



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

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, April 15, 2015 at 1:00 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
 Steven Pena, Attorney

Absent:

Board Members:

1. Call Meeting to Order at 1:00 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.

Ardith Garner, after reading from the agenda the section regarding closed sessions, adjourned into closed session at 1:00 p.m. Glenn Goolsby addressed City Attorney Steven Pena and stated his request for a public hearing on matters related to personnel discussion.

CLOSED SESSION:

Closed Session in accordance with Texas Government Code §551.071 *Consultation with Attorney* and §551.074 *Personnel Matters*. In addition to the matters listed below, any matter scheduled for open session may be discussed in Closed Session, as appropriate and authorized by law.

- a. **Consultation with Attorney (Texas Govt. Code Ann. Sec. 551.071)**
- b. **Personnel Matters – Employee Evaluation for the Helotes EDC Economic Development Specialist. (Texas Govt. Code Ann. Sec. 551.074)**

Ardith Garner reconvened the meeting at 2:15 p.m. and stated no action had been taken during the Closed Session.

Drue Helms and Caleb Rackley left the meeting.

CONSENT AGENDA (ITEM NOS. 3 - 4):

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 Cynthia Massey, second by Keith Muhlestein to approve items 3 and 4 as presented. Motion carried unanimously.

3. ***Approval of the meeting minutes dated February 18, 2015. (Staff)**
4. ***Approval of the monthly FYE 2015 Revenue and Expenditure Report dated April 1, 2015. (Staff) 2014. (Staff)**

ITEMS FOR INDIVIDUAL CONSIDERATION:

5. **Discussion and direction on the design 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 discussed new requirements requested by the Texas Department of Transportation, including maintaining a consistent distance from edge of pavement and chasing approaches. He also stated Mayor Schoolcraft and Rick Schroder met with TxDOT to discuss and were told to submit the request through the department's web portal. Mayor Schoolcraft confirmed plans must be submitted digitally to TxDOT for review.

6. **Discussion, direction, and / or appropriate action on the placement of an advertisement within the June 2015 Texas Highways Magazine. (President Garner) *[Goal 4 – Effective Communication]***

President Garner stated this item had been discussed during budget discussion at the September meeting. Mr. Goolsby informed the board staff confirmed the Helotes article would be in the June issue on March 23rd and the deadline for advertising placement was March 27th. Staff has been instructed by City Administrator Rick Schroder to create and submit the ad to Texas Highways Magazine.

Motion was made by Keith Muhlestein, second by Pat Wootton to approve the ad and expenditure to reimburse the City an amount of \$1,922.00. Motion carried unanimously.

7. **Discussion, direction, and / or appropriate action on a Cooperative Advertising Program that promotes City events and local businesses through social media. (Staff) *[Goal 2 – Business Development and Goal 4 – Effective Communication]***

Glenn Goolsby outlined the program guidelines and discussed how businesses could participate.

Motion was made by Keith Muhlestein, second by Bert Buys to support further development of the Cooperative Advertising Program. Motion carried unanimously.

8. **Discussion, direction, and / or appropriate action regarding a request by Director Norbert Buys to attend the International Council of Shopping Centers Conference in Las Vegas on May 18 – 20, 2015. (Bert Buys) *[Goal 2 – Business Development and Goal 4 – Effective Communication]***

Director Bert Buys stated he had the opportunity to attend RECON last year and felt if needed he would be willing to attend this year. Direction was given to place Mr. Buys as an alternate in the event Ardith Garner or Glenn Goolsby was unable to attend.

9. Discussion, direction, and / or appropriate action on an EDC Marketing Plan with Giles-Parscale marketing firm. (Staff) [*Goal 4 – Effective Communication*]

Glenn Goolsby presented a list of potential marketing projects identified in the Marketing and Media Analysis Plan with anticipated cost of implementation. General direction was given to further develop and bring back at the next meeting.

10. Discussion and direction on current commercial developments within the City of Helotes. (Staff)

Glenn Goolsby reviewed the report and asked for questions. Director Bert Buys inquired about Walgreens and if they were planning on moving forward. Mr. Goolsby stated since their incentive was denied; both emails and phone calls have not been returned.

11. Discussion of appeals submitted by the EDC Specialist on March 12, 2015 to the FYE 2014 Employee Evaluation and Memo of Record and subsequent responses to said appeals by President Garner dated March 23, 2014. (President Garner)

President Garner stated no action on item 11.

Adjourn the meeting of the EDC Board of Directors.

President Garner adjourned the meeting at 3:50 p.m.



Ardith Garner, President