



HELOTES
TEXAS
ECONOMIC DEVELOPMENT
REGULAR MEETING AGENDA

The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, November 14, 2018 at 7:00 p.m. in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This is an open meeting, subject to the open meeting laws of the State of Texas.

1. Call to order and welcome newly-appointed EDC Directors.

OPEN SESSION:

2. 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.

CONSENT AGENDA (ITEM NOS. 3 – 5):

All Consent Agenda items listed below are considered routine by EDC Staff and are intended to be enacted by one motion. There will be no separate discussion of these items, unless a Director requests it, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the Agenda.

3. Approval of the minutes of the EDC Regular Meeting dated October 17, 2018. (Staff)
4. Approval of the EDC Fiscal Year Ending (FYE) 2019 Revenue and Expenditure, Balance Sheet, and Encumbrance Reports dated November 8, 2018. (Staff)

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

The City of Helotes City Hall is wheelchair accessible, and accessible parking spaces are available. In compliance with the Americans with Disabilities Act, the City of Helotes will provide reasonable accommodations for persons attending the meeting. To better serve you, requests should be received forty-eight (48) hours prior to the meeting. Please contact the City Secretary's Office at 210.695.5911 or by facsimile at 210.695.2123.

CONSENT AGENDA Cont.:

5. Approval of the EDC Quarterly Investment Report for the quarter ending September 2018. (Investment Officers)

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. Presentation on and discussion of and action on an Agreement between Bird's Eye View and the EDC on the production of an aerial Helotes map to support tourism. (Staff)
7. Discussion of and action on the EDC Economic Development Plan Update for quarter ending September 30, 2018 to be presented to the City Council on December 13, 2018. (Staff)
8. Discussion of and action on rescheduling or cancelling the EDC Regular Meeting on December 19, 2018. (Staff)
9. Staff Updates:
 - EDC Restated and Amended Articles of Incorporation amendment; and
 - Current and planned commercial developments within the City of Helotes.

Adjourn.

The EDC Board of Directors reserves the right to adjourn into Closed Session at any time during the course of this meeting to discuss any of the exceptions to the requirement that a meeting be open to the public, in accordance with Texas Government Code, Chapter 551 *Open Meetings*, Subchapter D *Exceptions to Requirement that Meetings be Open*. No action may be taken in Closed Session.

A quorum of the City Council and/or other City Boards, Committees, or Commissions may be present at this meeting. The City Council and/or other City Boards, Committees, or Commissions may not take action regarding public business or policy.

I certify that this Agenda was posted on November 9, 2018 at 3:00 p.m.



Rick A. Schroder
Executive Director

Attest:

Glenn Goolsby

Glenn Goolsby
Assistant Director



REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, October 17, 2018 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: Pat Wootton, President Joel Lutz, Vice President
Kathryn Mitchell Bill Putty

Absent: Diane Anderson, Secretary Wayne Stacey
Stephanie "Stevie" Seitz

Staff: Rick Schroder, Executive Director
Glenn Goolsby, Assistant Director

1. Call to Order.

President Wootton called the meeting to order at 7:02 p.m.

OPEN SESSION:

2. 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 Public Comment

CONSENT AGENDA (ITEM NOS. 3 – 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 Joel Lutz, second by Bill Putty to approve Items 3 thru 8 as written. Motion carried unanimously.

3. *Approval of the minutes of the EDC Regular Meeting dated September 19, 2018. (Staff)

4. *Approval of the EDC Fiscal Year Ending (FYE) 2018 Revenue and Expenditure, Balance Sheet, and Encumbrance Reports dated October 11, 2018. (Staff)
5. *Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation approving an Agreement for Management Services between the City of Helotes and the City of Helotes Economic Development Corporation; authorizing the Executive Director to take all necessary steps to implement the provisions of this Resolution; incorporating recitals; providing severability; and adopting an effective date. (Staff)
6. *Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation adopting an Investment Policy and Strategy for public investment purposes. (Staff)
7. *Approval of a Resolution by the Board of Directors of the City of Helotes Economic Development Corporations designating investment officers for investment purposes. (Staff)
8. *Approval of a Resolution by the Board of Directors of the City of Helotes Economic Development Corporation adopting a list of approved brokers / dealers for investment purposes. (Staff)

ITEMS FOR INDIVIDUAL CONSIDERATION:

9. **Discussion of and action on a one (1) year extension to a Service and Office Use Agreement between the EDC and the Helotes Area Chamber of Commerce (HACC) for the provision of office space within the existing EDC corporate offices located at 12682 F.M. 1560 N., Suite 105, Helotes, Texas 78023, in exchange for an annual HACC Supporting Sponsorship Package. (Staff)**

Motion to discuss Item 9 was made by Joel Lutz, second by Kathryn Mitchell.

Motion was made by Bill Putty, second by Kathryn Mitchell to approve the Service and Office Use Agreement. Motion carried unanimously.

10. **Discussion of and action on a Google Business Photos Service Agreement between John Almarez, owner of 360 Zone, and the EDC for a term of one (1) year for the provision of still photography and 360 virtual tour services to Helotes-area businesses. (Staff)**

Motion to discuss Item 10 was made by Joel Lutz, second by Kathryn Mitchell.

Motion was made by Bill Putty, second Kathryn Mitchell to approve the Google Business Photos Service Agreement. Motion carried unanimously.

11. **Discussion of and action on a recommendation to the City Council on the following appointments to the City of Helotes Economic Development Corporation Board of Directors; (Mayor Schoolcraft)**

Place Two, Patrick Adam	Term Expiring September 30, 2020;
Place Four, Alan Holmes	Term Expiring September 30, 2020; and
Place Six, Matthew McCrossen.	Term Expiring September 30, 2020.

Motion to discuss Item 11 was made by Bill Putty, second by Joel Lutz.

Motion was made by Kathryn Mitchell, second by Joel Lutz to include Joel Lutz's name to the list of recommended names being presented to City Council. Motion carried unanimously.

12. Discussion of and action on rescheduling and/or canceling the EDC Regular Meetings for November 21st and December 19th 2018. (Staff)

Motion to discuss Item 12 was made by Joel Lutz, second by Bill Putty.

Motion was made by Joel Lutz, second by Kathryn Mitchell to move the November meeting to the 14th. Motion carried unanimously.

13. Staff update on current and planned commercial developments within the City of Helotes.

Glenn Goolsby provided updates on current commercial developments and tenant finish-outs.

No action taken.

Adjourn the regular meeting of the EDC Board of Directors.

President Wootton adjourned the meeting at 7:32p.m.

Rick A. Schroder
Executive Director

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: NOVEMBER 8TH, 2018

03 -CAPITAL REPLACEMENT
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>					
MISCELLANEOUS REVENUE	<u>104,161.50</u>	<u>0.00</u>	<u>93,824.76</u>	<u>10,336.74</u>	<u>90.08</u>
TOTAL REVENUES	<u>104,161.50</u>	<u>0.00</u>	<u>93,824.76</u>	<u>10,336.74</u>	<u>90.08</u>
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	500.00	0.00	0.00	500.00	0.00
BUILDING & GROUNDS	<u>808,259.77</u>	<u>4,876.80</u>	<u>4,876.80</u>	<u>803,382.97</u>	<u>0.60</u>
TOTAL EXPENDITURES	<u>808,759.77</u>	<u>4,876.80</u>	<u>4,876.80</u>	<u>803,882.97</u>	<u>0.60</u>
REVENUES OVER/(UNDER) EXPENDITURES	(704,598.27)	(4,876.80)	88,947.96	(793,546.23)	12.62-

CITY OF HELOTES
REVENUE & EXPENSE REPORT - UNAUDITED
AS OF: NOVEMBER 8TH, 2018

03 -CAPITAL REPLACEMENT
REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	10,202.50	0.00	2,015.76	8,186.74	19.76
406-1018 PD MISC REVENUES	2,150.00	0.00	0.00	2,150.00	0.00
406-1019 FD MISC REVENUES	<u>91,809.00</u>	<u>0.00</u>	<u>91,809.00</u>	<u>0.00</u>	<u>100.00</u>
TOTAL MISCELLANEOUS REVENUE	104,161.50	0.00	93,824.76	10,336.74	90.08
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TOTAL REVENUES	104,161.50	0.00	93,824.76	10,336.74	90.08
	=====	=====	=====	=====	=====

CITY OF HELOTES
REVENUE & EXPENSE REPORT - UNAUDITED
AS OF: NOVEMBER 8TH, 2018

03 -CAPITAL REPLACEMENT
ADMINISTRATION
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<hr/>					
<u>CONTRACTUAL SERVICES</u>					
510-5200 BANK CHARGES	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>500.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	500.00	0.00	0.00	500.00	0.00
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TOTAL ADMINISTRATION	500.00	0.00	0.00	500.00	0.00

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: NOVEMBER 8TH, 2018

03 -CAPITAL REPLACEMENT
 BUILDING & GROUNDS
 EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>CAPITAL OUTLAY</u>					
550-5501 FIRE DEPT PURCHASES	91,809.00	0.00	0.00	91,809.00	0.00
550-5509 EDC 2015 CofO EXPENDITURES	297,384.20	4,876.80	4,876.80	292,507.40	1.64
550-5510 POLICE DEPT PURCHASES	9,367.57	0.00	0.00	9,367.57	0.00
550-5512 CITY 2015 CofO EXPENDITURES	<u>409,699.00</u>	<u>0.00</u>	<u>0.00</u>	<u>409,699.00</u>	<u>0.00</u>
TOTAL CAPITAL OUTLAY	808,259.77	4,876.80	4,876.80	803,382.97	0.60
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TOTAL BUILDING & GROUNDS	808,259.77	4,876.80	4,876.80	803,382.97	0.60
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TOTAL EXPENDITURES	808,759.77	4,876.80	4,876.80	803,882.97	0.60
=====					
REVENUES OVER/(UNDER) EXPENDITURES	(704,598.27)	(4,876.80)	88,947.96	(793,546.23)	12.62-
=====					

*** END OF REPORT ***

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: NOVEMBER 8TH, 2018

05 -ECONOMIC DEVELOPMENT CORP
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>					
NON-PROPERTY TAXES	1,220,288.82	0.00	117,396.43	1,102,892.39	9.62
MISCELLANEOUS REVENUE	<u>8,492.00</u>	<u>0.00</u>	<u>1,333.62</u>	<u>7,158.38</u>	<u>15.70</u>
TOTAL REVENUES	1,228,780.82	0.00	118,730.05	1,110,050.77	9.66
	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	<u>1,228,780.82</u>	<u>7,207.36</u>	<u>345,219.26</u>	<u>883,561.56</u>	<u>28.09</u>
TOTAL EXPENDITURES	1,228,780.82	7,207.36	345,219.26	883,561.56	28.09
	=====	=====	=====	=====	=====
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(7,207.36)	(226,489.21)	226,489.21	0.00

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: NOVEMBER 8TH, 2018

05 -ECONOMIC DEVELOPMENT CORP
 REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>NON-PROPERTY TAXES</u>					
401-3140 SALES TAX	1,210,581.82	0.00	114,872.31	1,095,709.51	9.49
401-3150 MIXED BEVERAGE	<u>9,707.00</u>	<u>0.00</u>	<u>2,524.12</u>	<u>7,182.88</u>	<u>26.00</u>
TOTAL NON-PROPERTY TAXES	1,220,288.82	0.00	117,396.43	1,102,892.39	9.62
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	<u>8,492.00</u>	<u>0.00</u>	<u>1,333.62</u>	<u>7,158.38</u>	<u>15.70</u>
TOTAL MISCELLANEOUS REVENUE	8,492.00	0.00	1,333.62	7,158.38	15.70
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TOTAL REVENUES	1,228,780.82	0.00	118,730.05	1,110,050.77	9.66
	=====	=====	=====	=====	=====

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: NOVEMBER 8TH, 2018

05 -ECONOMIC DEVELOPMENT CORP
 ADMINISTRATION
 EXPENDITURES

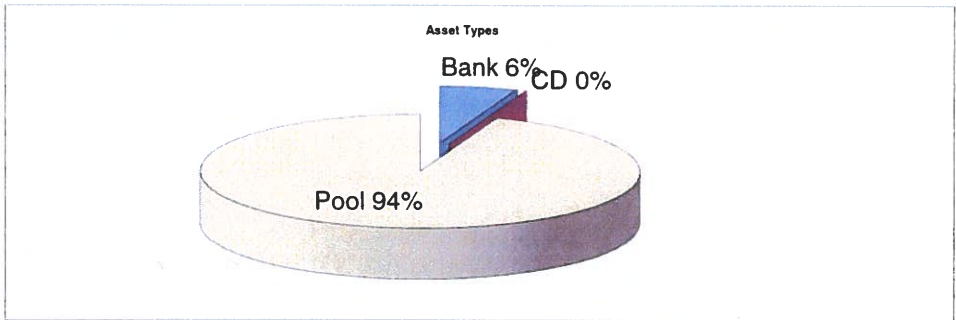
	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>PERSONNEL</u>					
510-5101 SALARIES	68,053.00	0.00	6,729.60	61,323.40	9.89
510-5111 LONGEVITY	1,100.00	0.00	0.00	1,100.00	0.00
510-5113 BENEFITS	<u>17,352.22</u>	<u>0.00</u>	<u>1,600.17</u>	<u>15,752.05</u>	<u>9.22</u>
TOTAL PERSONNEL	86,505.22	0.00	8,329.77	78,175.45	9.63
<u>CONTRACTUAL SERVICES</u>					
510-5201 MEMBERSHIPS, DUES & LICENSES	16,000.00	0.00	0.00	16,000.00	0.00
510-5202 AUDIT FEES	3,200.00	0.00	0.00	3,200.00	0.00
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,000.00	0.00	0.00	3,000.00	0.00
510-5204 INTL. CONF. SHOPPING CENTERS	9,000.00	0.00	0.00	9,000.00	0.00
510-5205 BANK FEES	500.00	0.00	0.00	500.00	0.00
510-5206 LEGAL FEES	2,993.00	0.00	0.00	2,993.00	0.00
510-5208 CONC. DESIGN & LAND USE PLANS	25,000.00	0.00	0.00	25,000.00	0.00
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	0.00	3,000.00	0.00
510-5211 MARKETING	35,000.00	0.00	0.00	35,000.00	0.00
510-5212 WEBSITE DEV. & MAINTENANCE	8,144.00	608.00	608.00	7,536.00	7.47
510-5214 MANAGED SVCS. AGREEMENT	5,400.00	123.68	5,523.68 (123.68)	102.29
510-5215 DEBT SERVICE	323,039.76	0.00	323,040.00 (0.24)	100.00
510-5221 RETAIL RECRUITMENT	20,000.00	0.00	0.00	20,000.00	0.00
510-5224 OFFICE RENTAL	9,600.00	0.00	700.00	8,900.00	7.29
510-5225 OTHSD PARKING LOT LEASE	6,000.00	0.00	400.00	5,600.00	6.67
510-5226 LAND ACQUISITION	<u>234,649.84</u>	<u>0.00</u>	<u>0.00</u>	<u>234,649.84</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	704,526.60	731.68	330,271.68	374,254.92	46.88
<u>COMMODITIES</u>					
510-5301 OFFICE SUPPLIES	7,500.00	0.00	0.00	7,500.00	0.00
510-5302 OPERATIONAL EXPENSES	7,500.00	6,359.92	6,359.92	1,140.08	84.80
510-5305 COMMUNICATION EQUIPMENT	1,421.00	115.76	257.89	1,163.11	18.15
510-5326 EXPENSE REIMBURSEMENT	250.00	0.00	0.00	250.00	0.00
510-5333 380 AGREEMENT REIMBURSEMENTS	<u>421,078.00</u>	<u>0.00</u>	<u>0.00</u>	<u>421,078.00</u>	<u>0.00</u>
TOTAL COMMODITIES	437,749.00	6,475.68	6,617.81	431,131.19	1.51
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TOTAL ADMINISTRATION	1,228,780.82	7,207.36	345,219.26	883,561.56	28.09
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TOTAL EXPENDITURES	1,228,780.82	7,207.36	345,219.26	883,561.56	28.09
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REVENUES OVER/(UNDER) EXPENDITURES	0.00 (7,207.36) (226,489.21)	226,489.21	0.00
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*** END OF REPORT ***

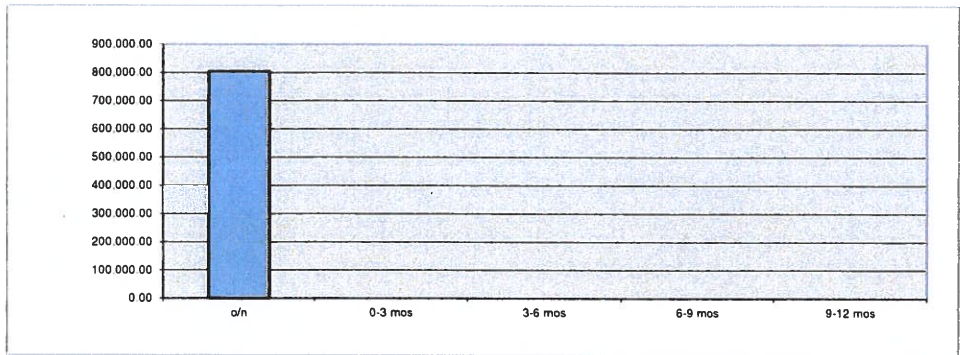
CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION
QUARTERLY INVESTMENT REPORT SUMMARY
period ending 09/30/2018

Beginning Book Value	\$	664,970.73
Beginning Market Value	\$	664,970.73
Beginning Weighted Average Maturity		0 days
Beginning Yield		1.9300%
Ending Book Value	\$	851,424.39
Ending Market Value	\$	851,424.39
Ending Weighted Average Maturity		0 days
Ending Yield		2.1600%
Unrealized Gain/(Loss)	\$	-
Change in Market Value	\$	186,453.66
Benchmark Yield (6 Mth. T-Bill)		2.2300%

Allocation by Type of Investment



Allocation by Maturity Date



CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION
QUARTERLY INVESTMENT REPORT

as of
 09/30/18

Purchase Date	Security	Coupon or Avg. Rate	Maturity Date	Yield	Par	Price	Days to Maturity	Beginning Book	Beginning Market	Ending Book	Ending Market	Change in Market	Period Earnings
N/a	Frost Operating Fund	1.6200%	09/30/18	1.6200%	\$48,693.9900	100.000	0	\$ 115,431.92	\$ 115,431.92	\$ 48,693.99	\$ 48,693.99	\$ (66,737.93)	\$ 844.01
N/a	Farm Bureau Bank	0.0000%	09/30/18	0.0000%	4.11	100.000	0	\$ 4.11	\$ 4.11	\$ 4.11	\$ 4.11	\$ -	\$ -
	Subtotal Checking Accounts				\$ 48,698.10			\$ 115,436.03	\$ 115,436.03	\$ 48,698.10	\$ 48,698.10	\$ (66,737.93)	\$ 844.01
N/a	LOGIC Operating Fund	2.1900%	09/30/18	2.1900%	\$ 548,405.27	100.000	0	\$ 548,405.27	\$ 548,405.27	\$ 801,591.30	\$ 801,591.30	\$ 253,186.03	\$ 3,186.03
N/a	TexPool Operating Fund	2.1800%	09/30/18	2.1800%	1,124.71	100.000	0	\$ 1,129.43	\$ 1,129.43	\$ 1,134.99	\$ 1,134.99	\$ 5.56	\$ 5.56
	Subtotal Pools				\$ 549,529.98			\$ 549,534.70	\$ 549,534.70	\$ 802,726.29	\$ 802,726.29	\$ 253,191.59	\$ 3,191.59
	TOTALS				\$ 598,228.08			\$ 664,970.73	\$ 664,970.73	\$ 851,424.39	\$ 851,424.39	\$ 186,453.66	\$ 4,035.60
								Average Weighted Maturity				0 days	
								Average Weighted Yield				2.16%	
								Average Portfolio Benchmark (6 Mth. T-Bill)				2.23%	

This quarterly report has been prepared in compliance with the Public Funds Investment Act and the EDC's Investment Policy.

Notes: Funds are left in the bank depository to pay for bank fees. Bank fees are charged based upon an Earnings Credit Rate (ECR) equal to the prior month's average 91-day T-bill rate + 15 points. The ECR is paid directly to the bank depository. Approx. Jul. ECR = 2.15; Aug. ECR = 2.21; Sep. ECR = 2.28

For EDC Capital Fund Investor, see City's Quarterly Investment Report dated 9/30/18.

 10/29/18 Date

 Investment Officer Date

10-30-18

BIRD'S EYE VIEW MAPS



"Where to go, What to do"

Brief History

- ▶ Started the company 25 years ago in Fredericksburg Texas
- ▶ Currently have Boerne Texas (year 13) & Fredericksburg Texas (year 25)
- ▶ 2018 New Maps are Comfort - Helotes - Winery, Brewery & Distillery Map
- ▶ 2019 New Maps are New Braunfels - Terlingua - Bulverde/Spring Branch
- ▶ Sarah is from Stonewall Texas
 - ▶ Wanted to create an affordable and efficient way to advertise communities with the lowest cost to the business owner.
 - ▶ Create an EXPERIENCE for the end user
- ▶ Reconfigured the company in 2017/2018....
 - ▶ New Graphic Design Team with 40 years experience
 - ▶ Launching redesigned website
 - ▶ Partnering with smaller towns to create maps for their area

Benefits of Partnership

- ▶ Accuracy of changes to the map
- ▶ Assist with differentiating Helotes & San Antonio
- ▶ Help map the growth & communicate it to Newcomers & locals
- ▶ Opportunity to promote non-profit organizations, parks and anything you feel is important to the area
- ▶ Reduced cost to business owners

Added Benefits with BEV Maps

- ▶ Discount on BULK printing
- ▶ Advertising with Chambers & Tourism Councils in Texas
- ▶ Representation option for all businesses in the town & surrounding area.
- ▶ Map tailored to your area and to fit your needs
 - ▶ Text Boxes & Event Boxes
 - ▶ Parks & Recreation (State Parks, Area Lakes, etc)
 - ▶ Nightlife & Area Attractions (Dance Halls, etc.)
 - ▶ Festivals & Events
 - ▶ Arts, Culture & Museums
- ▶ Updated and reprinted yearly

What customers get....

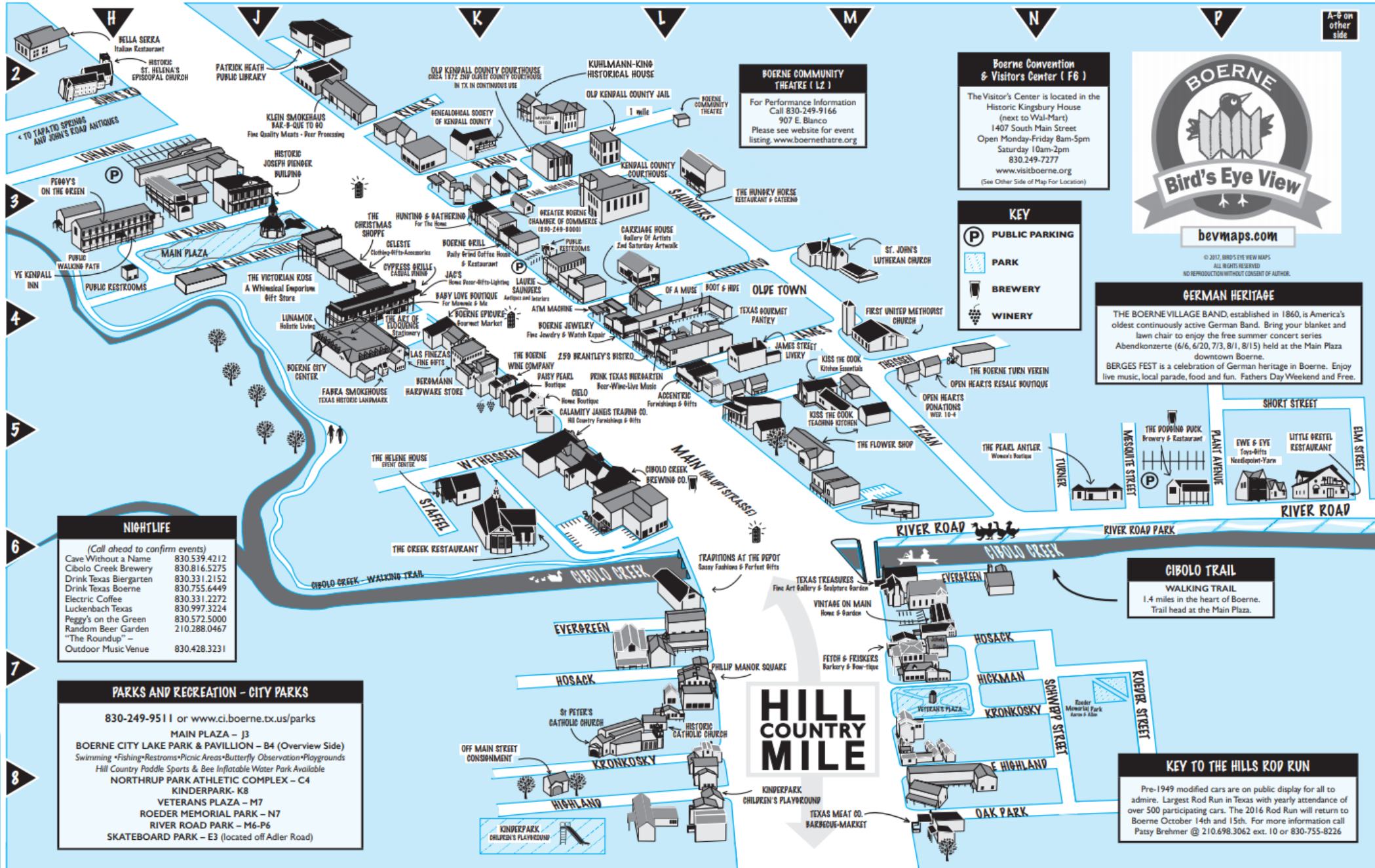
- ▶ Building(s) drawn and labeled
- ▶ Map on mobile friendly devices via www.bevmaps.com or QR Code
 - ▶ Customers are represented on the page according to their category
 - ▶ Drink - Eat - Entertainment - Activities - Shop - Lodging - Services
- ▶ Social Media
 - ▶ BEV posts to Facebook, Instagram & Twitter
- ▶ Maps & racks available for distribution
- ▶ BEV partners with other locations to distribute maps
 - ▶ Parks, Events in the Area, Gas Stations, Any and all lodging locations
- ▶ Additional presence in Text Boxes & Event's
- ▶ BEV is creating a brand presence in smaller towns and touristic areas

Current Distribution

- ▶ Fredericksburg (over 150 distribution points)
 - ▶ Print 200,000 maps
 - ▶ 65,000 maps to the Visitors Bureau
 - ▶ 60,000 maps to the hotels & rental units
 - ▶ 10,000 maps to events & grab bags
- ▶ Boerne (over 100 distribution points)
 - ▶ Print 65,000 maps
 - ▶ 30,000 maps to the hotels & rental units
 - ▶ 10,000 maps to Visitors Bureau
 - ▶ 5,000 maps to events & grab bags

Reviews.....

- ▶ “We love to use these maps at our front desk, to share with our guests, to help them find what they are looking for in town, to help them find things they didn't even know they were looking for.” *Gary Trumet at Inn on Barons Creek, Fredericksburg Texas 830-992-3915*
- ▶ “This map is perfect for the ease of navigating around the city. Their mobile site is great too. Check it out!” *Margaret Fesas from Lakeway Texas*
- ▶ “Great map, well thought out, easy to follow, great that it is expanding into other towns!!” *Judy Moldenhauer, Kindergarten Teacher from Boerne Texas*
- ▶ “Help customers get around Fredericksburg with this great map!! Thanks for a good product!!” *Chris Johnson Simone, Retired Educator in the Hill Country Area*



A-B on other side

BOERNE COMMUNITY THEATRE (LZ)
 For Performance Information
 Call 830-249-9166
 907 E. Blanco
 Please see website for event listing. www.boernehtheatre.org

Boerne Convention & Visitors Center (F6)
 The Visitor's Center is located in the Historic Kingsbury House (next to Wal-Mart)
 1407 South Main Street
 Open Monday-Friday 8am-5pm
 Saturday 10am-2pm
 830.249-7277
www.visitboerne.org
 (See Other Side of Map For Location)



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GERMAN HERITAGE
 THE BOERNE VILLAGE BAND, established in 1860, is America's oldest continuously active German Band. Bring your blanket and lawn chair to enjoy the free summer concert series Abendkonzerte (6/6, 6/20, 7/3, 8/1, 8/15) held at the Main Plaza downtown Boerne.
 BERGES FEST is a celebration of German heritage in Boerne. Enjoy live music, local parade, food and fun. Fathers Day Weekend and Free.

KEY
 (P) PUBLIC PARKING
 PARK
 BREWERY
 WINERY

SHORT STREET
 THE POPPING PUCK Brewery & Restaurant
 EWE & EYE Toy-Bits Needlepoint-Yarn
 LITTLE ORETEL RESTAURANT
 MAIN AVENUE
 RIVER ROAD

CIBOLO TRAIL
 WALKING TRAIL
 1.4 miles in the heart of Boerne.
 Trail head at the Main Plaza.

KEY TO THE HILLS ROD RUN
 Pre-1949 modified cars are on public display for all to admire. Largest Rod Run in Texas with yearly attendance of over 500 participating cars. The 2016 Rod Run will return to Boerne October 14th and 15th. For more information call Patsy Brehmer @ 210.698.3062 ext. 10 or 830-755-8226

NIGHTLIFE
 (Call ahead to confirm events)
 Cave Without a Name 830.539.4212
 Cibolo Creek Brewery 830.816.5275
 Drink Texas Biergarten 830.331.2152
 Drink Texas Boerne 830.755.6449
 Electric Coffee 830.331.2272
 Luckenbach Texas 830.997.3224
 Peggy's on the Green 830.572.5000
 Random Beer Garden 210.288.0467
 "The Roundup" - Outdoor Music Venue 830.428.3231

PARKS AND RECREATION - CITY PARKS
 830-249-9511 or www.ci.boerne.tx.us/parks
 MAIN PLAZA - J3
 BOERNE CITY LAKE PARK & PAVILLION - B4 (Overview Side)
 Swimming • Fishing • Restrooms • Picnic Areas • Butterfly Observation • Playgrounds
 Hill Country Paddle Sports & Bee Inflatable Water Park Available
 NORTHRUP PARK ATHLETIC COMPLEX - C4
 KINDERPARK - K8
 VETERANS PLAZA - M7
 ROEDER MEMORIAL PARK - N7
 RIVER ROAD PARK - M6-P6
 SKATEBOARD PARK - E3 (located off Adler Road)

HILL COUNTRY MILE

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QUESTIONS?





CITY OF HELOTES
ECONOMIC DEVELOPMENT CORPORATION PLAN
OCTOBER 2018 REPORT



↓

Project 1: Enlist the assistance of organizations to define desirable industry and business types in Helotes.

Step 1: The EDC contracted with Retail Strategies for the past 3 years to identify appropriate retailers. The EDC did not renew the contract for FYE 2019.

Step 2: The EDC issued an RFP/Q to solicit business recruitment bids from licensed brokers on a commission / fee simple basis. Proposals are due by Friday, November 16th.



↓

Step 1: EDC staff informs potential developers during pre-development meetings of all available incentives they can request from the EDC and/or City.

Step 2: Continue the use of tailored incentives that encourage development.

Outcome: Multiple prospective developers are currently reviewing Helotes for opportunities.

PRIORITY 3

Support the development of Class A office space.

Project 1: Define “Class A” office space.

Outcome:

Class A - Most prestigious buildings competing for premier office users with rents above average for the area. Buildings are aesthetically pleasing and have a notable presence in high-visibility locations, such as a city's central business district, and are outfitted with top-of-the-line fixtures, amenities, and systems.

Class B - Buildings competing for a wide range of users with rents in the average range for the area. Building finishes are fair to good for the area. Typically, multi-story with a common lobby.

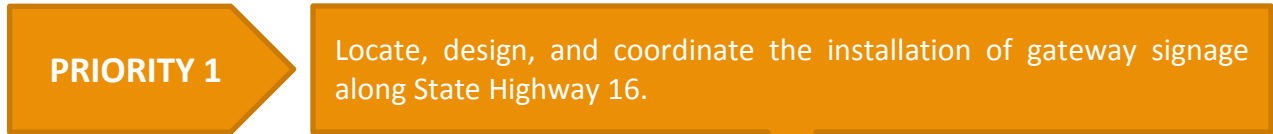
Class C - Buildings competing for tenants requiring functional space at rents below the average for the area. Typically, single story with the ability to walk in and walk out of your own lease space.

Project 2: Conduct a capacity analysis to identify the need for space.

Outcome: Endura Advisory Group is assisting the EDC on identifying companies that can perform the analysis. Waiting on response.

Project 3: Identify speculative office space developers.

Outcome: Stream Realty, USAA Real Estate, Trammell Crow, Colglazier Properties, Conor Commercial, Cadence McShane, and many others.



Project 1: Locate and secure public and / or private property for signage location(s).

Step 1: Staff has identified possible sign locations on private property.

Outcome: Pending discussion with TxDOT before contacting property owners.

Project 2: If located on public right-of-way, coordinate with TxDOT and seek State approval.

Step 1: Staff contacted TxDOT to coordinate a meeting to discuss the feasibility of locating signage in right-of-way.

Outcome: TxDOT is awaiting completion of roadway improvements to determine feasibility.

Project 3: Engage a sign contractor to design and install signage.

Step 1: On hold until location(s) has been secured.



Evaluate and refine current marketing and communications plan efforts for the development and real estate community.



Project 1: Ensure easy access to pertinent information, such as Dept. of Commerce or GeoTracking data, in intelligible formats like Microsoft Excel.

Step 1: The EDC’s retail recruitment consultant provides demographic data and heat maps that are shared.

Project 2: Provide accessible information on HEDC website(s).

Step 1: The EDC contracted with LoopLink to provide user access to available commercial listings in the Helotes area.

Step 2: The EDC leveraged local partnerships to acquire additional market and demographic research.

Step 3: EDC Staff is evaluating other software that can be embedded into the EDC’s website and provides a user-friendly interface that allows users to generate custom reports.

Step 4: The EDC contracted with Manhard Consulting to create site plans that are displayed on the EDC website.

Project 3: Use social media to promote development opportunities.

Step 1: The EDC has contracted with NeonCloud to create short videos to highlight development opportunities and quality-of-life in Helotes.

Outcome: The project was placed on hold due to roadway construction and weather.

Step 2: The City’s Public Relations Specialist, Andrea Wazir, manages all social media accounts.

PRIORITY 2

Continue to utilize and monitor the effectiveness of the site selection consultant for retail development.

Project 1: Review and revise site inventory list to include site-specific advantages and disadvantages. Address disadvantages.

Outcome: Contracted with Manhard Consulting to create site-specific marketing materials showcasing potential developments. The consultant generates pro-forma cost estimates to help determine project feasibility.

Project 2: Asses current and future road improvement projects to determine new commercial development opportunities.

Step 1: Ongoing evaluation.

PRIORITY 3

Better communicate the City of Helotes' commercial growth strategy within the corporate City limits and its ETJ.

Project 1: Promote S.H. 16 Water and Sewer Utility Project, including the use of water impact fee credits and sewer pro-rata refunds as incentives for desirable developments.

Step 1: Communication of the Project and potential incentives are ongoing through direct meetings with prospects.

Step 2: Once SAWS final impact fees are set, the EDC will promote new development opportunities.

Project 2: Work with City Officials and Staff to implement the HEDC Growth Management Plan.

Outcome: The original Plan was developed with the assumption that the City would be able to annex property through home-rule adoption. A new, unilateral plan should be developed to address legislative changes now requiring voter approval for annexation.



PRIORITY 1

Establish a Helotes Visitor Center consisting of office space for the Helotes EDC, Helotes Area Chamber, and Historical Society of Helotes.



Project 1: Gather potential stakeholders and develop a memorandum of understanding.

Step 1: A meeting with stakeholders will be coordinated during the 4th quarter of 2018.

Step 2: The EDC currently offices with the Helotes Area Chamber, who provides support staff and maintains a visitor center.

Project 2: Conduct site assessments and determine suitable tract(s).

Step 1: EDC Staff has identified several opportunities throughout the City of Helotes.

Project 3: Complete land and construction cost estimates.

Step 1: Evaluate cost of ownership versus rental space.

Project 4: Obtain approval from stakeholders and City Council.

Step 1: On hold until Projects 1 and 3 are complete.

Project 5: Secure funding.

Step 1: On hold until Projects 1, 3, and 4 are complete.



PRIORITY 1

Evaluate and refine current marketing and communication plan efforts for area residents and business owners.



Project 1: Create a “New Resident” Packet describing desirable industries, business types, and incentives used within the community to promote economic development.

Step 1: The EDC created a new / prospective business packet that highlights opportunities in Helotes.

Step 2: The EDC partnered with the Helotes Area Chamber of Commerce to create and distribute New Resident Packets.

Project 2: Use social media, *Helotes Magazine*, and other methods to inform the general public about current events, economic development, and related items of interest within the community.

Outcome: EDC staff and the City’s Public Relations Specialist met to create a marketing plan to define goals and identify marketing channels to achieve said goals.

PRIORITY 2

Better communicate the City of Helotes’ commercial growth strategy within the corporate City limits and its ETJ to area residents and business owners.



Step 1: Meet with City and ETJ property owners and representatives.

Outcome: To date, Staff has had 5 meetings for both residential and commercial development opportunities in the ETJ.

PRIORITY 3

Continue to promote and encourage day-tripping and other forms of tourism within Helotes.

Step 1: EDC staff works with the City's Public Relations Specialist to identify opportunities that promote area events.

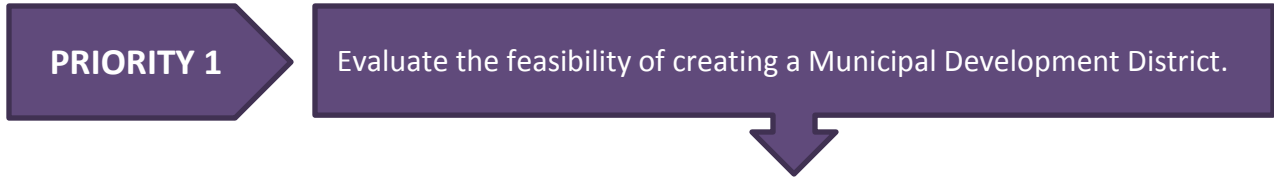
Outcome: New advertising channels have been used including, but not limited to, print, social media, web, and radio.

Step 2: The EDC contracted with Neon Cloud to produce a promotional video highlighting local events and businesses.

Outcome: Pending approval by the City of Helotes.

Step 3: The EDC is negotiating a contract with Bird's Eye View Maps to create a Helotes tourism map highlighting events, items of interest, and area businesses.

Outcome: Bird's Eye View will make a presentation to the EDC Board of Directors in November 2018.



Project 1: Determine the feasibility of releasing the San Antonio Metropolitan Transit Authority's (VIA) sales and use tax within Helotes' ETJ.

Step 1: Met with VIA Government Relations Director and CFO to determine if there is a process for VIA to release the MTA sales tax.

Outcome: VIA representatives stated that there was no mechanism for MTA sales tax release.

Step 2: Coordinated a second meeting to include the Mayor of Helotes, Helotes City Administrator, Councilman Bert Buys, Asst. EDC Director, VIA CEO, VIA Attorney, & VIA Board Members to discuss options for releasing the MTA sales tax within Helotes' ETJ.

Outcome: Awaiting formal response from VIA.

Next Step: Depending on the response, a meeting with State Representatives may be needed to determine legislative options.

Project 2: Secure HEDC and City Council approval.

Status: On hold until Project 1 is complete.

Project 3: Hold election to adopt MDD.

Status: On hold until Projects 1 and 2 are complete.

City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: 11/14/18

Agenda Placement: **CONSENT**
 INDIVIDUAL
 PRESENTATION
 CLOSED

CAPTION:

9. Staff Updates:

- EDC Restated and Amended Articles of Incorporation amendment; and
- Current and planned commercial developments within the City of Helotes.

BACKGROUND:

City Council will be reviewing the requested amendments to the Restated and Amended Articles of Incorporation approved by the Helotes Economic Development Corporation Board of Directors on August 15, 2018

FINANCIAL: N/A

RECOMMENDATION: N/A

SUBMITTED BY: N/A

DATE SUBMITTED: N/A

SUGGESTED MOTION: N/A

DISPOSITION:

Development Updates

Business	Location	Status	Completion
El Rodeo Mexican Grill	12932 Bandera Road	Open	Complete
Navy Federal Credit Union	12440 Bandera Road	Open	Complete
Healing Hands Family Care	12274 Bandera Road, Suite 108	Open	Complete
Great Harvest Bread Company	12415 Bandera Road, Suite 102	Tenant Finishout	3Q - 2018
46 Street Pizza	12440 Bandera Road	Tenant Finishout	4Q - 2018
Pet Barn	12440 Bandera Road	Tenant Finishout	4Q - 2018
Bandera Road Café	12440 Bandera Road	Pending Approval	1Q - 2019
Todd Stein	Comerica Re-development	Site work	4Q - 2018
Rohde, Ottmers, Siegel	Bitters Property	On Hold	2018
Texas Premier Capital	13523 Bandera Road	Pre-development Leasing	Unknown

Prospects

The Place	Corner of Bandera Road and Hausman	Finalizing Plan	Unknown
Judicial Services Company		Site Evaluation	Late 2019
SK and A Architecture		Site Evaluation	Unknown
National Quick Service Restaurant		Market Evaluation	Unknown
Apple Pest Control		Site Evaluation	Late 2019

Utility Improvements

			Est. Start Date
LNV	Water and Sewer service along Bandera Road between Circle A Trail and Scenic Loop Road.	Complete	
Hill Country Bridge	Pedestrian Bridge along Old Bandera Road	Pending CLOMR approval	1Q - 2019
TxDot	Hausman Road widening to 4 lanes	Project let in Aug. 2018	4Q - 2018
TxDot	FM 1560 & Bandera Road realignment	Complete 4Q - 2018	2-3Q 2017
TxDot	FM 1560 Bridge	Complete	2-3Q 2017
Bexar County	French Creek Drainage Improvement		1Q - 2019
TxDot	Cedar Trail Culvert		2018-2019

Businesses Closed