

## **MINUTES**

### **TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING ON THURSDAY, NOVEMBER 3, 2022, AT 6:00 PM 2 MECCA DRIVE, HOLLYWOOD PARK, TEXAS**

#### **I. CALL TO ORDER**

Meeting called to order by Delaine Hall at 6:00 p.m.

#### **II. ROLL CALL**

EDC Members Present: Delaine Hall, Alan Sale, Martha Sanchez, Kristi Maxwell, Shea Johnson, Martha Newton, John Lee

City Staff Present: Mayor Sean Moore, City Secretary Patrick Aten, City Treasurer Fred Timmons, EDC Attorney Austin Beck, Public Works Director Kelly Cowan

#### **III. REVIEW AND TAKE ACTION ON THE MINUTES FROM OCTOBER 3, 2022**

Alan Sale moved to approve the corrected minutes. John Lee seconded the motion which passed unanimously.

#### **IV. REVIEW AND TAKE ACTION ON THE FINANCIAL STATEMENTS AS OF SEPTEMBER 30, 2022**

Fred Timmons reviewed financials. Kristi Maxwell moved to accept financials. Shea Johnson seconded the motion which passed unanimously.

#### **V. CITIZEN PARTICIPATION**

No citizens were present at this meeting.

#### **VI. APPROVED BUSINESS AND PROJECTS**

1. Update and discuss status of the HP EDC Billboard Advertising Program including discussion of issues related thereto.
  - Patrick Aten reviewed the item and spoke about the four Hollywood Park businesses that are currently shown on these billboards.
  - No action taken.
2. Update and discuss status of the 2021/2022 Fire Bay Extension Project and issues related thereto.
  - Patrick Aten provided the update that the project was complete.
  - EDC Members should attend a ceremony for the fire bay and arrival of the new fire truck as EDC provided funding toward Fire Bay Extension Project.
  - No action taken

#### **VII. NEW BUSINESS**

1. Discuss options for attracting visitors to Galleria Oaks.
  - Cynthia Ellison with REOC was a guest speaker, invited by Delaine Hall to share updates and plans for Galleria Oaks businesses. Cynthia is the broker for Galleria Oaks and responsible for leasing.

- EDC members discussed what EDC can do to attract visitors to businesses
    - use EDC space in Sparks newsletter to showcase businesses' bios and artwork
    - share businesses via social media
    - exploring Galleria Oaks as potential space for a farmers' market
  - Kristi Maxwell has contacts with Sparks newsletter, and will coordinate with Cynthia Ellison as a first step in collecting information for ad space in Sparks
  - No action taken.
2. Review of EDC Articles of Incorporation and Bylaws.
    - Austin Beck presented the item.
    - No action taken.
  3. Presentation and discussion on EDC revenue sources and funding of EDC projects.
    - This item was covered by Austin Beck's presentation.
    - No action taken.
  4. Discuss and consider approval of a resolution to contribute funds towards the purchase of audio/visual equipment at the Voigt Center.
    - Kelly Cowan presented the latest proposal and estimate of \$28,093.74 for update of a/v equipment at Voigt Center; additional estimates are possible
    - Alan Sale moved to approve EDC funds for update of Voigt Center audio/visual equipment not to exceed \$30,000. Martha Newton seconded the motion which passed unanimously.
  5. Discuss and consider approval of a resolution to contribute funds towards the purchase of audio/visual equipment in Council Chambers for use by EDC Board of Directors et al.
    - Kelly Cowan presented the latest proposal and estimate of \$35,000 for update of a/v equipment in Council Chambers; additional estimates are possible.
    - John Lee moved to approve EDC funds for project to update Council Chambers audio/visual equipment not to exceed \$35,000.00. Martha Sanchez seconded the motion which passed on a 6 to 1 vote
  6. Discuss and consider approval of a resolution to contribute funds towards the purchase of upgrades to the Council Chambers for use by EDC Board of Directors et al.
    - Patrick Aten presented non-audio/visual updates needed for Council Chambers, including paint, ceiling, carpet, furniture, door security, windows, side conference room, laptop, etc.
    - EDC members discussed which items could be justified as benefiting Hollywood Park economic development and use by EDC board.
    - John Lee moved to approve EDC funds for this project to update Council Chambers not to exceed \$50,000 for Council Chambers room only, and not

to include security or side conference room. Shea Johnson seconded the motion which passed unanimously.

7. Discuss and consider approval of the creation of a welcome kit for new businesses in Hollywood Park.
  - Alan Sale presented his ideas and vision for a welcome kit and benefits of providing this to new and established businesses.
  - No action was taken. This item will appear on the next EDC agenda.
8. Discuss and consider approval of the creation of a Request for Proposals for Local Business Light Up Project providing funds for lights and other decorations to promote areas of the Town where local businesses are located.
  - Patrick Aten provided a briefing on previous discussions involving this item.
  - RFP would need to be completed by next spring to take action in June 2023 and notify businesses by August 2023, or earlier.
  - Alan Sale moved for EDC to put together Request for Proposal (RFP) on or before May 2023 (before City Council budget meeting). John Lee seconded the motion which passed unanimously.

**VIII. STATEMENT FROM THE EDC MEMBERS**

No statement given, but noted inclusion of brochures item, proposed by Kristi Maxwell, on next agenda.

**IX. ADJOURNMENT**

Meeting adjourned by Delaine Hall President at 8:51 p.m.

The minutes of this meeting were approved on December 1, 2022.

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Delaine Hall, EDC President

Attest:

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Patrick Aten, City Secretary