

**MINUTES OF MEETING
TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION
FROM THURSDAY, SEPTEMBER 9, 2021
2 MECCA DRIVE, HOLLYWOOD PARK, TEXAS**

I. CALL TO ORDER

EDC President, Tom Sims called the meeting to order at 5:31 p.m.

II. ROLL CALL

EDC Members present: Mike Moilanen, Delaine Hall, Tom Sims, Andrew Moon, Adolfo Ruiz, Duane Ramirez.

Absent EDC Members: Julie Shacklett

City Staff Present: Patrick Aten, City Secretary; Michael McCann, EDC Attorney; Oscar Villarreal, Mayor; and Fred Timmons, City Treasurer.

III. REVIEW AND TAKE ACTION ON THE MINUTES OF THE 07/15/2021 EDC MEETING.

MOTION: made by Adolfo Ruiz to approve the minutes from the meeting on 7/15/2021

SECOND: by Duane Ramirez

VOTES: Yes – 6, No – 0

IV. REVIEW AND TAKE ACTION ON THE FINANCIAL STATEMENTS AS OF 08/31/2021

Fred Timmons presented the financials in great detail. Financials are attached to these minutes. The agenda was posted to be good through August 31 but Fred Timmons noted that they were good through July 31 instead.

MOTION: made by Delaine Hall to approve the financials

SECOND: by Adolfo Ruiz

VOTES: Yes – 6, No – 0

V. CITIZEN PARTICIPATION: No one spoke.

VI. STATEMENT OF THE EDC PRESIDENT:

President Sims announced his term would be expiring and he would not be continuing the EDC. Further Delaine Hall, Adolfo Ruiz terms were also expiring. Julie Shacklett had moved from Hollywood Park and it was expected to vacate her position. President Sims further thanked everyone for the opportunity to serve on the EDC and spearhead many positive moves for future growth and success of Hollywood Park.

VII. OLD BUSINESS:

1. Update, discuss and take potential action regarding use of billboards located within the Town of Hollywood Park for promotional and advertisement purposes including discussion of issues related thereto. [Mayor Villarreal]

a. Citizen Comments - None

b. Discussion

Mayor Villareal stated that the billboards would be eight second spots and that he would be providing the contact detail for the billboard company. It was agreed that Moon and Ramirez would work together to create an application for proposal at the next meeting of the EDC. For the coming month the EDC will make use of the billboards to promote restaurant week. All companies will be allowed on a first come, first served basis. More details will be worked out over the coming months.

2. Update, 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 [T Sims]
 - a. Citizen Comments - None
 - b. DiscussionThis item was tabled until new members are appointed and new officers are elected.

VIII. NEW BUSINESS:

1. Review and discuss the Town of Hollywood Park Economic Development Board of Director terms and schedule of officer positions. [T Sims]
 - a. Citizen Comments – Tanya Cummings offered her thanks to Tom Sims for his service on the EDC.
 - b. Discussion

Delaine Hall and Adolfo Ruiz both expressed an intent to continue on in their duties on the EDC. Patrick Aten wants to create a board application process to create a better way for citizens to get involved and to have a standardized system of appointing those that do wish to serve. In addition, it was proposed that the EDC board review an attendance policy to remove members that regularly do not attend.

2. Discuss and take possible action on Resolution amending Resolution No. 403 authorizing the 2021/2022 Triangle Park Feasibility Study Project to memorialize the increase in authorized funds from \$550.00 to \$1,500.00 and extending the project into the 2021/2022 fiscal year. [T Sims]
 - a. Citizen Comments - None
 - b. Discussion

Delaine Hall asked about the chances that the city could take on the expenses and the legality of the EDC taking on this project. EDC Attorney McCann stated it would be an authorized use of funds because of the proposed use of the park. In addition, research was indicating that without a sports league planned it could still be an authorized use.

MOTION: made by Andy Moon to accept the resolution attached herein.

SECOND: by Delaine Hall

VOTES: Yes – 6, No – 0

3. Discuss and take possible action on a Resolution adopting the 2021/2022 Voigt Center Sunshade Project including discussion of issues related thereto. [T Sims]
 - a. Citizen Comments - None
 - b. Discussion

The contractor for this project worked with President Sims and Andy Moon to get a more competitive bid. The bid includes blinds of the same fabric and shade as the other shades in the

Voigt Center and are from the same manufacturer. City Council will have to allow access to make the improvements and will have to approve the overall improvement to be completed by the EDC.

MOTION: made by Andy Moon to accept the resolution attached herein.

SECOND: by Delaine Hall

VOTES: Yes – 6, No – 0

4. Discuss and Take Possible Action regarding Resolution authorizing funds for the 2021/2022 Hollywood Park Restaurant Week, including discussion of issues related thereto. [A Moon]
 - a. Citizen Comments - None
 - b. Discussion

Andy Moon presented a proposal for up to \$10,000.00 to use for restaurant week to include online marketing, promotional advertising products, printed collateral for participating restaurants, and for Broadminded Media to handle all aspects of marketing and restaurant coordination for the event. It was proposed that the event will be October 17-23.

MOTION: made by Adolfo Ruiz to accept the resolution attached herein.

SECOND: by Delaine Hall

VOTES: Yes – 6, No – 0

5. Discuss and take potential action on projects that the board of director of the HP EDC would like to propose, undertake including discussion of how the board will move forward and carryout the purposes of the HP EDC. [T Sims]
 - a. Citizen Comments - None
 - b. Discussion

Mayor Villareal proposed that the board host an event for all Hollywood Park businesses to be held at the Voigt Center. This would be designed to be a business outreach and let them know the EDC is here to help them move their businesses forward. The suggestion is being taken under advisement for a later meeting.

IX. ADJOURNMENT

The meeting was adjourned at 6:38pm by Tom Sims.