

TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING ON THURSDAY, FEBRUARY 10, 2022, AT 6:00 P.M. AT
2 MECCA DRIVE, HOLLYWOOD PARK, TEXAS

The Town of Hollywood Park Economic Development Corporation shall hold an in-person meeting on the above listed date and time. The Town will use appropriate social distancing guidelines, which will reduce the capacity level allowed within city hall during the meeting. Members of the public wishing to watch and listen to the meeting may do so through our city website under the “watch our meetings” tab. This meeting will also be recorded and posted on the city YouTube channel.

Any resident who would like to comment on any of the topics listed on the agenda, please either attend the EDC meeting and sign up for Citizen Comments or submit your comment(s) via email to paten@hollywoodpark-tx.gov no later than two (2) hours prior to the start of the meeting. Please include your name, address, item number you are commenting on along with your comment. Your comment(s) may be read to the board during the topic and will be provided to the board. Due to limited available seating an email will ensure the board will receive your comment(s).

AGENDA

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. REVIEW AND TAKE ACTION ON THE MINUTES OF THE NOVEMBER 18, 2021, EDC MEETING AND MINUTES OF THE JANUARY 11, 2022, JOINT MEETING**
- IV. REVIEW AND TAKE ACTION ON THE FINANCIAL STATEMENTS AS OF DECEMBER 31, 2021**
- V. COMMITTEE UPDATES:**
 1. Public Relations Committee
 2. Resident Outreach Committee
 3. Business Outreach Committee
- VI. CITIZEN PARTICIPATION:**

Those wishing to speak should sign up prior to the start of the meeting.
Maximum of three (3) minutes per person. Time cannot be passed on to other speakers.
Board members cannot discuss any presented issue or take any action at this time.
- VII. APPROVED BUSINESS AND PROJECTS**
 1. Update and discuss the status of the 2021/2022 Voigt Center Window Shades/Blinds project. [A. Moon]
 - a) Introduction of the agenda item

- b) Citizen Comments
 - c) Discussion of the Board
2. Update and discuss the status of resolution authorizing the 2021/2022 Triangle Park Proposal Project authorizing the President of the HP EDC to request proposals for the design, construction, and installation of a septic system and restroom facilities at Memorial Park (also known as Triangle Park) including discussion of issues related thereto. [A. Moon and M. Moilanen]
 - a) Introduction of agenda item
 - b) Citizen Comments
 - c) Discussion of the Board

VIII. 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. [Public Relations Committee, Moilanen and Maxwell]
 - a) Introduction of agenda item
 - b) Citizen Comments
 - c) Discussion
2. Update, discuss, and take potential action regarding a promotional business event at the Voigt Center for businesses located within the Town of Hollywood Park. [Business Outreach Committee, Ruiz and Ramirez]
 - a) Introduction of agenda item
 - b) Citizen Comments
 - c) Discussion
3. Update and discuss the January Joint meeting between City Council and the Hollywood Park Economic Development Corporation. [A. Moon]
 - a) Introduction of agenda item
 - b) Citizen Comments
 - c) Discussion

IX. NEW BUSINESS:

1. Discuss and take possible action on updating missions and goals of the EDC including discussion of issues related thereto. [A. Moon]
 - a. Introduction of agenda item
 - b. Citizen Comments
 - c. Discussion
2. Discuss and take possible action on developing an ethics code of conduct including discussion of issues related thereto. [A. Moon]
 - a. Introduction of agenda item

- b. Citizen Comments
 - c. Discussion
- 3. Discuss and take possible action on developing a corn hole tournament as promotional event including discussion of issues related thereto. [A. Moon]
 - a. Introduction of agenda item
 - b. Citizen Comments
 - c. Discussion

X. STATEMENT FROM THE EDC PRESIDENT:

The HP EDC President will provide closing remarks.

XI. ADJOURNMENT

CERTIFICATION

I certify that a copy of the above Notice of a Meeting was posted on the Official Bulletin Board, located at City Hall, by Monday, February 7, 2022, by 12:00 p.m.

Patrick Aten, City Secretary

AGENDA NOTICES:

Potential Quorum of City Council and other City Boards, Commissions, and Committees:

In anticipation that members of city council and other city boards, commissions and committees will or may attend the meeting in numbers that may constitute a quorum of these bodies, notice is hereby given that the meeting is also a meeting of the city council and other city boards, commissions, and committees whose members are or may be in attendance. The members of the city council and other city boards, commissions and committees may participate in discussions which occur at the meeting, but no action will be taken by the city council or other boards, commissions, and committees whose members are or may be in attendance.

Decorum Required:

Any disruptive behavior, including shouting or derogatory statements or comments may be ruled out of order by the Presiding Officer. Continuation of this type of behavior could result in a request by the Presiding Officer that the individual leave the meeting, and if refused, an order of removal.

Executive Session:

The Board reserves the right to go into executive/closed session on any topic posted on the agenda, or which flows from an agenda topic should the presiding Board Member decide it is in the best interest of the HP EDC to convene in executive/closed session pursuant to the Texas Open Meetings Act.

Accessibility:

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (210) 494-2023 ext 221 or fax (210) 494-7859 for further information.

Missions & Goals of the Hollywood Park EDC:

- 1. Preserve HP character – attract others who appreciate it
- 2. Increase HP revenues by increasing values and sales; cap or reduce property taxes

3. Create higher quality and aesthetic standards
4. Enhance sustainability – water and energy conservation programs
5. Increase value for commercial properties
6. Attract new generation of homeowners
7. Build sense of community

**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.

**MINUTES
OF THE TOWN OF HOLLYWOOD PARK
SPECIAL JOINT MEETING OF THE CITY COUNCIL AND
ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS
ON TUESDAY, JANUARY 11, 2022, AT 6:00 P.M.**

I. CALL TO ORDER

Mayor Villarreal called the meeting to order 6:00 p.m.

II. INVOCATION

Councilmember Voorhies

III. PLEDGE OF ALLEGIANCE

Mayor Villarreal led the Pledge of Allegiance.

IV. ROLL CALL

Members of the City Council present: Mayor Oscar Villarreal, Councilmembers Sean Moore, Debbie Trueman, Michael Voorhies, and Deliane Hall.

Absent: Councilmember Glenna Pearce.

Members of the EDC present: Sean Moore, Delaine Hall, Andrew Moon, Kristi Maxwell, and Duane Ramirez.

Absent: Adolfo Ruiz and Mike Moilanen.

V. CITIZEN PARTICIPATION

None.

VI. WORKSHOP

1. Discussion of priorities and strategic initiatives of the Economic Development Corporation.

A. Presentation of current, pending, and potential projects that the City Council has undertaken or will undertake and discussion of City Council priorities.

- Mayor Villarreal presented the item and discussed the new fire truck and the expansion of the fire bay.

B. Presentation of current and additional strategic initiatives and potential projects for potential adoption by the Hollywood Park Economic Development Corporation and discussion of City Council priorities.

- Councilmembers presented this item and discussed Triangle Park restrooms and lights, landscaping, and incentivizing businesses to come to Hollywood Park.

C. Presentation of current, pending, and potential projects of the Economic Development Corporation, as well as current and future initiatives of the EDC.

- EDC President Andy Moon presented this item and discussed Triangle Park restrooms, holiday decorations in business areas, entry ways into Hollywood Park, and disbanding the EDC.
- D.** Presentation of current and additional strategic initiatives and projects for potential adoption by the Hollywood Park Economic Development Corporation.
- EDC members presented this item and discussed recruiting and retaining businesses and an EDC newsletter.
- E.** Presentation of current and additional economic development strategic initiatives and potential projects.
- No members of the public participated.
- F.** Citizen Comment
- None.
- G.** Discussion
- When discussing EDC priorities, Triangle Park restrooms the EDC mission statement, updating a list of businesses, and recruiting and retaining businesses were listed.

VII. ADJOURNMENT

Mayor Villarreal adjourned the meeting at 8:05 p.m.

The minutes of this meeting were approved on February 15, 2022.

presiding officer

Attest:

Patrick Aten, City Secretary

TOWN OF HOLLYWOOD PARK
REVENUE & EXPENSE REPORT
AS OF: DECEMBER 31ST, 2021

800-EDC

FINANCIAL SUMMARY

25.00% OF FISCAL YEAR

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUE SUMMARY</u>						
	SALES TAX	171,250.00	12,850.41	37,448.06	21.87	133,801.94
	MISCELLANEOUS TAX	0.00	0.00	0.00	0.00	0.00
	MISCELLANEOUS REVENUE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	TOTAL REVENUE	171,250.00	12,850.41	37,448.06	21.87	133,801.94
		=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>						
	NON-DEPARTMENTAL	15,000.00	0.00	0.00	0.00	15,000.00
	ADMINISTRATION	20,000.00	0.00	0.00	0.00	20,000.00
	GENERAL GOVERNMENT	0.00	0.00	0.00	0.00	0.00
	POLICE DEPARTMENT	60,000.00	100,101.80	100,188.30	166.98	(40,188.30)
	CONTRACT SERVICES	75,000.00	0.00	5,630.00	7.51	69,370.00
	TRANSFERS	<u>1,250.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,250.00</u>
	TOTAL EXPENDITURES	171,250.00	100,101.80	105,818.30	61.79	65,431.70
		=====	=====	=====	=====	=====
	REVENUES OVER/ (UNDER) EXPENDITURES	0.00	(87,251.39)	(68,370.24)	0.00	68,370.24
		=====	=====	=====	=====	=====

TOWN OF HOLLYWOOD PARK
REVENUE & EXPENSE REPORT
AS OF: DECEMBER 31ST, 2021

800-EDC

25.00% OF FISCAL YEAR

REVENUE

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<hr/>						
<u>SALES TAX</u>						
400.021	Sales Tax Revenue	<u>171,250.00</u>	<u>12,850.41</u>	<u>37,448.06</u>	<u>21.87</u>	<u>133,801.94</u>
	TOTAL SALES TAX	171,250.00	12,850.41	37,448.06	21.87	133,801.94
 <u>MISCELLANEOUS TAX</u>						
400.022	Miscellaneous Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	TOTAL MISCELLANEOUS TAX	0.00	0.00	0.00	0.00	0.00
 <u>MISCELLANEOUS REVENUE</u>						
400.701	Interest Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	TOTAL MISCELLANEOUS REVENUE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
 TOTAL REVENUE						
		171,250.00	12,850.41	37,448.06	21.87	133,801.94
		=====	=====	=====	=====	=====

TOWN OF HOLLYWOOD PARK
REVENUE & EXPENSE REPORT
AS OF: DECEMBER 31ST, 2021

800-EDC

25.00% OF FISCAL YEAR

DEPARTMENT EXPENDITURES

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
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NON-DEPARTMENTAL

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PERSONNEL

500.101 Bank Fee		0.00	0.00	0.00	0.00	0.00
500.102 Administrative Fee		<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,000.00</u>
TOTAL PERSONNEL		5,000.00	0.00	0.00	0.00	5,000.00

SUPPLIES

500.223 Miscellaneous		<u>10,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,000.00</u>
TOTAL SUPPLIES		<u>10,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,000.00</u>

TOTAL NON-DEPARTMENTAL		15,000.00	0.00	0.00	0.00	15,000.00
		=====	=====	=====	=====	=====

ADMINISTRATION

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SUPPLIES

510.223 Event		10,000.00	0.00	0.00	0.00	10,000.00
510.224 Computer Services		<u>10,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,000.00</u>
TOTAL SUPPLIES		20,000.00	0.00	0.00	0.00	20,000.00

CAPITAL OUTLAY

510.890 Capital Expense		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL CAPITAL OUTLAY		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

TOTAL ADMINISTRATION		20,000.00	0.00	0.00	0.00	20,000.00
		=====	=====	=====	=====	=====

GENERAL GOVERNMENT

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CONTRACTS/SERVICES

519.388 Software		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL CONTRACTS/SERVICES		0.00	0.00	0.00	0.00	0.00

CONTRACTUAL SERVICES

519.400 Repairs & Maintenance		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

TOTAL GENERAL GOVERNMENT		0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====

2-07-2022 10:20 AM

TOWN OF HOLLYWOOD PARK
REVENUE & EXPENSE REPORT
AS OF: DECEMBER 31ST, 2021

PAGE: 4

800-EDC

25.00% OF FISCAL YEAR

DEPARTMENT EXPENDITURES

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
POLICE DEPARTMENT						
=====						
<u>CAPITAL OUTLAY</u>						
521.890	Capital Expenditures	<u>60,000.00</u>	<u>100,101.80</u>	<u>100,188.30</u>	<u>166.98</u>	<u>(40,188.30)</u>
	TOTAL CAPITAL OUTLAY	<u>60,000.00</u>	<u>100,101.80</u>	<u>100,188.30</u>	<u>166.98</u>	<u>(40,188.30)</u>
	TOTAL POLICE DEPARTMENT	60,000.00	100,101.80	100,188.30	166.98	(40,188.30)
		=====	=====	=====	=====	=====
CONTRACT SERVICES						
=====						
<u>CONTRACTUAL SERVICES</u>						
590.439	Legal/Professional Fees	25,000.00	0.00	3,130.00	12.52	21,870.00
590.440	Legal Fees FD-PD Exp Project	0.00	0.00	0.00	0.00	0.00
590.442	Professional Fees/Projects	0.00	0.00	0.00	0.00	0.00
590.443	Strategic Marketing	25,000.00	0.00	2,500.00	10.00	22,500.00
590.450	Advertising	0.00	0.00	0.00	0.00	0.00
590.455	Research & Analytics	0.00	0.00	0.00	0.00	0.00
590.460	Local Business Outreach	25,000.00	0.00	0.00	0.00	25,000.00
590.465	Branding	0.00	0.00	0.00	0.00	0.00
590.470	Prospective Business Assisance	0.00	0.00	0.00	0.00	0.00
590.475	Broker/Realtor Outreach	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	TOTAL CONTRACTUAL SERVICES	<u>75,000.00</u>	<u>0.00</u>	<u>5,630.00</u>	<u>7.51</u>	<u>69,370.00</u>
	TOTAL CONTRACT SERVICES	75,000.00	0.00	5,630.00	7.51	69,370.00
		=====	=====	=====	=====	=====
TRANSFERS						
=====						
<u>000-099 NOT USED</u>						
599.001	Transfer Out	<u>1,250.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,250.00</u>
	TOTAL 000-099 NOT USED	<u>1,250.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,250.00</u>
	TOTAL TRANSFERS	1,250.00	0.00	0.00	0.00	1,250.00
		=====	=====	=====	=====	=====
	TOTAL EXPENDITURES	171,250.00	100,101.80	105,818.30	61.79	65,431.70
		=====	=====	=====	=====	=====
	REVENUES OVER/(UNDER) EXPENDITURES	0.00	(87,251.39)	(68,370.24)	0.00	68,370.24
		=====	=====	=====	=====	=====

*** END OF REPORT ***

Hollywood Park Economic Development Corporation

Mission Statement 2022

**Last Reviewed on:
January 13, 2022**

Created and Developed By:
Andrew Moon – President
Delaine Hall – Vice President
Duane Ramirez – Secretary
Adolfo Ruiz – Board Member
Mike Moilanen – Board Member
Sean Moore – Board Member
Kristi Maxwell – Board Member

Background

In a meeting on January 11, 2022 between Hollywood Park Economic Development Corporation (EDC) and Hollywood Park City Council (CC) it was determined that the current mission and goals of EDC focus too much on community development rather than economic development. It was agreed that the EDC would create new missions and goals to focus on the business community and reduce the role taken in public works, municipal funding, and community residential enhancements.

Old Mission

The current Mission and Goals are as follows:

1. Preserve HP character – attract others who appreciate it
2. Increase HP revenues by increasing values and sales; cap or reduce property taxes
3. Create higher quality and aesthetic standards
4. Enhance sustainability – water and energy conservation programs
5. Increase value for commercial properties
6. Attract new generation of homeowners
7. Build sense of community

New Mission

The new Mission and Goals are as follows:

- Increase Hollywood Park revenues by seeking sales tax generating businesses
- Create higher quality and aesthetic standards for commercial areas and entrances to Hollywood Park
- Increase value for commercial properties
- Attract new business when there are vacancies or opportunities
- Promote Hollywood Park's accomplishments and present it as a premier place to live and work.

Attract nonresidents to Hollywood Park businesses

Current Board Members and Committee Assignments

The board responsible for this Mission & Goals Statement is as follows:

Andrew Moon – President
 Delaine Hall – Vice President – Resident Outreach
 Duane Ramirez – Secretary – Business Outreach
 Adolfo Ruiz – Board Member – Business Outreach
 Mike Moilanen – Board Member – Public Relations
 Sean Moore – Board Member – Resident Outreach
 Kristi Maxwell – Board Member – Public Relations

Committees will not change while assignments may change.

Committee Missions and Goals

- Resident Outreach
 - Keep HP citizens engaged in promotions of HP and EDC
 - Build and maintain communication channels to current residents
 - Inform HP of EDC initiatives
- Business Outreach
 - Build and maintain a current business list with all contacts
 - Build and maintain a listing of all commercial property opportunities and monitor their vacancy status
 - Communicate with businesses regarding EDC promotions and initiatives
- Public Relations
 - Build and maintain external media contacts
 - Maintain social media outreach to non-residents
 - Promote HP to the San Antonio Metro Area and beyond

