



SPECIAL MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Special Meeting on Wednesday, March 3, 2021 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 John Kodosky, Secretary
Greg Hayden Melody Cooper

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

Absent: Kathryn Mitchell, Vice-President Stephanie "Stevie" Seitz

1. Call to Order.

President, Lopez called the meeting to order at 7:03 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 one signed up to speak on this item.

CONSENT AGENDA (ITEM NOS. 3 – 5):

All items marked with an asterisk (*) on the consent agenda were voted on as a group. Motion was made by John Kodosky, second by Melody Cooper to approve Items 3 - 5 as written. Motion carried unanimously.

3. *Approval of the minutes of the EDC Regular Meeting dated November 18, 2020. (Staff)

4. ***Approval of the EDC Fiscal Year Ending (FYE) 2021 Revenue and Expense Report dated February 09, 2021. (Staff)**
5. ***Approval of the HEDC Quarterly Investment Report date December 31, 2020. (Staff)**

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. **Discussion of and action on adopting the HEDC FYE 2021 Strategic Work Plan. (Staff)**

Motion was made by John Kodosky, second by Melody Cooper to approve the FYE 2021 Strategic Work Plan as written. Motion carried unanimously.

7. **Approval of a Resolution of the Board of Directors of the City of Helotes Economic Development Corporation (EDC) approving Amendment No. 1 to the Agreement for Management Services between the City of Helotes and the EDC. (Staff)**

Marian Mendoza presented a need to amend the Management Services Agreement to include additional digital media responsibilities being handled by the City's Public Relations Specialist.

Motion was made by John Kodosky, second by Greg Hayden to approve the item as written increasing the management service fee by \$6,000.00. Motion carried unanimously.

8. **Discussion of and action on sponsoring the Helotes Area Chamber of Commerce Gift Card Give Back Program. (Staff)**

Glenn Goolsby presented the request from the HACC to assist in funding the Gift Card Give Back Program. The HACC has committed to only utilize any funds approved towards business located within the city limits of Helotes.

Motion was made by John Kodosky, second by Melody Cooper to support the HACC Gift Card Give Back with a \$10,000.00 sponsorship. Motion carried unanimously.

9. **Discussion of and action on contracting with 360 Zone to provide Google 360 Virtual Tours to businesses located within the City of Helotes. (Staff)**

Glenn Goolsby presented the program and prior success since implementing in 2014.

Motion was made by John Kodosky, second by Melody Cooper to approve contracting with 360 Zone to provide Google 360 Virtual Tours. Motion carried unanimously.

10. **Discussion of and action on a Resolution by the Board of Directors postponing the construction of a spray park / splash pad at the Helotes Fitness and Disc Golf Course and sidewalks along Riggs Road and reallocating those funds toward emergency relief efforts to support the Helotes business community. (John Kodosky and Melody Copper)**

John Kodosky stated the reason for bringing this item up for discuss was the need to support struggling businesses in Helotes. Melody Cooper stated she supports the two capital projects, but the EDC could temporally redirect funds to assist businesses and may be able to re-appropriate funds in six to twelve months for the splash-pad and sidewalks.

Motion was made by John Kodosky, second by Melody Cooper to approve the resolution to postpone funding for the construction of a spray park / splash pad at the Helotes Fitness and Disc Golf Course and sidewalks along Riggs Road and reallocate up to \$475,000.00 toward emergency relief efforts to support the Helotes business community. Motion carried unanimously.

11. Discussion of and direction on developing an Ordinance for the City of Helotes to establish requirements and guidelines for operating food truck parks in Old Town Helotes. (John Kodosky and Melody Copper)

John Kodosky presented Item 11 to expand the current city ordinance to allow food trucks in Old Town Helotes that could spur additional activity in the area. Melody Cooper agreed that food trucks could draw in more foot traffic for Old Town businesses. Marian Mendoza presented sample ordinances from Fredericksburg, Buda, and Bastrop and stated she would begin developing a new ordinance.

12. Discussion of and direction on creating an e-commerce grant program for Helotes businesses. (Staff)

Glenn Goolsby presented two ideas for setting up an e-commerce program. Direction was given to provide individual websites and/or e-commerce sites for qualifying businesses. Staff will develop the program and make another presentation during a subsequent meeting.

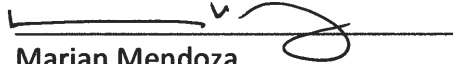
STAFF REPORT:

13. Update on new HEDC website design. (Staff)

Glenn Goolsby presented the new HEDC website and highlighted new features for demographics and property listings.

Adjourn the regular meeting of the EDC Board of Directors.

President Lopez adjourned the meeting at 8:53 p.m.



Marian Mendoza
Executive Director