



**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, September 17, 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
 Cynthia Massey
 Pat Wootton
 Caleb Rackley
 Bert Buys

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

Absent:

Board Members:

Call Work Session to order at 12:00 p.m.

WORK SESSION:

1. Discussion and direction on the EDC Strategic Plan.

Glenn Goolsby discussed the consolidation of goals outlined in the proposed FYE 2015 plan. Direction was given to remove the Old Town Helotes Irrigation from the plan. No action taken.

2. Discussion and direction on 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.

Cynthia Massey spoke on the importance of having a marketing budget to promote the City. Caleb Rackley agreed and said it's all about branding and we should look at our neighbors in Boerne and Fredericksburg for comparison. No action taken.

Adjourn Work Session at 12:58 p.m.

Call Regular Meeting to Order at 1:00 p.m.

OPEN SESSION:

3. 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.

4. 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.

Gerry Gillespie spoke about a prior budget she had seen that itemized \$30,000 for obtaining a 10(A) permit, but was glad to see it had been removed from the current proposed budget. She also commented that marketing is essential for the City to grow.

Ron Green spoke about the 10(A) permit and stated the City/EDC should not spend public money for private development and especially on protect property.

CONSENT AGENDA (ITEM NOS. 5 - 8):

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 Pat Wootton to approve all items as presented. Motion carried unanimously.

5. ***Approval of the meeting minutes dated August 20, 2014. (Staff)**
6. ***Approval of the monthly Revenue and Expenditure Report dated September 10, 2014. (Staff)**
7. ***Approval of renewing a Management Services Agreement between the City of Helotes and the City of Helotes Economic Development Corporation for FYE 2015. (Staff)**
8. ***Approval of a Resolution adopting an FYE 2015 Investment Policy and Strategy for public investment purposes for the City of Helotes Economic Development Corporation. (Staff)**

ITEMS FOR INDIVIDUAL CONSIDERATION:

9. **Discussion, direction, and / or appropriate action regarding approval of the EDC Strategic Plan FYE 2015. (Staff)**

Motion was made by Bert Buys, second by Pat Wootton to discuss and take action on Item 9. General consensus was to remove the Old Town Helotes Irrigation from the plan and approve as discussed. Motion carried unanimously.

10. **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)**

Motion was made by Cynthia Massey, second by Pat Wootton to discuss and take action on Item 10.

Motion was made by Cynthia Massey, second by Caleb Rackley, to move \$50,000.00 into the line item for marketing with additional approval needed for expenditures over \$1,000.00. Motion to approve carried unanimously.

Motion was made by Ardith Garner, second by Caleb Rackley to discuss and take action on the remaining \$27,500 in reserve. Mr. Rackley suggested leaving the monies in reserve for future projects. After further discussion an amended motion was made by Cynthia Massey, second by Caleb Rackley to approve the FYE 2015 Budget as discussed. Amended motion carried unanimously.

11. Discussion, direction, and / or appropriate action on review of applications submitted for the Business Improvement Grant. [Goal 2 – Business Retention and Expansion]

Donnie Guill spoke on behalf of Gable's Ice Cream Sliders about his business and stated funds would be used for marketing services.

Rosie McLaughlin spoke on behalf of KoolKids Resale and stated she would like to use the funds for signage.

Motion was made by Pat Wootton, second by Keith Muhlestein, to approve the Business Improvement Grant for Gables Ice Cream Sliders and KoolKids Resale in the amount of \$8,000.00. Motion carried unanimously.

12. Discussion, direction, and / or appropriate action regarding proposals received for engineering services of the Helotes Creek Linear Park Project. (Staff) [Goal 5 – Community Enhancement]

Motion was made by Pat Wootton, second by Bert Buys to discuss and take action on Item 12. General consensus was to form a subcommittee to review and score the proposal.

Motion was made by Bert Buys, second by Drue Helms to create a subcommittee consisting of Mayor Schoolcraft, City Administrator Rick Schroder, EDC Specialist Glenn Goolsby, President Ardith Garner, Director Bert Buys, Director Keith Muhlestein, and Director Pat Wootton to review, score and submit a recommendation for the next board meeting. Motion carried unanimously.

13. Discussion, direction, and / or appropriate action regarding the election of officers for the EDC Board of Directors, as described in the Articles of Incorporation, Article Ten *Board of Directors*, to include a President, Vice-President, and Secretary. (Staff)

Motion was made by Bert Buys, second by Pat Wootton to discuss and take action on Item 13.

Motion was made by Bert Buys, second by Pat Wootton to appoint Ardith Garner as President, Drue Helms as Vice President, and Keith Muhlestein as Secretary. Motion carried unanimously.


14. EDC Specialist Report:

- a. Google 360 Virtual Tours; [Goal 2 – Business Retention and Expansion]
- b. Update on the design, construction, and funding of water and sewer utilities along State Highway 16 between, generally, Scenic Loop Road and Circle A Trail; and [Goal 1 – Capital Improvements]
- c. Update on current commercial developments. [Goal 2 – Business retention and Expansion and Goal 3 – Business Recruitment]

Glenn Goolsby updated the Board on the status of Item 14(a): 63 locations have been filmed, Item 14(b): SAWS is planning on funding upgrades to the sewer system and the EDC will not be required to upgrade the Iron Horse Lift Station, Item 14(c) reviewed the status of pending projects and requested direction to pursue iFly. Direction was given to inquire on the firm's interest in Helotes.

Adjourn the regular meeting of the EDC Board of Directors.

President Garner adjourned the meeting at 2:32 p.m.


Ardith Garner, President