

Town of Hollywood Park
Economic Development Corporation Meeting Minutes
Thursday, May 13, 2021
Meeting Duration: 5:30 p.m. to 6:39 p.m.

I. CALL TO ORDER

EDC Vice President, Delaine Hall called the meeting to order at 5:30 p.m.

II. ROLL CALL

EDC Members present: Delaine Hall, EDC Vice President; Julie Shacklett, Secretary; Mike Moilanen; Adolfo Ruiz; Duane Ramirez; Andrew Moon
Absent EDC Members: Tom Sims, EDC President; Julie Shacklett, EDC Secretary

City Staff Present: Jeannette Huggins, City Secretary; Michael McCann, EDC Attorney; Oscar Villarreal, Mayor

III. REVIEW AND TAKE ACTION ON THE MINUTES OF THE 4/15/2021 EDC MEETING.

Jeannette Huggins, City Secretary, advised that the meeting minutes from the April 15, 2021 meeting were not prepared in time for the May 13, 2021 meeting.

IV. REVIEW AND TAKE ACTION ON THE FINANCIAL STATEMENTS AS OF 04/30/2021

Jeannette Huggins, City Secretary, advised that the financials were not prepared in time for the May 13, 2021 meeting.

V. CITIZEN PARTICIPATION: Maximum of three (3) minutes per person. Those wishing to speak should sign up prior to the start of the meeting.

None

VI. OLD BUSINESS:

1. Update and discuss HP EDC potential project idea list, additions to that list and issues related thereto. No action may be taken on any proposed projects discussed on this item.
 - a. Citizen Comments: *None*
 - b. Discussion: *Duane Ramirez would like to see progress on the list, start by reviewing the project priorities. Andrew Moon spoke with Tom Sims about possibility of hiring an admin staff to help make calls. EDC Attorney indicated this should be doable, however the budget may not allow for funding it. Andrew Moon suggested a monthly agenda item to determine what will be promoted on the billboards and the EDC Facebook page.*

Andrew Moon made a motion to eliminate the EDC Project Ideas List. Adolfo Ruiz seconded the motion. Motion passed.

2. Update and discuss status of the Voigt Center audio, acoustic, and technology project and issues related thereto.
 - a. Citizen Comments: *None*

- b. Discussion: *Kelly Cowan, Public Works Director, provided an update on the Voigt Center audio, acoustic, and technology project. The technology portion of the project is complete. The audio system is much better; however, the acoustic panels have not yet been installed. The acoustic panels are in transit and expected in June.*
3. Update and discuss status of a Hollywood Park EDC Facebook page and issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Delaine Hall advised that the EDC Facebook page has been created/done.*
4. Update and discuss status on the 2020/2021 Triangle Park Feasibility Study Project including discussion regarding septic system design, construction and issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Mike Moilanen advised that after the last meeting a firm was hired to provide a septic system design for Triangle Park. They began the process a couple of weeks ago. Once the septic system is designed, we will know where the restrooms can be placed in the park. Following that process the next step would be to issue RFP/RFQ for pricing.*
5. Update and discuss partnership with the HPCA regarding the inclusion of existing local businesses in the new residence packets and including information to new businesses and on Hollywood Park amenities.
 - a. Citizen Comments: *None*
 - b. Discussion: *No discussion. Item was tabled.*
6. Update and discuss on the development of a disc golf course within the Town Hollywood Park as an attraction and issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Adolfo Ruiz would like to table the item so that he can gather more information and have this item on the next meeting agenda. He wats to find and identify open areas in Hollywood Park to have this game in Hollywood Park.*

No action taken. This item was tabled.
7. Update and discuss the development and promotion of a Hollywood Park restaurant week to promote restaurants located within the Town of Hollywood Park.
 - a. Citizen Comments: *None*
 - b. Discussion: *Andrew Moon advised he and Julie decided on July 18-24 for restaurant week. A restaurant week logo has been created. Julie and Andrew will meet next week to discuss marketing.*
8. Update and discuss details and logistics of the HP EDC's involvement in the Alzafar parade occurring June 5, 2021, for the promotion of business located within the Town of Hollywood Park.

- a. Citizen Comments: *None*
- b. Discussion: *Mayor Oscar Villarreal advised there is a new parade route, and the parade will be starting from Town Hall. Golf carts have been secured for City staff, 500 flags have been ordered, and the parade flyer created. Still working on the flyers and banners for the promotion of Restaurant Week.*

VII. NEW BUSINESS:

1. Discuss and take potential action regarding use of electronic billboard located within the Town of Hollywood Park for promotion of local businesses and issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Andrew Moon inquired about the number of minutes Hollywood Park has for advertising on the electronic billboards. Michael McCann, EDC Attorney, explained that the EDC would need a policy for the use of the billboards to promote businesses so that no business is favored over another business.*

No action taken on this item.

2. Discuss and take potential action on Resolution authorizing 2021 HP EDC and HPCA National Night Out Project and agreement between the HP EDC and HPCA Authorizing the sponsorship of funds \$2,500.00 as part of business development and promotion of services provided within the Town of Hollywood Park, including discussion of issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Andrew Moon made a motion to approve Resolution of the Town of Hollywood Park EDC authorizing the 2021 HP EDC and HPCA National Night Out Project and authorizing expenditure of funds for the 2021 HPD EDC and HPCA Nation Night Out Project Adolfo Ruiz seconded the motion. Motion passed.*
3. Discuss and take potential action on the Mayor's movie night and including issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Per the EDC Attorney, this project is not a project that the EDC can fund.*

No action taken on this item.

4. Discuss and take potential action on Joint meeting with Hollywood Park Council Members and HP EDC Board to exchange ideas on future projects for consideration on future EDC projects and including issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Delaine Hall commented that she doesn't think this meeting is needed. Mayor Villarreal commented if this meeting is held, it's best to hold it after the budge process.*

Item passed.

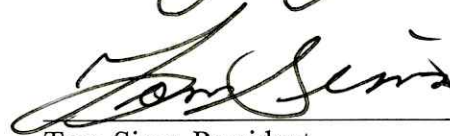
5. Discuss and take potential action on revised meeting schedule of the HP EDC to meet every other month, including discussion of issues related thereto.
 - a. Citizen Comments: *None*
 - b. Discussion: *Mayor Villarreal advised that he spoke with Tom Sims, EDC President, and he doesn't have any issue with changing the EDC Meeting schedule to every other month. Duane Ramirez expressed concern that meeting every other month would affect having making decisions at every meeting. Mike Moilanen commented as long as the EDC meetings are productive the meetings should be kept on a monthly schedule.*

No action taken on this item.

VIII. ADJOURNMENT

There being no further discussion, the EDC meeting was adjourned at 6:39 p.m.

Minutes of this meeting are approved on this the 15 day of July, 2021.



Tom Sims, President

ATTEST



Jeannette Huggins, City Secretary