



## REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, August 19, 2020 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:**      *Ron Lane, Vice-President*      *Kathryn Mitchell, Secretary*  
                                 *Stephanie "Stevie" Seitz*      *Matthew McCrossen*  
                                 *John Kodosky*

**Staff:**      *Marian Mendoza, Executive Director*  
                         *Glenn Goolsby, Assistant Director*

**Absent:**      *Blaine Lopez, President*      *Phyllis Jackson*

**1. Call to Order.**

Vice President, Ron Lane called the meeting to order at 7:01 p.m.

**PUBLIC HEARING:**

- 2. Public Hearing on proposed Maintenance & Operating, Interest & Sinking, and Capital budgets for Fiscal Year Ending (FYE) 2021. Proposed EDC budgets include economic development "Projects," as defined by Texas Local Govt. Code Chapter 505 *Type B Corporations*. EDC FYE 2021 "Projects" include the following expenditures: Maintenance & Operating; Interest & Sinking (Debt Service); Personnel & Benefits; Office Rental; Memberships; Audit Fees; Conferences, Workshops & Seminars; Legal & Financial Fees; Conceptual Design / Land Use Planning; Marketing & Social Media Campaigns; Special Event Marketing; Website(s) Development & Maintenance; Managed Services Agmt. w/ City; Old Town Helotes Parking Lot Lease Agmt.; Land Acquisition; Ch. 380 Economic Development Agmt. Reimbursements; Google 360 Tours; Small Business Loan & Grant Incentives; City Visitor's & Tourism Center; Splash Pad; and Sidewalks.**

Ron Lane opened the public hearing at 7:03 p.m. No one signed up to speak on this item. Mr. Lane closed the public hearing at 7:03 p.m.

**OPEN SESSION:**

**3. Citizens to be heard.**

***The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). The EDC will accept comments from citizens of the City of Helotes and its Extraterritorial Jurisdiction (ETJ) only. 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 one signed up to speak on this item.

**CONSENT AGENDA (ITEM NOS. 4 – 5):**

All items marked with an asterisk (\*) on the consent agenda were voted on as a group. Motion was made by Matthew McCrossen, second by John Kodosky to approve Items 4 & 5 as written. Motion carried unanimously.

4. \*Approval of the minutes of the Regular Meeting dated July 15, 2020 and August 12, 2020.
5. \*Approval of the EDC Fiscal Year Ending (FYE) 2020 Revenue and Expense Report dated August 12, 2020.

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

6. Discussion of and direction on utilizing funds from EDC Operating Account No. 05-510-5211 ***Marketing / Tourism*** for the purchase of reusable shopping tote bags to promote ***Shop Helotes!*** (Staff)

Glenn Goolsby presented the final design options and associated pricing for each.

Motion was made by Stevie Seitz, second by Matthew McCrossen to proceed with option 1, to purchase 1,000 red tote bags with white logo. Motion carried unanimously.

7. Discussion of and direction on proposed Maintenance & Operating, Interest & Sinking, and Capital budgets for Fiscal Year Ending (FYE) 2021. Proposed EDC budgets include economic development “Projects,” as defined by Texas Local Govt. Code Chapter 505 ***Type B Corporations***. (Staff)

Marian Mendoza presented the revised budget and highlighted two recent changes that included separating the marketing and event account funds and an increase in the managed services agreement between the City of Helotes and Helotes EDC from \$15,000 to \$30,000.

Motion was made by Matthew McCrossen, second by Stevie Seitz to discuss Item 7. Motion carried unanimously.

Matthew requested clarification on the increase in the managed services contract. The consensus was the increase is merited.

**8. Discussion of and direction on creating a policy decision matrix that will be utilized to evaluate projects and expenditures over \$10,000 to ensure the project aligns with current Strategic Work Plan. (Matthew McCrossen)**

Motion was made by Stevie Seitz, second by John Kodosky to discuss Item 8. Motion carried unanimously.

Matthew McCrossen presented why he felt the need for the board to create a process to evaluate future projects that would set a foundation for future board members.

The board consensus was to bring the item back for consideration after members have time to provide additional input.

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

Vice President Lane adjourned the meeting at 8:11 p.m.



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Marian Mendoza  
Executive Director