



REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, September 16, 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: Blaine Lopez, President Ron Lane, Vice-President
Kathryn Mitchell, Secretary Matthew McCrossen
John Kodosky

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

Absent: Stephanie "Stevie" Seitz Phyllis Jackson

1. Call to Order.

President, Lopez called the meeting to order at 7:00 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.**

Blaine Lopez opened the public hearing at 7:00 p.m. No one signed up to speak on this item. Mr. Lane closed the public hearing at 7:00 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 – 9):

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 thru 9 as written. Motion carried unanimously.

4. ***Approval of the minutes of the Regular Meeting dated August 19, 2020. (Staff)**
5. ***Approval of the EDC Fiscal Year Ending (FYE) 2020 Revenue and Expense Report dated September 10, 2020. (Staff)**
6. ***Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation (EDC) approving an Agreement for Management Services between the City of Helotes and the EDC; authorizing the Executive Director to take all necessary steps to implement the provisions of this Resolution; incorporating recitals; providing for severability; and adopting an effective date. (Staff)**
7. ***Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation (EDC) approving an Investment Policy and Strategy for public investment purposes; authorizing the Executive Director to take all necessary steps to implement the provisions of this Resolution; incorporating recitals; providing for severability; and adopting an effective date. (Staff)**
8. ***Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation (EDC) designating Investment Officers for public investment purposes; authorizing the Executive Director to take all necessary steps to implement the provisions of this Resolution; incorporating recitals; providing for severability; and adopting an effective date. (Staff)**
9. ***Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation (EDC) approving a list of approved brokers / dealers for public investment purposes; authorizing the Executive Director to take all necessary steps to implement the provisions of this Resolution; incorporating recitals; providing for severability; and adopting an effective date. (Staff)**

ITEMS FOR INDIVIDUAL CONSIDERATION:

10. **Discussion of and action on renewal of a Lease Agreement for EDC office space located at 12682 F.M. 1560 West, Suite 105, Helotes, Texas between the Helotes EDC and E. Douglas Deptuch and Son #1 LLC. (Staff)**

Marian Mendoza presented the proposed HEDC Office Lease Agreement with Douglas Deptuch, highlighting it would be a three-year extension with a rental increase of \$100.00 each year.

Motion was made by Matthew McCrossen, second by Kathryn Mitchell to approve the agreement as written. Motion carried unanimously.

11. **Discussion of and action on entering into a Sublease Agreement for shared office space located at 12682 F.M. 1560 West, Suite 105, Helotes, Texas with the Helotes Area Chamber of Commerce. (Marian Mendoza, Executive Director)**

Marian Mendoza presented the proposed Sublease Agreement between the HEDC and Helotes Area Chamber of Commerce to run concurrent with the HEDC master lease agreement.

Motion was made by Ron Lane, second by Kathryn Mitchell to amend the agreement for a period of one year with an option to auto renew for up to two more years and

12. **Discussion of and action on a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation (EDC) approving appropriations for the Fiscal Year Ending (FYE) 2021 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* and authorizing the Executive Director to take all necessary steps to implement the provisions of this Resolution; incorporating recitals; providing for severability; and adopting an effective date. (Staff)**

Motion was made by Matthew McCrossen, second by John Kodosky to discuss and take action on Item 12 as written.

13. **Discussion of and direction on creating a policy decision matrix that will be utilized to evaluate projects and expenditures over \$10,000, or another expenditure amount agreed upon by the Board of Directors, to ensure unplanned projects brought to the EDC align with the current Strategic Work Plan. (Matthew McCrossen, Board Member)**

Matthew McCrossen presented a decision tree matrix he developed to assist in evaluating future projects. Direction was given to staff to bring the item back for board approval.

14. **Discussion of and direction on the purchase of digital billboards to promote Shop Helotes! and local events. (Glenn Goolsby, Assistant Director)**

Glenn Goolsby presented the Item and outlined how the HEDC could utilize digital billboards in the surrounding area to promote a shop Helotes shop local ad campaign. Direction was given to

allocate up to \$10,000 for the ad campaign. Additional direction was given to require businesses to register to participate and base selection on a lottery system.

15. **Discussion of and direction on sponsoring the Helotes Area Chamber's 0.5K Challenge. – Glenn Goolsby, Assistant Director**

Glenn Goolsby presented the request by the Helotes Area Chamber to sponsor the 0.5K Challenge. Direction was given to participate at the \$3,500.00 level.

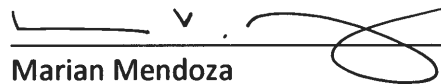
STAFF REPORT:

16. **Update on the Small Business Grant Program and COVID-19 restrictions. (Marian Mendoza, Executive Director)**

Marian Mendoza provided an update that 23 businesses had applied and 8 more pending additional information.

Adjourn the regular meeting of the EDC Board of Directors.

President Lopez adjourned the meeting at 8:19 p.m.


Marian Mendoza
Executive Director