

**MINUTES OF MEETING
TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION
THURSDAY, NOVEMBER 18, 2021
2 MECCA DRIVE, HOLLYWOOD PARK, TEXAS**

I. CALL TO ORDER

Economic Development Corporation (EDC) President, Andrew Moon called the meeting to order at 6:00 p.m.

II. ROLL CALL

EDC Members present: Andrew Moon, President; Delaine Hall, Vice Present; Duane E Ramirez, Secretary; Michael Moilanen, Board Member; Adolfo Ruiz, Board Member; Sean Moore, Board Member; Kristi Maxwell, Board Member.

Absent EDC Members: None

City Staff Present: Patrick Aten, City Secretary; Michael McCann, EDC Attorney; Oscar Villarreal, Mayor; and Daisy Erspamer.

III. REVIEW AND TAKE ACTION ON THE MINUTES OF THE OCTOBER 12, 2021 EDC MEETING.

MOTION: Made by Adolfo Ruiz to approve minutes as amended from the meeting on 10/12/2021

SECOND: By Michael Moilanen

VOTES: Yes – 7, No – 0

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

Daisy Erspamer presented the financials. These financials were through September 2021. General discussion about financials commenced.

MOTION: Made by Delaine Hall to approve the financials

SECOND: By Kristi Maxwell

VOTES: Yes – 7, No – 0

V. CITIZEN PARTICIPATION:

NONE

VI. APPROVED BUSINESS AND PROJECTS

1. Update and discuss the 2021/2022 Hollywood Park Restaurant Week project.
 - a. Citizen Comments: None
 - b. Discussion: Deborah Johnson presented a review of Broadminded Media's actions during the EDC sponsored Restaurant Week. Focus was on the positive reaction the event received from participating restaurants, how effective the billboard marketing worked. Andrew Moon presented a gift basket to the winner of Restaurant Week.
2. Update and discuss the status of the 2021/2022 Voigt Center Window Shades/Blinds Project.
 - a. Citizen Comments: None
 - b. Discussion: The EDC has formally approved the project but it will remain on the agenda until it is complete. DDS is contracted to complete work.

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.
 - a. Citizen Comments: None
 - b. Discussion: The automate application has been drafted in Microsoft Word. The form will allow business to apply for advertising on a First Come First Serve basis, thereby allow for fair and even access to resource. The plan is to have a Hollywood Park advertisement run followed by applicant's advertisement. More details will be worked out over the coming months.
2. Update, discuss, and take potential action regarding a promotional business event at the Voigt Center for business located with the Town of Hollywood Park
 - a. Citizen Comments: Tom Sims spoke in favor of the event.
 - b. Discussion: Delaine Hall expressed interests in being lead organizer for this event. The event may be catered so that local business, specifically restaurants, can be full attendees. The tentative date for this event is March 1, 2022 from 3 p.m. to 8 p.m.
3. Update, discuss and take potential action on joint meeting with Hollywood Park Council Members and Hollywood Park EDC Board to exchange ideas on future projects for consideration on future EDC projects and including issues related thereto.
 - a. Citizen Comments: Thomas Sims, former EDC President spoke and provided comments on how effective previous meetings were gave a strong recommendation to this item.
 - b. Discussion: Mayor Oscar Villarreal spoke to this and recommended that this may be more of a workshop opposed to a meeting. This will allow ideas to flow more between participating parties. Mayor Oscar Villarreal will research open dates at the Voigt Center. The tentative date is January 13, 2022. Time is to be determined.
4. Update, discuss, and consider authorizing the expenditure of funds for the purchase of Fire Truck, including issues related thereto.

- a. Citizen Comments: Thomas Sims spoke against the payment of \$500,000 from EDC funds. In addition, he spoke of issues in the overall communication of this item between EDC and the Hollywood Park City Council.
- b. Discussion: Fire Chief John Butrico of the Hollywood Park Fire Department spoke providing background documentation on the Fire Truck purchase. Mayor Oscar Villarreal spoke to this item and express how it would help the City of Hollywood avoid debt payments in the long term of the Fire Truck's payment history. Delaine Hall expressed support of EDC providing the \$500,000 to pay for the Fire Truck to help the City of Hollywood Park avoid debt. Questions arose as to the EDC's abilities to provide such funds for a municipal project. Michael McCann will research EDC roles and responsibilities regarding such financial activities.

VIII. NEW BUSINESS:

- 1. Discuss and take potential action on a resolution authorizing the 2021/2022 Triangle Park Proposal Project authorizing the President of the Hollywood Park Economic Development Corporation to request proposals for the design, construction, and installation of a septic tank and restroom facilities at Memorial Park (also known as Triangle Park) including discussion and issues related thereto.
 - a. Citizen Comments: None
 - b. Discussion: Michael Moilanen spoke to this item and stated a preliminary location has been chosen. A continued discussion allow new board members the opportunity to become familiar with this item and ask questions as needed. The EDC will seek formal Requests for Proposal based on information currently obtained.

MOTION: Made by Adolfo Ruiz to accept resolution herein.

SECOND: By Delaine Hall.

VOTES: Yes – 7, No – 0

- 2. Discuss and take potential action on a resolution authorizing the 2021/2022 Town of Hollywood Park Mobile Application Project to consolidate and streamline access to Town of Hollywood Park public services and promote local businesses and community events, including discussion of issues related thereto.
 - a. Citizen Comments: Tom Sims spoke in favor of using this application.
 - b. Discussion: Deborah Johnson spoke to this item providing an overview of the propose application capabilities including notifications, geo-fencing, meeting notes, social media connections, and e-commence. Sean Moore questioned how EDC use of application would differ from Hollywood Park City Council use. Mayor Oscar Villarreal stated that City Council use may come after EDC's use is considered a success. Adolfo Ruiz provided support on how the application could integrate surrounding business. Andrew Moon continued this by focusing on realtors. Adolfo Ruiz suggested further discussion of how EDC would use this application. Patrick Aten expressed concerns as to the administrative responsibilities. Resolution pending. Item was tabled and moved to Old Business.

3. Discuss and take potential action to the establishment of committees by presidential declaration to assist and further adopted proposed projects of the Hollywood Park EDC, including discussion of issues related thereto.
 - a. Citizen Comments: None
 - b. Discussion: Andrew Moon spoke on this item. The committees will be set based on EDC commitments and responsibilities. This allows for focused activities on certain items while allowing larger items to have the full EDC presence. Committee appointments as follows:
 - i. Public Relation Committee
 1. Kristi Maxwell
 2. Michael Moilanen
 - ii. Resident Outreach Committee
 1. Delaine Hall
 2. Sean Moore
 - iii. Business Outreach Committee
 1. Adolfo Ruiz
 2. Duane E Ramirez

IX. STATEMENT FROM THE EDC PRESIDENT

Andrew Moon of his desire for the EDC to be productive with a solid vision. He then call for Thomas Sims, former President of the EDC to come forward and gave a gift of gratitude and appreciation for his service as EDC President.


X. ADJOURNMENT

The meeting was adjourned at 8:46 by Andrew Moon.

The minutes of this meeting were approved on February 10, 2022.



Andrew Moon, EDC President

Attest:


Patrick Aten, City Secretary

