At this time he does not wish to have a policy in place for contacting legal counsel. He stated he simply wants all members to know that any contact with legal counsel, outside of meeting hours, will accrue legal fees for the Board. Mr. Sims suggested Board Members can reach out to the Interim City Secretary to have her direct any questions to legal counsel during her discussions with the staff of the attorney's office.

No action was taken on this item.

### **2. Discuss and take potential action regarding member qualifications, attendances, absences, and issues related thereto. [D Hall]**

#### **a. Citizen Comments**

None

#### **b. Discussion**

Tom Sims explained there are currently only five (5) Board Members and the Board can consist of up to seven (7) members. It takes a minimum of four (4) members to form a quorum. When the Police Chief, Fire Chief, Public Works Director, City Secretary, and the Mayor show up for the HP EDC meetings but the Board doesn't have a quorum to proceed with the meeting all those individuals could be home.

Delaine Hall explained that for the last scheduled meeting only Tom Sims, Julie Shacklett and herself were the only Board Members in attendance. She reminded the Board Members that the Board is also paying legal counsel for attendance in addition to the staff mentioned by Tom Sims. Delaine explained that she's had residents comment to her that some of the EDC members are never present for meetings. She asked that all members consider their responsibilities in their personal life and if they're just too busy maybe they should consider allowing their place on the Board to be filled by someone who can be available for meetings.

The changes to the meeting schedule, due to COVID, was discussed. The Board discussed returning to the regular scheduled meetings on the second Thursday of each month.

Tom Sims expressed that he would like for City Council to appoint two additional members to the EDC Board to fill the vacancies. Interim City Secretary, Jeannette Huggins, reported to the Board that there are currently four applicants for the HP EDC Board and this matter will be on the next City Council agenda.

No action was taken on this item.

### **3. Discuss and take potential action on a Resolution authorizing the Town of Hollywood Park to utilize the HP EDC's paid virtual conferencing subscription (Zoom account) and issues related thereto. [T Sims]**

#### **a. Citizen Comments**

None

#### **b. Discussion**

Tom Sims explained that the Zoom subscription is \$15.00 per month, regardless of the number of times it's used. To allow the Town of Hollywood Park to use the account wouldn't change the cost.

Legal Counsel, Michael McCann, asked the Board Members to note that the Resolution indicates the Town boards, committees, and commissions will be permitted to utilize the Zoom account, however the HP EDC takes priority over any other. Also, this ends when the HP EDC decides to cancel the service.

Andrew Moon made a motion to approve a Resolution authorizing all Town boards, commissions, and committees, including Town Council, to utilize its Zoom virtual conferencing account to hold and conduct public meetings. Julie Shacklett seconded the motion, which passed unanimously.



**4. Discuss potential additional projects for future agendas and resolutions.**

**a. Citizen Comments**

None

**b. Discussion**

- Mayor Chris Murphy indicated he would like to know if the HP EDC would support the purchase of a plaque, certificate, or award of some type for Burt Thompson of Hollywood Park Automotive for assisting with his business and agreement to the billboard contract with no benefit to him.
- Public Work Director, Kelly Cowan, reported he's had numerous residents talk to him about whether or not the City will install wifi access at the park.
- Andrew Moon suggested adding discussion regarding golf cart paths to local businesses.

**VIII. ADJOURNMENT**

There being no further discussion, the meeting was adjourned at 7:15 p.m..

Minutes of this meeting are approved on this the 12<sup>th</sup> day of November, 2020.

  
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TOM SIMS, PRESIDENT

  
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JEANNETTE HUGGHINS  
INTERIM CITY SECRETARY