



**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, March 16, 2016 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: Pat Wootton, President  
Keith Muhlestein, Vice President  
Drue Helms  
Diane Anderson

Staff: Rick Schroder, Executive Director  
Glenn Goolsby, EDC Specialist

**Absent:**

Board Members: Carl Hale  
Kathryn Mitchell

President Pat Wootton called the Regular Meeting to order at 7:00 p.m.

**OPEN SESSION:**

1. **Citizens to be heard.**  
*No public comment.*

**CONSENT AGENDA (ITEM NOS. 2 – 3):**

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 Keith Muhlestein, second by Drue Helms to approve Items 2 and 3 as written. Motion carried unanimously.

2. **\*Approval of the Regular Meeting Minutes dated February 17, 2016. (Staff)**
3. **\*Approval of the monthly Revenue and Expenditure Report dated March 10, 2016. (Staff)**

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

4. **Discussion of and action on logos designed by Giles-Parscale as part of the EDC's unified branding effort for the City, EDC, and Shop Helotes activities. (Staff)**

Motion was made by Diane Anderson, second by Keith Muhlestein to discuss Item 4 as written. Motion carried unanimously.

Glenn Goolsby informed the board that the 6 designs included in packets had been presented to Helotes City Council on March 10, 2016, at that time they chose to not adopt a new logo. Mr. Goolsby asked the Board for their comments regarding the designs and if they were able to select one.

Direction was given to bring back design numbers 2 and 5 in both black and white and color form for further consideration.

**5. Discussion of and action on City/EDC promotional literature/brochure designed by Giles-Parscale. (Staff)**

Motion was made by Keith Muhlestein, second by Diane Anderson to discuss Item 5 as written. Motion carried unanimously.

Mr. Goolsby reviewed the brochure content and stated print pricing would be provided at the next meeting for approval.

**6. Discussion of and action on City/EDC economic development incentives available to developers and/or the business community within the City and its Extraterritorial Jurisdiction. (Staff)**

Motion was made by Keith Muhlestein, second by Diane Anderson to discuss Item 6 as written. Motion carried unanimously.

Mr. Goolsby presented incentives offered by the City and EDC and past incentives approved by the Board.

**7. Discussion of and action on the City of Helotes Growth Management Plan, performed by Freese and Nichols, Inc., for the City and its Extraterritorial Jurisdiction. (Staff)**

Motion was made by Keith Muhlestein, second by Diane Anderson to discuss Item 7 as written. Motion carried unanimously.

Rick Schroder reviewed the services being rendered by Freese and Nichols and that another workshop would be scheduled in the coming months.

**8. Discussion of and action on a Board of Directors team building exercise, including a Helotes Chamber of Commerce Networking Team Building Tournament at TopGolf on March 29, 2016. (Staff)**

Motion was made by Drue Helms, second by Keith Muhlestein to discuss Item 8 as written. Motion carried unanimously.

Mr. Goolsby presented the TopGolf event to the board for consideration.

Motion was made by Keith Muhlestein, second by Drue Helms for the EDC to pay for members to attend and network with local business owners. Motion carried unanimously.

**9. Staff Report:**

- a. **Bandera Helotes Plaza Chapter 380 Agreement Reimbursement Request;**
- b. **Outdoor Food Truck Park and Bar Facility in Old Town Helotes Special District update;**
- c. **State Highway 16 Water and Sewer Project;**
- d. **Helotes Creek Linear Park Transportation Enhancement Project; and**

**e. Commercial development update.**

Mr. Goolsby informed the Board on Item 9(a): the developer had submitted a request for reimbursement; Item 9(b): City Council had approved the zoning change to add outdoor food truck parks and bar facilities to Old Town Helotes Special District; Item 9(c): completed plans were submitted to SAWS on March 4, 2016 and once approved would be submitted to TxDOT; Item 9(d): Terra Design has a final trail alignment and directed LNV to stake the easements in the field; Item 9(e): updated the Board on current and pending commercial developments.

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

President Wootton adjourned the meeting at 8:15 p.m.



Rick A. Schroder  
Executive Director