



**HELOTES**  
TEXAS  
ECONOMIC DEVELOPMENT  
REGULAR MEETING AGENDA

The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, August 19, 2020 at 7:00 p.m. in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This is an open meeting, subject to the open meeting laws of the State of Texas.

**SUPPLEMENTAL NOTICE OF PARTICIPATION BY TELEPHONE CONFERENCE**

As a result of COVID-19, the Governor of Texas issued an order on March 16, 2020, suspending various provisions of the Open Meetings Act, which now authorize the participation of a meeting by videoconference and / or teleconference. In order to advance the public health goal of physical distancing, the City of Helotes EDC will conduct this special meeting by telephone conference. No in person input will be allowed. To speak remotely, citizens must register in advance by using the fillable Citizens Comment Form on the EDC or City websites. The comment form is due by 12:00 pm on Wednesday, August 19, 2020. Once the comment form is received, the speaker will receive a confirmation email with the toll-free phone number and access code. Speakers will be placed in a queue until their time to speak. Watch the livestream meeting broadcast on the City's YouTube channel. The digital meeting packet is available on the EDC website.

1. Call to order.

**PUBLIC HEARING:**

2. Public Hearing on proposed Maintenance & Operating, Interest & Sinking, and Capital budgets for Fiscal Year Ending (FYE) 2021. Proposed EDC budgets include economic development "Projects," as defined by Texas Local Govt. Code Chapter 505 *Type B Corporations*. EDC FYE 2021 "Projects" include the following expenditures: Maintenance & Operating; Interest & Sinking (Debt Service); Personnel & Benefits; Office Rental; Memberships; Audit Fees; Conferences, Workshops & Seminars; Legal & Financial Fees; Conceptual Design / Land Use Planning; Marketing & Social Media Campaigns; Special Event Marketing; Website(s) Development & Maintenance; Managed Services Agmt. w/ City; Old Town Helotes Parking Lot Lease Agmt.; Land Acquisition; Ch. 380 Economic Development Agmt. Reimbursements; Google 360 Tours; Small Business Loan & Grant Incentives; City Visitor's & Tourism Center; Splash Pad; and Sidewalks.

**OPEN SESSION:**

3. Citizens to be heard.

*The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the EDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future EDC Agenda.*

**CONSENT AGENDA (ITEM NOS. 4 – 5):**

***All Consent Agenda items listed below are considered routine by EDC Staff and are intended to be enacted by one motion. There will be no separate discussion of these items, unless a Director requests it, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the Agenda.***

4. Approval of the minutes of the Regular Meeting dated July 15, 2020 and August 12, 2020.

5. Approval of the EDC Fiscal Year Ending (FYE) 2020 Revenue and Expense Report dated August 12, 2020.

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

6. Discussion of and direction on utilizing funds from EDC Operating Account No. 05-510-5211 *Marketing / Tourism* for the purchase of reusable shopping tote bags to promote *Shop Helotes!* (Staff)

7. Discussion of and direction on proposed Maintenance & Operating, Interest & Sinking, and Capital budgets for Fiscal Year Ending (FYE) 2021. Proposed EDC budgets include economic development "Projects," as defined by Texas Local Govt. Code Chapter 505 *Type B Corporations*. (Staff)

8. Discussion of and direction on creating a policy decision matrix that will be utilized to evaluate projects and expenditures over \$10,000 to ensure the project aligns with current Strategic Work Plan. (Matthew McCrossen)

***Adjourn.***

The EDC Board of Directors reserves the right to adjourn into Closed Session at any time during the course of this meeting to discuss any of the exceptions to the requirement that a meeting be open to the public, in accordance with Texas Government Code, Chapter 551 *Open Meetings*, Subchapter D *Exceptions to Requirement that Meetings be Open*. No action may be taken in Closed Session.

A quorum of the City Council and/or other City Boards, Committees, or Commissions may be present at this meeting. The City Council and/or other City Boards, Committees, or Commissions may not take action regarding public business or policy.

**I certify that this Agenda was posted on August 14, 2020 at 4:00 p.m.**

**Attest:**

  
\_\_\_\_\_  
Glenn Goolsby  
Executive Assistant Director

  
\_\_\_\_\_  
Marian Mendoza  
Executive Director

# HEARST

## MEDIA SOLUTIONS

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### SAN ANTONIO EXPRESS NEWS AFFIDAVIT OF PUBLICATION

STATE OF TEXAS:  
COUNTY OF BEXAR

Before me, the undersigned authority, a Notary Public in and for the State of Texas, on this day personally appeared: Geena Garza, who after being duly sworn, says that she is the BOOKEEPER OF HEARST NEWSPAPERS, LLC - dba: SAN ANTONIO EXPRESS-NEWS, a daily newspaper published in Bexar County, Texas and that the publication, of which the annexed is a true copy, was published to wit:

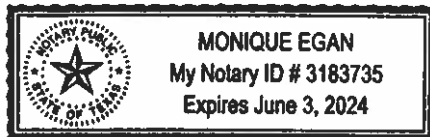
Customer ID	Customer	Order ID	Publication	Pub Date
20000334	CITY OF HELOTES	34041388	SAE Express-News	07/25/20

  
Geena Garza  
Bookkeeper

Sworn and subscribed to before me, this 27 day of July A.D. 2020

Notary public in and for the State of Texas





#### NOTICE OF PUBLIC HEARINGS

Helotes Economic Development Corp. (EDC) will hold Public Hearings on Aug. 19 and Sept. 16, 2020 at 7 pm CST at 12951 Bandera Rd., Helotes, TX 78023 on proposed Maintenance & Operating, Interest & Sinking, and Capital budgets for Fiscal Year Ending (FYE) 2021. City Council will hold Public Hearings on the same at the same location and time on August 27 and September 10, 2020. Proposed EDC budgets include economic development "Projects," as defined by Texas Local Govt. Code Chapter 505 Type B Corporations. Proposed EDC budgets are posted on [www.helotesedc.com](http://www.helotesedc.com).

EDC FYE 2021 "Projects" include the following expenditures: Maintenance & Operating; Interest & Sinking (Debt Service); Personnel & Benefits; Office Rental; Memberships; Audit Fees; Conferences, Workshops & Seminars; Legal & Financial Fees; Conceptual Design / Land Use Planning; Marketing & Social Media Campaigns; Special Event Marketing; Website(s) Development & Maintenance; Managed Services Agmt. w/ City; Old Town Helotes Parking Lot Lease Agmt.; Land Acquisition; Ch. 380 Economic Development Agmt. Reimbursements; Google 360 Tours; Small Business Loan & Grant Incentives; City Visitor's & Tourism Center; Splash Pad; and Sidewalks.



## MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, July 15, 2020 at 7:00 p.m., in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This was an open meeting, subject to the open meeting laws of the State of Texas.

**Present:**

*Board Members:*      *Blaine Lopez, President*      *Ron Lane, Vice-President*  
                                 *Kathryn Mitchell, Secretary*      *Stephanie "Stevie" Seitz*  
                                 *Matthew McCrossen*      *John Kodosky*

*Staff:*      *Marian Mendoza, Executive Director*  
                                 *Glenn Goolsby, Assistant Director*

**Absent:**      *Phyllis Jackson*

**1. Call to Order.**

President, Blaine Lopez called the meeting to order at 7:00 p.m.

**OPEN SESSION:**

**2. Citizens to be heard.**

*The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). The EDC will accept comments from citizens of the City of Helotes and its Extraterritorial Jurisdiction (ETJ) only. Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the EDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future EDC Agenda.*

No comments.

**CONSENT AGENDA (ITEM NOS. 3 – 4):**

All items marked with an asterisk (\*) on the consent agenda were voted on as a group. Motion was made by Matthew McCrossen, second by Kathryn Mitchell to approve Items 3 & 4 as written. Motion carried unanimously.

**3. \*Approval of the minutes of the Regular Meeting dated June 17, 2020.**

4. \*Approval of the EDC Fiscal Year Ending (FYE) 2020 Revenue and Expense Report dated July 9, 2020.

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

5. **Presentation by Armstrong, Vaughan & Associates, P.C. and discussion of and action on the EDC Fiscal Year Ending (FYE) 2019 Comprehensive Annual Financial Report. – Auditor**

Kim Roach from Armstrong, Vaughan & Associates presented the FYE 2019 Audit.

Motion was made by Matthew McCrossen, second by John Kodosky to discuss and approve the item as presented. Motion carried unanimously.

6. **Discussion of and direction on utilizing funds from the EDC Operating Budget to contribute to City events that promote local businesses, as permitted under Texas Local Government Code Section 380.001 (b) *Economic Development Programs* and Section 505.103 *Limitation on Use of Revenues for Promotional Purposes*. – Marian Mendoza, Executive Director**

Executive Director, Marian Mendoza presented the item and recommended the item be incorporated into the FYE 2021 Budget and not make a budget adjust for the FYE 2020 Budget.

Motion was made by Matthew McCrossen, second by John Kodosky to discuss and take action on Item 6. Direction was given to adjust the FYE 2021 Budget to include up to \$140,000 for marketing and event promotion. Motion carried unanimously.

7. **Discussion of and direction on utilizing funds from EDC Operating Account No. 05-510-5211 *Marketing / Tourism* for the purchase of reusable shopping tote bags to promote *Shop Helotes!* – Glenn Goolsby, Assistant Director**

Assistant Director, Glenn Goolsby presented Item 7 and highlighted seven design options for reusable tote bags. Direction was given to move forward with obtaining samples and pricing on three styles.

8. **Presentation of the Proposed FY 2020 - 2021 EDC Operating Budget and discussion on and action on scheduling a public hearing. – Marian Mendoza, Executive Director**

Marian Mendoza presented the proposed FYE 2021 Budget.

Motion by Matthew McCrossen, second by Kathryn Mitchell to discuss and take action on the Item as written to publish notice of a public hearing on August 19<sup>th</sup> and September 16<sup>th</sup>. Motion carried unanimously.

**STAFF REPORT:**

9. Staff update on Small Business Loan Assistance Program and COVID-19 Restrictions – Glenn Goolsby, Assistant Director

Mr. Goolsby informed the board three businesses had received funding and a fourth had just submitted their application for review.

**Adjourn the regular meeting of the EDC Board of Directors.**

President Lopez adjourned the meeting at 8:38 p.m.

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Marian Mendoza  
Executive Director



## SPECIAL MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Special Meeting on Wednesday, August 12, 2020 at 7:00 p.m., in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This was an open meeting, subject to the open meeting laws of the State of Texas.

**Present:**

**Board Members:** Blaine Lopez, President Ron Lane, Vice-President  
Matthew McCrossen John Kodosky Phyllis Jackson

**Staff:** Marian Mendoza, Executive Director  
Glenn Goolsby, Assistant Director

**Absent:** Kathryn Mitchell, Secretary Stephanie "Stevie" Seitz

**1. Call to Order.**

President, Blaine Lopez called the meeting to order at 7:04 p.m.

**OPEN SESSION:**

**2. Citizens to be heard.**

*The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). The EDC will accept comments from citizens of the City of Helotes and its Extraterritorial Jurisdiction (ETJ) only. Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the EDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future EDC Agenda.*

No comments.

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

- 3. Discussion of and action on a Resolution of the City of Helotes Economic Development Corporation (EDC) amending Resolution No. 20-001 by converting the Small Business Loan Assistance Program (the "Loan Program") into a Small Business Grants Assistance Program (the "Grants Program"); approving all previously awarded loans be included in the Grants Program; and authorizing the EDC Executive Director to take all necessary steps to implement the provisions of this Resolution. (Staff)**



Marian Mendoza presented the Item stating the HEDC had previously approved \$300,000.00 for a Small Business Loan Assistance Program and \$36,000.00 for the administration of said program. Since launching the program the EDC has funded three applicants and pending one more. Mrs. Mendoza also mentioned staff was recently made aware the EDC is eligible to receive up to \$300,000.00 from Bexar County through the CARES Act to fund Micro to Small Business Grants within the City of Helotes. Staff is now recommending the board consider converting the current loan program into a grant program.

Motion was made by Matthew McCrossen, second by John Kodosky to discuss and take action on the Item as written. Motion carried unanimously.

President Lopez asked how many of the existing borrowers would have qualified for the proposed grant program. Mrs. Mendoza stated all but one applicant. Director Kodosky suggested the EDC could reduce the administration cost of the loan program if all existing loans were converted to grants.

Motion to amend was made by Matthew McCrossen, second by John Kodosky to include converting all existing loans to grants. Motion carried unanimously.

**Adjourn the regular meeting of the EDC Board of Directors.**

President Lopez adjourned the meeting at 7:30 p.m.

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Marian Mendoza  
Executive Director

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: AUGUST 12TH, 2020

03 -CAPITAL REPLACEMENT  
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>					
MISCELLANEOUS REVENUE	<u>249,947.91</u>	<u>0.00</u>	<u>242,833.88</u>	<u>7,114.03</u>	<u>97.15</u>
TOTAL REVENUES	<u>249,947.91</u>	<u>0.00</u>	<u>242,833.88</u>	<u>7,114.03</u>	<u>97.15</u>
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	500.00	0.00	500.00	0.00	100.00
BUILDING & GROUNDS	<u>943,143.98</u>	<u>0.00</u>	<u>158,826.31</u>	<u>784,317.67</u>	<u>16.84</u>
TOTAL EXPENDITURES	<u>943,643.98</u>	<u>0.00</u>	<u>159,326.31</u>	<u>784,317.67</u>	<u>16.88</u>
REVENUES OVER/ (UNDER) EXPENDITURES	( 693,696.07)	0.00	83,507.57	( 777,203.64)	12.04-

CITY OF HELOTES  
REVENUE & EXPENSE REPORT - UNAUDITED  
AS OF: AUGUST 12TH, 2020

03 -CAPITAL REPLACEMENT  
REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	12,676.91	0.00	6,164.88	6,512.03	48.63
406-1018 PD MISC REVENUES	0.00	0.00	1,650.00 (	1,650.00)	0.00
406-1019 FD MISC REVENUES	0.00	0.00 (	2,251.50)	2,251.50	0.00
406-1020 EDC MISC REVENUES	0.00	0.00	0.00	0.00	0.00
406-1021 TRANSFERS IN/OUT	0.00	0.00	0.00	0.00	0.00
406-1023 ADMIN MISC REVENUES	<u>237,271.00</u>	<u>0.00</u>	<u>237,270.50</u>	<u>0.50</u>	<u>100.00</u>
TOTAL MISCELLANEOUS REVENUE	249,947.91	0.00	242,833.88	7,114.03	97.15
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TOTAL REVENUES	249,947.91	0.00	242,833.88	7,114.03	97.15
	=====	=====	=====	=====	=====

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: AUGUST 12TH, 2020

03 -CAPITAL REPLACEMENT  
 ADMINISTRATION  
 EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
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<u>CONTRACTUAL SERVICES</u>					
510-5200 BANK FEES	<u>500.00</u>	<u>0.00</u>	<u>500.00</u>	<u>0.00</u>	<u>100.00</u>
TOTAL CONTRACTUAL SERVICES	500.00	0.00	500.00	0.00	100.00
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TOTAL ADMINISTRATION	500.00	0.00	500.00	0.00	100.00

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: AUGUST 12TH, 2020

03 -CAPITAL REPLACEMENT  
 BUILDING & GROUNDS  
 EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>CAPITAL OUTLAY</u>					
550-5501 FIRE DEPT PURCHASES	2,251.50	0.00	4,210.70 (	1,959.20)	187.02
550-5509 EDC PURCHASES	7,880.40	0.00	7,804.88	75.52	99.04
550-5510 POLICE DEPT PURCHASES	8,640.08	0.00	0.00	8,640.08	0.00
550-5512 ADMINISTRATION PURCHASES	687,101.00	0.00	1,835.00	685,266.00	0.27
550-5514 VEHICLE PURCHASES	<u>237,271.00</u>	<u>0.00</u>	<u>144,975.73</u>	<u>92,295.27</u>	<u>61.10</u>
TOTAL CAPITAL OUTLAY	943,143.98	0.00	158,826.31	784,317.67	16.84
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TOTAL BUILDING & GROUNDS	943,143.98	0.00	158,826.31	784,317.67	16.84
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TOTAL EXPENDITURES	943,643.98	0.00	159,326.31	784,317.67	16.88
	=====	=====	=====	=====	=====
REVENUES OVER/(UNDER) EXPENDITURES	( 693,696.07)	0.00	83,507.57 (	777,203.64)	12.04-
	=====	=====	=====	=====	=====

\*\*\* END OF REPORT \*\*\*

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: AUGUST 12TH, 2020

05 -ECONOMIC DEVELOPMENT CORP  
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>					
NON-PROPERTY TAXES	1,475,766.64	0.00	1,319,640.10	156,126.54	89.42
MISCELLANEOUS REVENUE	<u>21,315.10</u>	<u>0.00</u>	<u>13,685.22</u>	<u>7,629.88</u>	<u>64.20</u>
TOTAL REVENUES	<u>1,497,081.74</u>	<u>0.00</u>	<u>1,333,325.32</u>	<u>163,756.42</u>	<u>89.06</u>
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	<u>1,244,126.50</u>	<u>64,163.40</u>	<u>988,056.66</u>	<u>256,069.84</u>	<u>79.42</u>
TOTAL EXPENDITURES	<u>1,244,126.50</u>	<u>64,163.40</u>	<u>988,056.66</u>	<u>256,069.84</u>	<u>79.42</u>
REVENUES OVER/ (UNDER) EXPENDITURES	252,955.24	( 64,163.40)	345,268.66	( 92,313.42)	136.49

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: AUGUST 12TH, 2020

05 -ECONOMIC DEVELOPMENT CORP  
 REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>NON-PROPERTY TAXES</u>					
401-3140 SALES TAX	1,465,951.64	0.00	1,311,691.75	154,259.89	89.48
401-3150 MIXED BEVERAGE	9,815.00	0.00	7,948.35	1,866.65	80.98
401-3160 SUBLEASE HELOTES CHAMBER	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL NON-PROPERTY TAXES	1,475,766.64	0.00	1,319,640.10	156,126.54	89.42
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	21,315.10	0.00	13,685.22	7,629.88	64.20
406-1060 TRANSFERS IN/OUT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL MISCELLANEOUS REVENUE	21,315.10	0.00	13,685.22	7,629.88	64.20
TOTAL REVENUES	<u>1,497,081.74</u>	<u>0.00</u>	<u>1,333,325.32</u>	<u>163,756.42</u>	<u>89.06</u>

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: AUGUST 12TH, 2020

05 -ECONOMIC DEVELOPMENT CORP  
 ADMINISTRATION  
 EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>PERSONNEL</u>					
510-5101 SALARIES	72,544.50	2,742.20	62,696.29	9,848.21	86.42
510-5111 LONGEVITY	1,220.00	0.00	1,220.00	0.00	100.00
510-5113 BENEFITS	<u>18,266.42</u>	<u>421.20</u>	<u>14,594.46</u>	<u>3,671.96</u>	<u>79.90</u>
TOTAL PERSONNEL	92,030.92	3,163.40	78,510.75	13,520.17	85.31
<u>CONTRACTUAL SERVICES</u>					
510-5201 MEMBERSHIPS, DUES & LICENSES	16,000.00	0.00	11,832.80	4,167.20	73.96
510-5202 AUDIT FEES	3,200.00	0.00	3,300.00 (	100.00)	103.13
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,000.00	0.00	79.00	2,921.00	2.63
510-5204 INTL. CONF. SHOPPING CENTERS	8,915.93	0.00	1,928.04	6,987.89	21.62
510-5205 BANK FEES	500.00	0.00	500.00	0.00	100.00
510-5206 LEGAL FEES / MDD CREATION	5,000.00	0.00	1,385.00	3,615.00	27.70
510-5208 CONC. DESIGN & LAND USE PLANS	15,000.00	0.00	0.00	15,000.00	0.00
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	0.00	3,000.00	0.00
510-5211 MARKETING / TOURISM	35,000.00	0.00	13,107.30	21,892.70	37.45
510-5212 WEBSITE DEV. & MAINTENANCE	9,790.83	0.00	7,929.09	1,861.74	80.98
510-5214 MANAGED SVCS. AGREEMENT	5,400.00	0.00	15,000.00 (	9,600.00)	277.78
510-5215 DEBT SERVICE	329,210.22	0.00	329,210.22	0.00	100.00
510-5216 SBLAP GRANTS & ADMINISTRATION	0.00	61,000.00	61,000.00 (	61,000.00)	0.00
510-5224 OFFICE RENTAL	10,800.00	0.00	8,500.00	2,300.00	78.70
510-5225 OTHSD PARKING LOT LEASE	5,520.00	0.00	4,000.00	1,520.00	72.46
510-5227 CAPACITY / GAP ANALYSES	15,000.00	0.00	0.00	15,000.00	0.00
510-5228 VISITOR CENTER	50,000.00	0.00	0.00	50,000.00	0.00
510-5229 GATEWAY SIGNAGE	<u>50,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>50,000.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	565,336.98	61,000.00	457,771.45	107,565.53	80.97
<u>COMMODITIES</u>					
510-5301 OFFICE SUPPLIES	3,000.00	0.00	222.04	2,777.96	7.40
510-5302 OPERATIONAL EXPENSES	14,361.70	0.00	7,728.99	6,632.71	53.82
510-5305 COMMUNICATION EQUIPMENT	1,231.63	0.00	942.57	289.06	76.53
510-5326 EXPENSE REIMBURSEMENT	183.27	0.00	82.23	101.04	44.87
510-5333 380 AGREEMENT REIMBURSEMENTS	<u>567,982.00</u>	<u>0.00</u>	<u>442,798.63</u>	<u>125,183.37</u>	<u>77.96</u>
TOTAL COMMODITIES	586,758.60	0.00	451,774.46	134,984.14	76.99
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TOTAL ADMINISTRATION	1,244,126.50	64,163.40	988,056.66	256,069.84	79.42
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TOTAL EXPENDITURES	1,244,126.50	64,163.40	988,056.66	256,069.84	79.42
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REVENUES OVER/(UNDER) EXPENDITURES	252,955.24 (	64,163.40)	345,268.66 (	92,313.42)	136.49
=====					

\*\*\* END OF REPORT \*\*\*





**City of Helotes EDC**  
**AGENDA ITEM REQUEST FORM**  
**DATE: August 19, 2020**

**Agenda Placement:**  CONSENT  
 INDIVIDUAL  
 PRESENTATION  
 CLOSED

**CAPTION:**

Discussion of and direction on utilizing funds from EDC Operating Account No. 05-510-5211 *Marketing / Tourism* for the purchase of reusable shopping tote bags to promote *Shop Helotes!* – Glenn Goolsby, Assistant Executive Director

**BACKGROUND:**

Based on input from the Board during the July 15<sup>th</sup> meeting, staff has received quotes based on the (3) design options selected. The quotes range from \$1,405 to \$6,515 depending on imprinting method and quantity.

**FINANCIAL:**

- Option 1: (1) color imprinted logo on 1,000 tote bags - \$1,968
- Option 2: (2) color imprinted logo on 1,000 tote bags - \$3,379
- Option 3: Full color on 2 sides on 1,000 tote bags bag - \$6,964
- Option 4: Full color 4 sides on 2,500 tote bags - \$6,989

**ATTACHMENTS:**

Attachment A – Bag Options

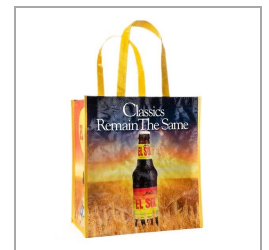
**SUBMITTED BY:** Glenn Goolsby, Executive Assistant Director



**Jan Meuth**  
VP Business Development

(210) 344-9906  
jan@ynis.net

# Non Woven Bags



City of Helotes  
Glenn Goolsby

Proposal  
#1164569

Proposal valid until:  
**Sep/07/2020**



## [1] Saturn Jumbo Non-Woven Grocery Tote

Bring more clients within reach of your company's grasp with this jumbo non-woven grocery tote! The light weight grocery tote is made of durable and eco-friendly 80 GSM nonwoven polypropylene material. It features a spacious open main compartment with a 10" gusset and removable rigid bottom insert. It has 20" long reinforced handles and can be customized with an imprint of your company's name, logo and advertising message. Create a marketing tool...

Quantity	300	600	1200	2600
Price	\$1.99	\$1.88	\$1.72	\$1.55

### Additional Information and Options Available

Colors:	Black; Burgundy; Carolina Blue; Hunter Green; Lime Green; Reflex Blue; Orange; Pink; Purple; Red; Teal; White; Gray; Yellow; Navy Blue
Sizes:	13 " x 15 " x 10 "
Decorating:	Silkscreen; Unimprinted; Spot Color Transfer; 4CP Transfer; Additional Location; Additional Colors; Order Changes
Packaging:	Bulk
Setup Charges:	Silkscreen: \$55
Special Pricing:	One color imprint/one side Center one side: 6.75" w x 10" h ON SALE TILL 8/31/20 500 OR MORE 1.35 EA.



## [2] Big Thunder® Tote-Two Color Imprint

The original grocery totes-often imitated, never matched. Our Thunder Totes offer unsurpassed quality, durability and flexibility. Both totes are made with 100 GSM premium non-woven polypropylene, dual reinforced handles, and a plastic bottom insert.IMPORTED

Quantity	1000
Price	\$2.29

### Additional Information and Options Available

Colors:	Black; White; Royal Blue; Hunter Green; Khaki; Red; Lime Green; Orange; Navy Blue; Grape; Burgundy; Brite Pink; Brown; Tropical Green (Kelly); Yellow; Gray; Teal Blue
Sizes:	13 " x 10 " x 15 "
Decorating:	Screen Print; Additional Location; Additional Colors
Setup Charges:	Set Up 50.00 per color
Special Pricing:	Two Color Imprint/One Location *This is the bag that had 1 color imprint and full color imprint on it. Imprint: 5W x 10H



### [3] Once-a-Week Full Color Glossy Grocery Shopping Tote Bag

Ditch those wasteful paper and plastic bags and travel to the grocery store with the reusable and glossy laminated shopping totes! Made of a strong 100 GSM non-woven polypropylene material, each bag measures 13" x 15" x 10" and features full color printing. They feature a full color, full bleed edge to edge imprint on the front and back. The side gussets, straps, bottoms and piping are black only. The straps are cross stitches into the bag for gr...

Quantity	250	500	1000
Price	\$7.25	\$6.95	\$6.39

#### Additional Information and Options Available

Colors:	Multi color
Sizes:	13 " x 15 " x 10 "
Decorating:	; Full Color
Packaging:	Bulk
Production Time:	20-25 business days
Setup Charges:	Full Color: \$125
Special Pricing:	full color imprint on front and back of bags; gussets, bottoms and straps are black only. Imprint Front & Back Only: 12" W x 13" H



### [16] Woven PP Laminate Full Color Laminate Bag

Looking for a frequently used item that can continue to show off your brand imprint? Try out these woven tote bags. Constructed of 150 GSM woven PP material, this laminated tote bag can show off your logo, brand name and more using full color printing. Great for retail stores, supermarkets, farmer's markets and anywhere else where bags are needed. Each bag measures 14" x 15" x 8" and makes the perfect shopping companion.

Quantity	2500
Price	\$2.19

#### Additional Information and Options Available

Colors:	Any/All Colors
Sizes:	14 " x 15 " x 8 "
Decorating:	Full Color
Production Time:	65-85 business days
Setup Charges:	Full Color: \$600
Special Pricing:	Tariffs can apply



**City of Helotes EDC  
AGENDA ITEM REQUEST FORM  
DATE: August 19, 2020**

**Agenda Placement:**  CONSENT  
 INDIVIDUAL  
 PRESENTATION  
 CLOSED

**CAPTION:**

Presentation of the Proposed FY 2020 - 2021 EDC Operating Budget – Marian Mendoza, Executive Director

**EXECUTIVE SUMMARY:**

The Notice of Public Hearing was published on July 25, 2020 to consider the Proposed FY 2020 - 2021 EDC Operating Budget. The final public hearing and approval of the budget will be held on September 16, 2020. The budget will subsequently be approved on September 24, 2020 by City Council.

**ATTACHMENTS:**

Attachment A– Budget Worksheet

**PREPARED BY:** Marian V. Mendoza, Executive Director

**DATE SUBMITTED:** August 12, 2020

EDC 05

2016-2017 ACTUAL	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 CURRENT	Y-T-D ACTUAL	PROJECTED YEAR END	REQUESTED 2020-2021
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NON-PROPERTY TAX								
401-3140	SALES TAX	\$ 757,921.00	\$ 1,215,880.00	\$ 1,470,234.00	\$ 1,465,952.00	\$ 1,311,691.75	\$ 1,568,394.00	\$ 1,474,767.00
401-3150	MIXED BEVERAGES	\$ 8,733.00	\$ 9,302.00	\$ 9,815.00	\$ 9,815.00	\$ 7,948.35	\$ 7,600.00	\$ 9,815.00
401-3160	SUBLEASE FROM CHAMBER					\$ -	\$ 900.00	\$ 3,600.00
<b>TOTAL</b>		<b>\$ 766,654.00</b>	<b>\$ 1,225,182.00</b>	<b>\$ 1,480,049.00</b>	<b>\$ 1,475,767.00</b>	<b>\$ 1,319,640.10</b>	<b>\$ 1,576,894.00</b>	<b>\$ 1,488,182.00</b>

MISCELLANEOUS REVENUE								
406-1010	INTEREST	\$ 3,009.00	\$ 9,534.00	\$ 21,643.00	\$ 21,315.00	\$ 13,685.22	\$ 15,630.00	\$ 12,000.00
406-1060	TRANSFERS IN/OUT	\$ (2,520.00)	\$ -	\$ (99,293.00)	\$ -	\$ -	\$ -	\$ -
<b>TOTAL MISC REVENUES</b>		<b>\$ 489.00</b>	<b>\$ 9,534.00</b>	<b>\$ (77,650.00)</b>	<b>\$ 21,315.00</b>	<b>\$ 13,685.22</b>	<b>\$ 15,630.00</b>	<b>\$ 12,000.00</b>

PERSONNEL								
510-5101	SALARIES	\$ -	\$ -	\$ 67,679.00	\$ 72,545.00	\$ 62,696.29	\$ 72,545.00	\$ 74,721.35
510-5111	LONGEVITY	\$ 860.00	\$ 980.00	\$ 1,100.00	\$ 1,220.00	\$ 1,220.00	\$ 1,220.00	\$ 1,460.00
510-5113	BENEFITS	\$ -	\$ -	\$ 15,154.00	\$ 18,266.00	\$ 14,594.46	\$ 18,266.00	\$ 19,360.04
<b>PERSONNEL</b>	<b>TOTAL</b>	<b>\$ 860.00</b>	<b>\$ 980.00</b>	<b>\$ 83,933.00</b>	<b>\$ 92,031.00</b>	<b>\$ 78,510.75</b>	<b>\$ 92,031.00</b>	<b>\$ 95,541.39</b>

CONTRACTUAL SERVICES								
510-5201	MEMBERSHIPS, DUES & LICENSES	\$ 5,741.00	\$ 9,419.00	\$ 9,601.00	\$ 16,000.00	\$ 11,832.80	\$ 13,055.00	\$ 15,000.00
510-5202	AUDIT FEES	\$ 3,000.00	\$ 3,100.00	\$ 3,200.00	\$ 3,200.00	\$ 3,300.00	\$ 3,300.00	\$ 3,400.00
510-5203	SCHOOLS, SEMINARS, CONFERENCES	\$ 1,247.00	\$ 1,784.00	\$ 1,034.00	\$ 3,000.00	\$ 79.00	\$ 500.00	\$ 3,200.00
510-5204	INTL. CONF. SHOPPING CENTERS	\$ 7,528.00	\$ 4,664.00	\$ 8,173.00	\$ 8,916.00	\$ 1,928.04	\$ 3,128.00	\$ 3,200.00
510-5205	BANK FEES	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	\$ 750.00
510-5206	LEGAL FEES	\$ 4,147.00	\$ 2,868.00	\$ 624.00	\$ 5,000.00	\$ 1,385.00	\$ 2,000.00	\$ 3,000.00
510-5208	CONC. DESIGN & LAND USE PLANS	\$ -	\$ 7,300.00	\$ 1,781.00	\$ 15,000.00	\$ -	\$ -	\$ 15,000.00
510-5210	WORKSHOPS & PROMOTIONS	\$ 1,000.00	\$ -	\$ 189.00	\$ 3,000.00	\$ -	\$ -	\$ 3,000.00
510-5211	MARKETING / TOURISM	\$ 28,178.00	\$ 11,099.00	\$ 17,115.00	\$ 35,000.00	\$ 13,107.30	\$ 25,000.00	\$ 30,000.00
	MARKETING /CITY EVENTS							\$ 110,000.00
510-5212	WEBSITE DEV. & MAINTENANCE	\$ 1,050.00	\$ 6,336.00	\$ 9,974.00	\$ 9,791.00	\$ 7,929.09	\$ 9,791.00	\$ 12,000.00
510-5214	MANAGED SVCS. AGREEMENT	\$ 15,000.00	\$ 11,084.00	\$ 5,524.00	\$ 5,400.00	\$ 15,000.00	\$ 15,000.00	\$ 30,000.00
510-5215	DEBT SERVICE	\$ 195,000.00	\$ 200,000.00	\$ 323,040.00	\$ 329,210.00	\$ 329,210.22	\$ 329,210.00	\$ 321,669.00
510-5224	OFFICE RENTAL	\$ -	\$ 17,031.00	\$ 9,500.00	\$ 10,800.00	\$ 8,500.00	\$ 9,700.00	\$ 12,000.00
510-5225	OTHSD PARKING LOT LEASE	\$ -	\$ 162.00	\$ 5,169.00	\$ 5,520.00	\$ 4,000.00	\$ 5,520.00	\$ 5,520.00
510-5227	CAPACITY / GAP ANALYSES	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$ -	\$ -
510-5228	VISITOR CENTER	\$ -	\$ -	\$ -	\$ 50,000.00	\$ -	\$ -	\$ 50,000.00
510-5229	GATEWAY SIGNAGE	\$ -	\$ -	\$ -	\$ 50,000.00	\$ -	\$ -	\$ -
<b>CONTRACTUAL SERVICES</b>	<b>TOTAL</b>	<b>\$ 261,891.00</b>	<b>\$ 274,847.00</b>	<b>\$ 394,924.00</b>	<b>\$ 565,337.00</b>	<b>\$ 396,771.45</b>	<b>\$ 416,704.00</b>	<b>\$ 617,739.00</b>

COMMODITIES								
510-5301	OFFICE SUPPLIES	\$ 957.00	\$ 3,037.00	\$ 392.00	\$ 3,000.00	\$ 222.04	\$ 1,500.00	\$ 2,000.00
510-5302	OPERATIONAL EXPENSES	\$ 1,755.00	\$ 15,703.00	\$ 14,093.00	\$ 14,362.00	\$ 7,728.99	\$ 8,000.00	\$ 8,500.00
510-5305	COMMUNICATION EQUIPMENT	\$ 235.00	\$ 1,362.00	\$ 1,254.00	\$ 1,232.00	\$ 942.57	\$ 1,232.00	\$ 1,232.00
510-5326	EXPENSE REIMBURSEMENT	\$ 129.00	\$ -	\$ 168.00	\$ 183.00	\$ 82.23	\$ 150.00	\$ 250.00
510-5333	380 AGREEMENT REIMBURSEMENTS	\$ -	\$ 421,727.00	\$ 567,982.00	\$ 567,982.00	\$ 442,798.63	\$ 567,982.00	\$ 600,000.00
<b>COMMODITIES</b>	<b>TOTAL</b>	<b>\$ 3,076.00</b>	<b>\$ 441,829.00</b>	<b>\$ 583,889.00</b>	<b>\$ 586,759.00</b>	<b>\$ 451,774.46</b>	<b>\$ 578,864.00</b>	<b>\$ 611,982.00</b>

<b>TOTAL REVENUES</b>		<b>\$ 767,143.00</b>	<b>\$ 1,234,716.00</b>	<b>\$ 1,402,399.00</b>	<b>\$ 1,497,082.00</b>	<b>\$ 1,333,325.32</b>	<b>\$ 1,592,524.00</b>	<b>\$ 1,500,182.00</b>
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<b>TOTAL EXPENSES</b>		<b>\$ 265,827.00</b>	<b>\$ 717,656.00</b>	<b>\$ 1,062,746.00</b>	<b>\$ 1,244,127.00</b>	<b>\$ 927,056.66</b>	<b>\$ 1,087,599.00</b>	<b>\$ 1,325,262.39</b>
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<b>TOTAL OVER &amp; UNDER</b>		<b>\$ 501,316.00</b>	<b>\$ 517,060.00</b>	<b>\$ 339,653.00</b>	<b>\$ 252,955.00</b>	<b>\$ 406,268.66</b>	<b>\$ 504,925.00</b>	<b>\$ 174,919.61</b>
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EDC 05

2016-2017 ACTUAL	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 CURRENT	Y-T-D ACTUAL	PROJECTED YEAR END	REQUESTED 2020-2021
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**Memberships, Dues, & Licenses 510-5201**

TEDC	\$ 1,300.00
IEDC	\$ 455.00
ICSC	\$ 200.00
Business Journal	\$ 100.00
GISPlanning & RealMassive	\$ 10,700.00
Helotes Area Chamber of Commerce	\$ 1,000.00
<b>TOTAL</b>	<b>\$ 13,755.00</b>

**Schools, Seminars, & Conferences 510-5203**

TEDC Workshops	\$ 1,400.00
IEDC Cert Training	\$ 1,800.00
<b>TOTAL</b>	<b>\$ 3,200.00</b>

**Trade Shows 510-5204**

Retail Live Conference	\$ 1,200.00
ICSC Texas Conference	\$ 2,000.00
<b>TOTAL</b>	<b>\$ 3,200.00</b>

**Marketing/Tourism 510-5211**

Marketing	\$ 30,000.00
<b>TOTAL</b>	<b>\$ 1,500,182.00</b>

MarketPlace	\$ 88,000.00
Cornyval Parade	\$ 17,000.00
Christmas Parade	\$ 5,000.00
<b>TOTAL</b>	<b>\$ 110,000.00</b>

<b>FUND BALANCE (10-01-2019)</b>	<b>\$ 1,291,095.68</b>
<b>TOTAL PROJECTED REVENUE</b>	<b>\$ 1,592,524.00</b>
<b>TOTAL PROJECTED EXPENSES</b>	<b>\$ (1,087,599.00)</b>
<b>LIABILITY RESERVES FY20</b>	
SPLASH PAD	\$ (300,000.00)
SIDEWALKS	\$ (175,000.00)
SBLAP	\$ (336,000.00)
<b>TOTAL LIABILITY</b>	<b>\$ (811,000.00)</b>
<b>UNRESERVED BALANCE (09-30-20)</b>	<b>\$ 985,020.68</b>



**City of Helotes EDC**  
**AGENDA ITEM REQUEST FORM**  
**DATE: August 19, 2020**

**Agenda Placement:**  **CONSENT**  
 **INDIVIDUAL**  
 **PRESENTATION**  
 **CLOSED**

**CAPTION:**

Discussion of and direction on creating a policy decision matrix that will be utilized to evaluate projects and expenditures over \$10,000, or another expenditure amount agreed upon by the Board of Directors, to ensure unplanned projects brought to the EDC align with the current Strategic Work Plan. – Matthew McCrossen

**BACKGROUND:**

Concerns were expressed to Staff and the EDC Liaison, Councilmember Bert Buys, about the lack of due diligence after the EDC passed resolutions to fund a splash pad and sidewalk project in September 2019.

The main points discussed with Staff and Councilmember Buys were:

- A considerable amount of Staff' time was spent on the revision of the FY 2019 HEDC Work Plan and the primary reason for the plan was to work towards specific goals
- The splashpad nor sidewalk projects met any FY 2019 HEDC Work Plan criteria and therefore should not have been considered.
- The capital commitments of nearly \$500,000 from the EDC were untimely. These funds were approved during a time when many economists predicted a recession on the horizon. Those predictions trickled in during the summer of 2019 and grew into a more consistent theme throughout business publications and news media by the Fall of 2019.
- FY 2019 EDC Work Plan Goal #5 Visitor Center will require a substantial amount of capital investment to complete. We have no idea how much an unplanned six figure project jeopardizes this goal.
- FY 2019 HEDC Work Plan Goal #6 Create a Municipal Development District requires substantial time on the part of Staff, possibly attorney fees and potentially funding a campaign to persuade Bexar County residents to release the VIA's sales and use tax within the Helotes ETJ. Availability of funds to secure the VIA sales and use tax within the Helotes ETJ is an investment that likely will result in over a million or more in revenue annually.



The main points to the discussion at present are:

- In May 2020, Director McCrossen continued working with Staff to develop the “idea” for discussion of the decision tree tool for this agenda item. As an informal case study, Staff and Director McCrossen discussed the splash pad and my objections to it, as presented in Fall of 2019. The discussion resulted in the idea of a decision tree concept that will guide board members through core questions about projects proposed to the EDC.
- Implementing a tool such as a decision tree will force the Board of Directors to revisit the Strategic Work Plan to determine if the proposed projects are aligned with the agreed upon FY goals.
- Routine consultation of the work plan as required by the decision tree will have the added benefit of helping the Board become more efficient and when projects are placed on the agenda, the board can identify work plan gaps and if items are relevant.
- The decision tree tool, along with the work plan, will ensure all decision makers of any EDC project are evaluating proposed projects from a legal, business and economically prudent perspective.

**FINANCIAL:** N/A

**ATTACHMENTS:**

Attachment A – Resolution #135 (adopted on February 6, 2003)

Attachment B – EDC FY 2019 Strategic Work Plan

Attachment C – Proposed Decision Tree Matrix

**SUBMITTED BY:** Matthew McCrossen

A RESOLUTION CANVASSING THE RETURNS AND DECLARING THE RESULTS OF AN ELECTION CONCERNING THE ADOPTION OF AN ADDITIONAL SALES AND USE TAX AS PERMITTED BY THE PROVISIONS OF SECTION 4B, AS AMENDED, TEXAS REVISED CIVIL STATUTES ANNOTATED ARTICLE 5190.6; AND OTHER MATTERS IN CONNECTION THEREWITH

WHEREAS, on October 24, 2002, the City Council (the *City Council*) of the City of Helotes, Texas (the *City*) ordered an election to be held on February 1, 2003, for the purpose of determining whether the resident, qualified electors of the City would authorize the adoption of an additional sales and use tax as permitted by the provisions of Section 4B, as amended, Texas Revised Civil Statutes Annotated Article 5190.6; and

WHEREAS, the City Council has reviewed and investigated all matters pertaining to this election, including the ordering, notices, election officers, holding, and returns thereof; and

WHEREAS, the City Council hereby canvasses the returns of this election, at which there were submitted to all resident, qualified electors of the City for their action thereupon, the following proposition:

PROPOSITION

“SHALL THE CITY COUNCIL OF THE CITY OF HELOTES, TEXAS BE AUTHORIZED TO IMPOSE AND ADOPT A SALES AND USE TAX FOR THE PURPOSES PERMITTED BY THE PROVISIONS OF SECTION 4B, AS AMENDED, TEXAS REVISED CIVIL STATUTES ANNOTATED ARTICLE 5190.6 AT THE RATE OF ONE-HALF (½) OF ONE PERCENT (1%), TO PAY THE COSTS OF CONSTRUCTING, IMPROVING, AND EQUIPPING ANY PROJECTS THAT WILL PROMOTE NEW OR EXPANDED BUSINESS ENTERPRISES IN THE CITY, ALONG WITH PAYING THE MAINTENANCE AND OPERATING EXPENSES RELATED TO THESE PROJECTS”

; and

WHEREAS, the City Council has diligently inquired into the poll lists and the official election returns which were duly and lawfully made to this City Council by the judges and clerks holding and conducting the election; the poll lists and the official election returns showing separately the votes cast in the election; and

WHEREAS, from these returns, this City Council hereby finds that the following votes were cast in the election by voters who were resident, qualified electors of the City;

PROPOSITION

“THE ADOPTION OF A SALES AND USE TAX FOR THE PURPOSES OF ECONOMIC DEVELOPMENT AT THE RATE OF ONE-HALF (½) OF ONE PERCENT (1%), AS PERMITTED BY THE PROVISIONS OF SECTION 4B, AS AMENDED, TEXAS REVISED CIVIL STATUTES ANNOTATED ARTICLE 5190.6 TO PAY THE COSTS OF CONSTRUCTING, IMPROVING, AND EQUIPPING ANY PROJECTS THAT WILL PROMOTE NEW OR EXPANDED BUSINESS ENTERPRISES IN THE CITY, ALONG WITH PAYING THE MAINTENANCE AND OPERATING EXPENSES RELATED TO THESE PROJECTS”

	<u>For</u>	<u>Against</u>
Early Votes	<u>57</u>	<u>11</u>
Election Day Votes	<u>59</u>	<u>23</u>
	<u>116</u>	<u>34</u>

TOTAL

NOW, THEREFORE, IT IS ACCORDINGLY FOUND, DECLARED, AND RESOLVED BY THE CITY COUNCIL OF THE CITY OF HELOTES, TEXAS THAT:

SECTION 1. The City Council of the City officially finds, determines, and declares that the election was duly and properly ordered, that proper legal notice of such election was duly given in the English language and the Spanish language, that proper election officers were duly appointed prior to the election, that the election was duly and legally held, that all resident, qualified electors of the City were permitted to vote at the election, that due returns of the results of the election had been made and delivered, and that the City Council of the City has duly canvassed such returns, all in accordance with the laws of the State of Texas and of the United States of America and the resolution calling the election.

SECTION 2. A MAJORITY of the resident, qualified electors of the City of Helotes, Texas, voting in the election, having voted FOR the levy of an additional sales and use tax as permitted by the provisions of Section 4B, as amended, Texas Revised Civil Statutes Annotated Article 5190.6 as provided in the measure, the Council hereby determines that the measure carried at the election, that the election was duly called, proper notice given, and that the election was held in all aspects in conformity with the law, and that the Council is hereby accordingly authorized to levy the additional sales and use tax in accordance with the authority granted in the measure and with law.

SECTION 3. The City Council finds and determines that the sales tax proposition was approved by the following number of votes: 116.

SECTION 4. The recitals contained in the preamble hereof are hereby found to be true, and such recitals are hereby made a part of this Resolution for all purposes and are adopted as a part of the judgment and findings of the City Council.

SECTION 5. All ordinances and resolutions, or parts thereof, which are in conflict or inconsistent with any provision of this Resolution are hereby repealed to the extent of such conflict, and the provisions of this Resolution shall be and remain controlling as to the matters resolved herein.

SECTION 6. This Resolution shall be construed and enforced in accordance with the laws of the State of Texas and the United States of America.

SECTION 7. If any provision of this Resolution or the application thereof to any person or circumstance shall be held to be invalid, the remainder of this Resolution and the application of such provision to other persons and circumstances shall nevertheless be valid, and the City Council hereby declares that this Resolution would have been enacted without such invalid provision.

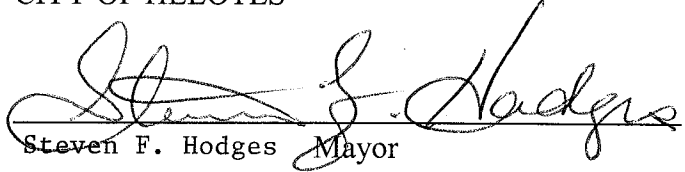
SECTION 8. It is officially found, determined, and declared that the meeting at which this Resolution is adopted was open to the public and public notice of the time, place, and subject matter of the public business to be considered at such meeting, including this Resolution, was given, all as required by Chapter 551, as amended, Texas Government Code.

SECTION 9. This Resolution shall be in force and effect from and after its final passage and it is so resolved.

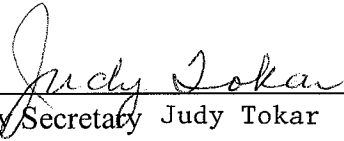
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PASSED, ADOPTED AND APPROVED this, the 6th day of February, 2003.

CITY OF HELOTES

  
Steven F. Hodges Mayor

**ATTEST:**

  
City Secretary Judy Tokar

**(CITY SEAL)**

# City of Helotes Economic Development Corporation

## **FYE 2019 WORK PLAN**

ADMINISTERED BY:



### **BOARD OF DIRECTORS**

Pat Wootton, President, Place Three  
Alan Holmes, Vice President, Place Four  
Kathryn Mitchell, Secretary, Place Five  
Bill Putty, Place One  
Patrick Adam, Place Two  
Mathew McCrossen, Place Six  
Stevie Seitz, Place Seven

### **TECHNICAL SUPPORT**

Rick Schroder, Executive Director  
Glenn Goolsby, Asst. Exec. Director

Approved by the HEDC Board of Directors on June 19, 2019.

Approved by the City Council on May 23, 2019.

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<b>PAGE 4  </b>	<b>GOAL 1:</b> Develop Industry Targets
<b>PAGE 5  </b>	<b>GOAL 2:</b> Gateway Signage
<b>PAGE 6  </b>	<b>GOAL 3:</b> External Marketing & Communication Plan
<b>PAGE 7  </b>	<b>GOAL 4:</b> Internal Marketing & Communication Plan
<b>PAGE 8  </b>	<b>GOAL 5:</b> Visitor Center
<b>PAGE 9  </b>	<b>GOAL 6:</b> Create a Municipal Development District

## EXECUTIVE SUMMARY

The **Work Plan** is a living document created by the Helotes Economic Development Corporation (HEDC) Board of Directors to guide future policy decisions and Staff actions. Each year, the HEDC Board of Directors revisits the document to remind itself of the Corporation's mission, vision, history, and goals. The Work Plan constitutes the Annual Plan of the HEDC, mandated by Article IV, Section 4.1 of the HEDC Bylaws, and the Plan must be approved by the City Council on an annual basis.

### MISSION STATEMENT

To promote, encourage, and enhance the creation of jobs, the expansion of the local tax base, and our quality-of-life through projects that assist in the retention and expansion of existing employers and which attract new employers and aid in their development and growth.

### VISION STATEMENT

Our vision for Helotes includes a balance of sales and property taxes that takes into account our town's historic roots and unique environment, resulting in an improved quality-of-life for all Helotes citizens.

### HISTORY

The City of Helotes was incorporated in 1981 in an effort by local residents to avoid annexation by the City of San Antonio. The newly organized City of 1,535 residents rapidly transitioned from a small rural town to a suburban community. To ensure positive growth, the City Council appointed an Economic Development Committee in 1997. In 2002, Helotes citizens approved a ballot initiative to add a half-cent 4B Economic Development Sales Tax. The Helotes Economic Development Corporation (HEDC) was formed in 2003, and the HEDC Board of Directors was tasked with the administration of the dedicated 4B sales tax fund.

Today, the HEDC remains dedicated to thoughtful economic growth, and supports public and private investment in projects that improve the economic outlook of the City and enhance the quality-of-life for more than 9,000 Helotes citizens.



**GOAL 1 | DEVELOP INDUSTRY TARGETS**  
**short term goal (2018 – 2019)****PRIORITY ONE:**

Support the development of Class A office space.

**PROJECTS**

- Conduct a capacity analysis and identify the amount of underutilized and / or undeveloped office space needed within Helotes.
- Work with property owners, brokers, and speculative office space developers to promote office development opportunities.

**PRIORITY TWO:**

Encourage the development of mixed-use (including restaurants and retailers), entertainment, and hotel concepts.

**PROJECTS**

- Conduct a capacity analysis and identify the amount of underutilized and / or undeveloped mixed use, entertainment, and hotel concepts needed within Helotes.
- Identify sites suitable for the aforementioned concepts.
- Work with property owners, brokers, and speculative developers to promote mixed use, entertainment, and hotel development opportunities.

**GOAL 2 | GATEWAY SIGNAGE**  
**mid-term goal (2018 – 2021)**

**PRIORITY ONE:**

Establish location(s), funding source(s), and design(s) of gateway signage along State rights-of-way.

**PROJECTS**

- Locate and secure, through TxDOT, public rights-of-way for signage location(s).
- Engage a landscape architect, architect, or professional engineer to design signage.
- Develop project cost estimate(s) and determine funding options.

**PRIORITY TWO:**

Bid and construct gateway signage in TxDOT rights-of-way.

**GOAL 3 | EXTERNAL MARKETING & COMMUNICATION PLAN**  
**Development and Real Estate Community**  
**short term goal (2018 – 2019)**

**PRIORITY ONE:**

Evaluate and refine current marketing and communication plan efforts for the development and real estate community.

**PROJECTS**

- Ensure easy access to complete and pertinent development information on City and HEDC websites and through other electronic mediums.
- Use social media and other mediums to promote development opportunities.
- Attend trade and similar events and distribute information directly to the development and real estate community.

**PRIORITY TWO:**

Better communicate the City of Helotes' commercial growth strategy within the corporate City limits and its Extraterritorial Jurisdiction (ETJ).

**PROJECTS**

- Promote development within the Old Town Helotes Special District.
- Promote development along the S.H. 16 commercial corridor.
- Promote the S.H. 16 water and sewer utility project, including the use of water impact fee credits and sewer pro rata refunds as incentives for desirable developments.
- Work with City Officials and Staff to implement the HEDC Growth Management Plan.
- Highlight the benefits of being located within the corporate City limits.
- Encourage annexation if located in the ETJ.

**GOAL 4 | INTERNAL MARKETING & COMMUNICATION PLAN**  
**Area Business Owners**  
**short term goal (2018 – 2019)**

**PRIORITY ONE:**

Evaluate and refine current marketing and communication plan efforts for existing businesses in the City of Helotes.

**PROJECTS**

- Ensure easy access to complete and pertinent information for existing businesses on City and HEDC websites and through other electronic mediums.
- Use social media, Helotes Magazine, area partnerships, and other mediums to promote business retention and expansion opportunities, economic development opportunities, and related items of interest within the business community.
- Assist and/or coordinate educational programs that support existing business owners. Partners may include the following:
  - UTSA Small Business Development Center;
  - Helotes Area Chamber of Commerce;
  - Alamo Workforce Solutions;
  - Alamo Area Council of Governments;
  - National Association of the Self-Employed;
  - National Association of Women Business Owners; and
  - U.S. Small Business Administration.

**PRIORITY TWO:**

Continue to promote and encourage day-tripping and other forms of tourism within Helotes.

**PROJECTS**

- Create a campaign that promotes what to see/do/eat in Helotes.
- Develop videos that highlight activities in Helotes.

**GOAL 5 | VISITOR CENTER**  
**long-term goal (2019 – 2029)**

**PRIORITY ONE:**

Establish a Helotes Visitor Center consisting of office space for the HEDC, Helotes Area Chamber of Commerce, Historical Society of Helotes, and other interested organizations that provide governmental, educational, and/or business-related assistance to the community.

**PROJECTS**

- Gather potential stakeholders and develop a memorandum of understanding.
- Conduct site assessments and determine suitable tract(s).
- Complete land and construction cost estimates.
- Complete a cost benefit analysis of leasing versus ownership.
- Obtain approval from stakeholders and City Council on most viable option.
- Secure funding, either in part or in full.

**GOAL 6 |                      CREATE A MUNICIPAL DEVELOPMENT DISTRICT**  
**mid-term goal (2018 – 2023)**

**PRIORITY ONE:**

Create a Municipal Development District (MDD) once the City of Helotes has secured the release of the San Antonio Metropolitan Transit Authority's (VIA) sales and use tax within the City's ETJ.

**PROJECTS**

- Collaborate with City Officials and Staff to secure the release of VIA sales and use tax within the City's ETJ.
- Secure City Council approval for MDD creation.
- Hold an election to adopt MDD.

