



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, March 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
 Bert Buys

Staff: Glenn Goolsby, EDC Specialist

Absent:

Board Members: Caleb Rackley

1. Call to order.

President Garner called the meeting to order at 6:03 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 Bert Buys, second by Keith Muhlestein to approve Item NOS 3 and 4 as presented. Motion carried unanimously.

3. *Approval of the meeting minutes dated February 19, 2014. (Staff)

4. *Approval of the monthly Revenue and Expenditure Report dated March 14, 2014. (Staff)

5. Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation approving the Business Improvement Grant for Small Businesses; declaring that the Project promotes new or expanded business development in the City of Helotes; and authorizing the EDC President and Executive Director to negotiate and execute all other documents necessary to implement the Project. *[Goal 2 – Business Retention and Expansion]*

President Garner pulled Item 5 for discussion.

ITEMS FOR INDIVIDUAL CONSIDERATION:

- 5. Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation approving the Business Improvement Grant for Small Businesses; declaring that the Project promotes new or expanded business development in the City of Helotes; and authorizing the EDC President and Executive Director to negotiate and execute all other documents necessary to implement the Project. *[Goal 2 – Business Retention and Expansion]***

President Garner presented the Board with an attorney opinion on the program guidelines. The directors generally discussed creating a detailed criterion to evaluate each business, identifying tangible deliverables, and verifying changes with the attorney.

Motion was made by Cynthia Massey, second by Pat Wootton to postpone Item 5 until the next regularly scheduled meeting for further discussion. Motion carried unanimously.

- 6. Discussion, direction, and / or appropriate action on the design, construction, and funding of water and sewer utilities along State Highway 16 between, generally, Scenic Loop Road and Circle A Trail. (Staff) *[Goal 1 – Capital Improvements]***

Glenn Goolsby presented the Board with LNV's presentation to the Helotes City Council on February 27, 2014. He also informed the Board of direction given to staff by Council to move forward with funding the water line with SAWS Impact Fees and sewer line with Pro-rata Refund.

- 7. Discussion, direction, and / or appropriate action regarding marketing and branding consulting services for the City of Helotes and EDC. (Staff) *[Goal 2 – Business Retention and Expansion; Goal 4 – Effective Communication]***

Glenn Goolsby informed the Board that an RFP had been released on March 7, 2014 and submittal would be due on March 24, 2014.

Motion was made by Pat Wootton, second by Keith Muhlestein to create a subcommittee consisting of President Garner, Rick Schroder, Glenn Goolsby, Keith Muhlestein and Pat Wootton to evaluate and select a firm from the RFP submittals, and present a final recommendation to the Board of Directors at the next regularly scheduled meeting. Motion carried unanimously.

- 8. Discussion, direction, and / or appropriate action regarding community analytics for retail marketing for the City of Helotes and EDC. (Staff) *[Goal 3 – Business Recruitment; Goal 4 – Effective Communication]***

Glenn Goolsby stated a memorandum was sent to prior respondents to a Community Analytics RFP. He felt the after review proposals that The Retail Coach could provide the best service.

Motion was made by Ardie Garner, second by Cynthia Massey to hire The Retail Coach for community analytics. Motion carried unanimously.

- 9. Discussion, direction, and / or appropriate action regarding a budget adjustment to accommodate Item Nos. 7 and 8 above; transferring in \$40,000 or another amount determined by the Board of Directors from the General Fund and increasing expenditure on line item No. 05-510-5211 (*Marketing*) by the same amount. (Staff)**

President Garner stated it was important to move forward with both projects and felt the EDC's increasing revenues justified the expenditure.

Motion was made by Cynthia Massey, second by Bert Buys to transfer \$40,000 from the General Fund to Marketing fund No. 05-510-5211. Motion carried unanimously.

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

Glenn Goolsby informed the Board of a new project being planned by Chuck Locascio at 11978 Leslie Road and improvements being made to the Helotes Country Club.

11. Discussion of Ballous Miller Property and the United States Fish and Wildlife Services Critical Habitat. (Staff) [Goal 3 – Business Recruitment]

Glenn Goolsby provided an update on efforts to assist Ballous Miller. He stated a letter had been sent to Adam Zerrenner with USFWS and were awaiting a response.


12. EDC Specialist Report:

- a. **Google 360 Virtual Tours; [Goal 2 – Business Retention and Expansion]**
- b. **Helotes Area Chamber of Commerce; and [Goal 2 – Business Retention and Expansion]**
- c. **EDC Meet and Greet, suggested date May 7, 2014. [Goal 4 – Effective Communication]**

Item 12(a): Glenn Goolsby stated 26 businesses had been filmed for the Google 360 Virtual Tour Program. Item 12(b): He stated that he and 12 other business owners were in the process of creating a Helotes Chamber of Commerce. Item 12 (c): Mr. Goolsby stated that President Garner and Staff had discussed the need to communicate with area businesses and developers and thought a Meet and Greet and suggested May 7th. After discussion directions was given to staff to coordinate a date through email and locate a facility for the event.

Adjourn the regular meeting of the EDC Board of Directors.

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


Ardith Garner, President