

**Meeting Minutes of the Hollywood Park Economic Development Corporation  
November 12, 2020**

**I. CALL TO ORDER**

5:36 p.m.

**II. ROLL CALL**

EDC Members present: Tom Sims, Vice President; Delaine Hall; Julie Shacklett; Andrew Moon; Adolfo Ruiz

City Staff Present: Jeannette Huggins, Interim City Secretary; Jeff Hinson, City Treasurer; Michael McCann, EDC Attorney

**III. REVIEW AND TAKE ACTION ON THE MINUTES OF THE 10/15/2020 EDC MEETING**

Minutes from October 15, 2020 meeting were reviewed. Adolfo Ruiz made a motion to accept the minutes. Andrew Moon seconded the motion, which passed unanimously.

**IV. REVIEW AND TAKE ACTION ON THE FINANCIAL STATEMENTS AS OF 10/31/2020.**

Jeff Hinson reported on financials. Julie Shacklett made a motion to accept the financials. Adolfo Ruiz seconded the motion, which passed unanimously.

**V. CITIZEN PARTICIPATION**

None

**VI. OLD BUSINESS:**

1. Update and discuss local business outreach and issues related thereto. [T Sims]

**Citizen Comments:** None

**Discussion:** Julie Shacklett mentioned that the EDC should look into which businesses have had to close and which are planning to close. She also suggested finding out if any new businesses are planning to move into the Town.

2. Update, discuss, and take potential action regarding the grand opening of Cerroni's Purple Garlic and issues related thereto. [T Sims]

**Citizen Comments:**

**Discussion:** Tom Sims reported that he met with the Nick, the manager, who is anxious to hold a premier opening for the business, however due to COVID, now is not a good time. The landlord of the property would be interested in holding a parking lot event to benefit the other businesses in that area. Delaine Hall reported that she spoke to Mark, the owner of Cerroni's Purple Garlic, about promoting their business via Facebook.

3. Update, discuss, and take potential action regarding the current vacancies at the Galleria Oaks Plaza and issues related thereto. [A Moon and T Sims]

**Citizen Comments:** None

**Discussion:** Andrew Moon reported that he would be reaching out to the broker for the property tomorrow and communicate with Tom Sims. Adolfo Ruiz suggested an outdoor event allowing the businesses to set up spaces to promote their business to residents and people from neighboring communities. Julie Shacklett suggested offering some type of incentive to businesses who may be on the verge of having to close to help them stay open for business.

4. Update, discuss, and take potential action regarding the use of an internet survey to determine priority of projects that HP EDC would undertake, and issues related thereto. [A Moon and J Shacklett]

**Citizen Comment:** None

**Discussion:** Julie Shacklett advised that she would prefer to continue working on projects already started. Andrew Moon requested to have this item combined with New Business Item #1.

5. Update and discuss status of the Voigt Center audio, acoustic, and technology project and issues related thereto. [T Sims]

**Citizen Comment:** None

**Discussion:** Tom Sims reported that a deposit has been paid to the vendor for equipment they need to order. He added that Kelly Cowan met with and is working with the vendor on scheduling the work.

## **VII. NEW BUSINESS:**

1. Discuss and take potential on HP EDC potential project idea list, the development of a long-term economic development plan, and issues related thereto. [D Hall and A Moon]

**Citizen Comment:** None

**Discussion:** Tom Sims would like to have a joint meeting between the EDC and City Council. Andrew Moon is hoping to identify the major tasks that the EDC wants to accomplish, such as increasing the revenues to the EDC, which means focusing on the businesses Hollywood Park already has then focus on growth of new businesses and community outreach. Andrew Moon stated that the three major categories of focus for the EDC should be community improvement, business growth, and public relations. No action taken at this time.

2. Discuss and take potential action regarding modifications to Triangle Park to facilitate potential amateur sports leagues, festivals, and outdoor markets including issues related thereto. [A Moon]

**Citizen Comment:** None

**Discussion:** Tom Sims asked for clarification about the EDC funding the septic system for Triangle Park. Andrew Moon would like to look at trying to bring some type of sporting events to Triangle Park. No action taken at this time.

3. Receive and discuss applications and comments from applicants for the current vacant positions on the Hollywood Park EDC Board of Directors. [T Sims]

**Citizen Comment:** Three of the four candidates, Mari Haley, Duane E. Ramirez, and Mike Moilanen, were present for the meeting and each introduced themselves and provided a brief bio for the EDC members.

**EXECUTIVE SESSION:** The EDC Board of Directors met in executive session/closed session under Texas Government Code 551.074 (Personnel Matters) at 7:00 p.m. and reconvened into open session at 7:10 p.m.

**Discussion:** Julie Shacklett made a motion to make a recommendation to the City Council to appoint Mike Moilanen to the EDC Board of Directors. Adolfo Ruiz seconded the motion, which passed unanimously. Julie Shacklett made a motion to make a recommendation to the City Council to appoint Duane Ramirez to the EDC Board of Directors. Adolfo Ruiz seconded the motion, which passed unanimously.

4. Discuss and take potential action regarding the development of cart/walking paths through Hollywood Park to local businesses and issues related thereto. [A. Moon]

**Citizen Comment:** None

**Discussion:** Tom Sims stated he was told this matter had been brought before the EDC in 2016. No action was taken at this time. This item was tabled.

5. Discuss and take potential action regarding the purchase and installation of Wi-Fi at Voigt Center and issues related thereto. [T Sims]

**Citizen Comment:** Shannon Sims of 108 Cueva Ln. stated she's not sure how extending Wi-Fi throughout the park would bring in more business to the area. She thinks this would open more issues with people using the service who shouldn't be using it.

**Discussion:** Tom Sims reported he was still working on getting the information needed for this item. Andrew Moon recommended that the item indicate the installation of Wi-Fi applies throughout the park not just the Voigt Center building. No action taken at this time.

6. Discuss and take potential action regarding the development of a program establishing an annual award for the recognition for local businesses and local businessowners. [T Sims]

**Citizen Comment:** Duane Ramirez of 134 Donella Dr. suggested that this program be tied into the Facebook page discussed earlier.

**Discussion:** Tom Sims reported that this item based on Mayor Murphy's recommendation. However, the EDC can't single out any business unless there is a program in place where this is done annually. Delaine Hall stated that this shouldn't be a program for the EDC, the City should be the one to have such a program. No action taken at this time. Julie Shacklett stated this is something she thinks should be left to the community/citizens not the EDC. No action taken at this time.

7. Discuss and take potential action regarding the development of a program to encourage patronage of local businesses and issues related thereto. [A Moon]

**Citizen Comment:** None.

**Discussion:** Andrew Moon proposed a coupon program to be funded by the EDC. However, he spoke with the EDC Attorney who advised him that EDC could not offset the costs of the businesses, but that the discounts must come from the businesses themselves. He was advised that the EDC could fund the development and administrative costs of creating a coupon book containing coupons. Andrew Moon is also looking into the cost of having a Hollywood App created to grow the outreach program. Mayor Pro Tem, Michael Howe mentioned creating a Hollywood Park coupon or discount card for Hollywood Park residents. No action taken at this time.

8. Discuss and take potential action on local business marketing and promotion of the Voigt Center and park facilities in the Sparks community newsletter and issues related thereto. [D Hall]

**Citizen Comment:** None.

**Discussion:** Delaine Hall spoke about having the "Business of the Month" promoted in the Sparks. She stated she would like to market the Voigt Center with the area hotels or churches. She also spoke about looking into making price adjustments to the weekday (Mon. - Thurs.) Voigt Center rentals...No action taken at this time.

9. Discuss potential additional projects for future agendas and resolutions.

**Citizen Comment:** None

**Discussion:** Adolfo Ruiz expressed that he thinks if golf cart path idea can be achieved it would be very beneficial to local businesses.

#### VIII. ADJOURNMENT

There being no further discussion, the EDC meeting was adjourned at 7:55 p.m..

Minutes of this meeting are approved on this the 10 day of December, 2020.

  
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Tom Sims, President

ATTEST

  
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Jeannette Huggins, City Secretary