



CITY OF HELOTES
ECONOMIC DEVELOPMENT CORPORATION
WORKSHOP MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Workshop on Wednesday, June 18, 2014 at 2:30 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:

EDC Board Members

Present: Ardith Garner, President
Drue Helms, Vice President
Cynthia Massey
Pat Wootton
Bert Buys

Council

Present: Thomas A. Schoolcraft, Mayor
Cynthia Massey, Mayor Pro Tem
Bert Buys

Staff: Glenn Goolsby, EDC Specialist

Absent:

Board Members: Keith Muhlestein, Secretary
Caleb Rackley

1. Call to order.

President Garner brought the workshop to order at 2:30 p.m.

ITEMS FOR INDIVIDUAL CONSIDERATION:

2. Discussion of a strategic marketing plan and media analysis for the City of Helotes and the EDC, facilitated by Squires and Company.

Discussion was led by Andy Slipher, Geoff German, and Jamie Lucas from Squires & Company. Mr. Slipher stated the goal was to create a marketing strategy to implement a targeted and effective advertising campaign after identifying the strengths, weaknesses, opportunities, and threats to the City of Helotes. After receiving input from members present Squires & Company will draft a Marketing and Media Analysis within 8 weeks to present at a future EDC meeting.

Adjourn the workshop of the EDC Board of Directors.

President Garner adjourned the workshop at 5:00 p.m.



Ardith Garner, President