



## SPECIAL MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Special Meeting on Wednesday, April 14, 2021 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*                      *John Kodosky, Secretary*  
                                 *Greg Hayden*    *Melody Cooper*  
                                 *Stephanie "Stevie" Seitz*                      *Alan Holmes*  
                                 *Allison Higgins*

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

**1. Call to Order.**

President, Lopez called the meeting to order at 7:03 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 one signed up to speak on this item.

**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 Allison Higgins, second by Melody Cooper to approve Items 3 and 4 as written. Motion carried unanimously.

**3. \*Approval of the minutes of the Regular Meeting dated March 17, 2021. (Staff)**

**4. \*Approval of the EDC Fiscal Year Ending (FYE) 2021 Revenue and Expense Report dated April 9, 2021. (Staff)**

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

5. **Discussion of and action on a Resolution of the City of Helotes Economic Development Corporation (HEDC) authorizing the E-commerce Accelerator Incentive Program per the FYE 2021 Strategic Work Plan and approving the reallocation of budgeted FYE 2021 funds into Operating Account No. 05-510-5211 *Marketing / Tourism* to support this program. (Staff)**

Motion was made by Alan Holmes, second by Melody Cooper, to discuss and act on the item as written.

Glenn Goolsby presented the proposed program eligibility and guidelines for participating businesses.

Consensus was to amend the program to expand eligible businesses to include both services and products/retail sales. The Board also expanded the list of eligible providers to allow businesses to select their own web development provider.

Motion to amended was made by Alan Holmes, second by Melody Cooper to included expanding the eligibility and service providers. Motion carried unanimously.

6. **Discussion of and action on approving the reallocation of budgeted FYE 2021 funds into Operating Account No. 05-510-5302 *Operational Expenses* for the purchase of decorative light poles to provide additional pedestrian lighting for the Old Town Helotes (OTH) Pedestrian Bridge. (Staff)**

Motion was made by Alan Holmes, second by Allison Higgins, to discuss and act on the item as written.

Marian Mendoza presented the option for decorative light poles to provide additional pedestrian lighting along the pathway of the OTH Pedestrian Bridge. She informed the Board that several vendors were contacted and the recommendation is not for the lowest bid but the best value.

Board member Kodosky questioned if staff had contacted any local vendors to see if such lighting could be replicated. Glenn Goolsby informed the Board that a local vendor was contacted and they would could not replicate the lighting but offer other alternatives. Mr. Goolsby showed the Board the other options. The Board liked the options but did not feel that this was the look of OTH and wanted see a demonstration of the other options in combination with the decorative light poles.

Motion to approve carried unanimously.

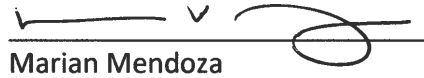
**STAFF REPORT:**

**Staff update on Small Business Assistance Program and Helotes Area Chamber of Commerce Gift Card Give Back Program. (Glenn Goolsby, Assistant Director)**

Glenn Goolsby reviewed the number of applications already submitted and pending for the SBAP. He also highlighted the success of sponsoring the Gift Card Give Back which assisting 25 local businesses and put more than \$20,000 back into the economy.

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

President Lopez adjourned the meeting at 8:00 p.m.

  
Marian Mendoza  
Executive Director