



**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, April 16, 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  
                          Cynthia Massey  
                          Pat Wootton  
                          Bert Buys  
                          Caleb Rackley  
Staff:                 Glenn Goolsby, EDC Specialist

**Absent:**

Board Members:     Drue Helms, Vice President  
                          Keith Muhlestein, Secretary

**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 Pat Wootton, second by Bert Buys to approve Item NOS 3 and 4 as presented. Motion carried unanimously.

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

**4. \*Approval of the monthly Revenue and Expenditure Report dated April 10, 2014. (Staff)**

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

**5. 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]**

Board of Directors reviewed LNV's progress memo, no action taken.

**ITEMS FOR INDIVIDUAL CONSIDERATION CONT.:**

- 6. Discussion, direction, and / or appropriate action on a Resolution by 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. (Staff) [Goal 2 – Business Retention and Expansion]**

President Garner stated the City Attorney had reviewed all revised program documents and confirmed all prior issues had been addressed and there are no further impediments.

Motion was made by Cynthia Massey, second by Caleb Rackley to approve the Resolution approving the Business Improvement Grant for Small Businesses. Motion carried unanimously.

- 7. Discussion, direction, and / or appropriate action regarding a recommendation by an EDC subcommittee to select Squires and Company to provide 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 discussed the sub-committee's recommendation of selecting Squires and Company to perform marketing services for the EDC.

Motion was made by Pat Wootton, second by Bert Buys to approve the sub-committee's recommendation and proceed with negotiating a contract not to exceed \$30,000.00.

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

Mr. Goolsby provided a development update on Tractor Supply and Compass Bank projects and informed the board he was assisting AutoZone in locating a property.

- 9. EDC Specialist Report:**

- a. **Google 360 Virtual Tours [Goal 2 – Business Retention and Expansion]; and**
- b. **EDC Meet and Greet [Goal 4 – Effective Communication], suggested date June 18, 2014.**

Item 9(a) Mr. Goolsby updated the board that 22 businesses had their virtual tour published, 10 others had been filmed, 4 more scheduled, and 17 had been contacted to participate in the program. Item 9(b) Mr. Goolsby informed the board the scheduled Meet & Greet would be held on June 18<sup>th</sup> from 6:30 p.m. to 8:30 p.m. at El Chaparral.

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

Ardith Garner adjourned the meeting at 6:45 p.m.

  
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Ardith Garner, President