



**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, August 20, 2014 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
 Pat Wootton
 Bert Buys

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

Absent:

Board Members: Cynthia Massey
 Caleb Rackley

1. Call to order.

President Garner brought the 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.

3. Public hearing.

Receive and hear all interested persons on the adoption of operating and capital budgets for the EDC for Fiscal Year Ending (FYE) 2015. The proposed EDC FYE 2015 operating and capital budgets include economic development "Projects," as defined by Art. 5190.6 Development Corporation Act of 1979, Secs. 2 and 4(B) of Vernon's Texas Civil Statutes. Proposed budgets are posted on the front page of the EDC website, www.helotesedc.com, and on the City of Helotes agenda bulletin board. Comments are limited to three (3) minutes, and this time is not transferable.

Ardith Garner opened the public hearing at 1:02 p.m. With no public comment, the meeting was closed at 1:03 p.m.

CONSENT AGENDA (ITEM NOS. 4 – 6):

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 Drue Helms, second by Pat Wootton to approve all items as presented. Motion carried unanimously.

4. ***Approval of the meeting minutes dated May 14th, June 18th, July 10th, and July 30, 2014. (Staff)**
5. ***Approval of the monthly Revenue and Expenditure Report dated August 12, 2014. (Staff)**
6. ***Approval of the Quarterly Investment Report dated June 30, 2014. (Staff)**

ITEMS FOR INDIVIDUAL CONSIDERATION:

7. **Presentation by Squires & Company and discussion, direction, and / or appropriate action on a Marketing and Media Analysis for the City of Helotes and EDC. (Staff) [Goal 2 – Business Retention and Expansion; Goal 4 – Effective Communication]**

Andy Slifer presented the results of the marketing and media analysis after reviewing input from a workshop held on June 18, 2014. This included analyzing Helotes' present marketing and suggesting more effective use of funds, which include a more focused social media campaign. Jeff German presented 3 concepts, incorporating what the brand experience could be for Helotes.

Meeting was recessed at 2:07 p.m. and called to order at 2:15 p.m.

8. **Presentation by LNV Engineering and 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]**

Julian Bielawski discussed project updates after meeting with SAWS on August 1, 2014, where they had requested the City coordinate with two additional planned developments, on improvements to the Iron Lift Station. Julian estimates the additional effluent could be accommodated by using three 20 horsepower pumps. He also stated the City would be meeting with SAWS to confirm the request.

9. **Discussion, direction, and / or appropriate action regarding revisions to the EDC Strategic Plan. (President Garner)**

President Garner discussed changes she is recommending to the Strategic Plan, which include the consolidation of current goals. The Board directed staff to organize a work session to further discuss the Strategic Plan.

10. **Discussion, direction, and / or appropriate action on applications submitted for Business Improvement Grant funds. (Staff) [Goal 2 – Business Retention and Expansion]**

Glenn Goolsby informed the Board one application was complete and two others were missing information. The Board postponed action until the next meeting and requested the program guidelines be included in the packet.

Meeting was recessed at 3:55 p.m. and called to order at 4:10 p.m.

11. Discussion, direction, and / or appropriate action regarding appropriations for fiscal year ending (FYE) 2015 beginning October 1, 2014 and ending September 30, 2015 to support the EDC's programs, "Projects," as defined by Art. 5190.6 Development Corporation Act of 1979, Secs. 2 and 4(B) of Vernon's Texas Civil Statutes, and cooperatives. (Staff)

Rick Schroder reviewed the proposed expenditures in the FYE 2015 Operating and Capital Budgets. After discussion the Board requested the budget be added to the work session for further discussion.


Motion was made by Pat Wootton, second by Bert Buys to move \$50,000.00 from Marketing into the Reserve Fund. Motion carried 3 Ayes; 2 Nays, Ardith Garner and Drue Helms.

12. EDC Specialist Report on Google 360 Virtual Tours. (Staff) [Goal 2 – Business Retention and Expansion]

Glenn Goolsby presented a list of completed businesses.

Adjourn the regular meeting of the EDC Board of Directors.

Motion was made by President Garner, second by Keith Muhlestein to adjourn the meeting at 4:30 p.m.



Ardith Garner, President