



**CITY OF HELOTES  
ECONOMIC DEVELOPMENT CORPORATION  
REGULAR MEETING MINUTES**

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a regular meeting on Wednesday, February 19, 2014 at 6:00 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:        Ardith Garner, President  
                                  Drue Helms, Vice President  
                                  Keith Muhlestein, Secretary  
                                  Cynthia Massey  
                                  Pat Wootton  
                                  Caleb Rackley  
                                  Bert Buys

Staff:                      Glenn Goolsby, EDC Specialist

**1. Call to order.**

President Garner called the meeting to order at 6:00 p.m.

**OPEN SESSION:**

**2. Public comment.**

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.

No public comment.

**CONSENT AGENDA (ITEM NOS. 3 – 5):**

All items marked with an asterisk (\*) on the consent agenda were voted on as a group at the beginning of the meeting. Motion was made by Pat Wootton, second by Bert Buys to approve all items as presented. Motion carried unanimously.

- 3. \*Approval of the meeting minutes dated January 15, 2014. (Staff)**
- 4. \*Approval of the monthly Revenue and Expenditure Report dated February 12, 2014. (Staff)**
- 5. \*Approval of the quarterly Investment Report dated December 31, 2013. (Staff)**

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

- 6. Presentation by Armstrong, Vaughan, & Associates, P.C. and action on the Fiscal Year Ending ("FYE") 2013 Audit for the City of Helotes Economic Development Corporation.**

Kimberly Roach presented the FYE 2013 Audit to the Board of Directors. She stated the financial statements provided for the audit were material and accurately correct and the EDC was compliant with all requirements of the Public Funds Investment Act. Mrs. Roach also stated the EDC had increased their Fund Balance by \$38,644.

Motion was made by Cynthia Massey, second by Drue Helms to approve the FYE 2013 Audit as presented. Motion carried unanimously.

**7. Discussion, direction, and / or appropriate action on the design and construction of water and sewer utilities along State Highway 16 between, generally, Scenic Loop Road and Circle A Trail. (Staff)**

Glenn Goolsby provided a summary of services rendered by LNV Engineering and discussed possible funding option for construction. Mr. Goolsby also informed the Directors a formal presentation would be made at the next City Council Meeting on February 27<sup>th</sup>.

**8. Discussion, direction, and / or appropriate action regarding marketing for the City of Helotes and EDC. (Staff)**

Mr. Goolsby explained the inclusion of retail development marketing along with image marketing for the City. He provided a list of firms and contracted amounts with other municipalities. The Directors discussed the merits of both types of marketing and expressed an interest to learn more.

Motion was made by Pat Wootton, second by Keith Muhlestein to proceed with issuing a marketing RFP to address business development and image marketing. Motion carried unanimously.

**9. EDC Specialist Report:**

- a. Google 360 Virtual Tours performed by John Almarez;
- b. HelotesEDC.com and ShopHelotes.com websites; and
- c. Business Improvement Grant for Small Businesses. (Staff)

Item 9(a): Mr. Goolsby informed the Directors that seven businesses had received a Google 360 Virtual Tour, including Karen's Kernels, Helotes Humane Society, Second Chance Thrift Shop, Simply Yours Gifts and More, Curves, Rome's Pizza, and State Farm Insurance. Item 9(b): He also presented the new EDC website and Shop Helotes Business Directory website. Cynthia Massey requested the City boundaries be included on the demographic maps. Item 9(c): Ardith Garner stated the City Attorney had submitted his final analysis of the document just before the meeting and she would review latter.

**10. Discussion, direction, and / or appropriate action regarding commercial developments within the City of Helotes. (Staff)**

Mr. Goolsby discussed recent developments that Bahama Bucks reconsidered their lease and will be locating elsewhere and a new business was opening in Old Town named Amazing Gem and Mineral Museum.

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

Ardith Garner adjourned the meeting at 7:38 p.m.

  
Ardith Garner, President