



**MINUTES OF THE SPECIAL JOINT MEETING  
OF THE  
LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION  
AND THE CITY OF LEON VALLEY CITY COUNCIL  
Leon Valley City Council Chambers  
6400 El Verde Road, Leon Valley, Texas 78238  
Monday, January 12, 2015**

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A special joint meeting of the Leon Valley Economic Development Corporation (LVEDC) and the City of Leon Valley City Council (City Council) was held in the City Council Chambers.

**I. Call to Order and Determine If Quorum is Present**

Board Vice President Claude Guerra called the meeting to order at 5:30 p.m. Board Secretary David Gannon, Board Treasurer Mike McCarley, Board Member Rudy Garcia, Board Member Dr. Georgia Zannaras, and Board Member Joe Sanchez were present, constituting a quorum. Also in attendance were Economic Development Director and Staff Liaison Claudia Mora, acting as recording secretary, Mayor Riley, CCM Ricardo Ruiz, CCM Carmen Sanchez, CCM Abraham Diaz, CCM Benny Martinez, CCM Paul Biever, Leon Valley Area Chamber of Commerce (LVACC) President Joe Maldonado, LVACC Board Members, Bill Gerlt, Gail Tribble, Donna Morund and Shirley Owen. City of Leon Valley staff present were City Manager Manuel Longoria, Jr., ACM Crystal Caldera, ACM Randall Wallace, and City Secretary Sandra Passailaigue.

**II. Discussion on Economic Initiatives in the Area**

The items of discussion during the special joint meeting included the LVEDC Façade and Signage Program, Ethnic Food Corridor, Economic Development Strategic Plan, The Retail Coach (TRC), and the San Antonio Aquarium.

Board Vice President Guerra provided an update on the LVEDC Façade and Signage Program. He informed the group that the next round of applications would be accepted through February 15<sup>th</sup>. In addition, he provided a status on the development of an economic development strategic plan. Board Secretary Gannon is leading the effort; and, Mr. Gannon provided a report on what the LVEDC subcommittee had done to date. The next steps include developing and finalizing a mission statement.

Mr. Guerra mentioned that The Retail Coach was assisting the LVEDC in updating demographic reports on Leon Valley's retail trade area. The information will be used to target retail businesses for Leon Valley.

Board Member Sanchez reported on the Ethnic Food Corridor. Evers Road, outside Loop 410 has over 20 ethnic restaurants. It is hoped that by partnering with the City of San Antonio, we can promote the area as a destination for international dining.

Mr. Maldonado from the LVACC informed the group of upcoming LVACC projects and activities. He mentioned that the Chamber planned on having an annual gala and hoped that the City and LVEDC would participate. He also mentioned that a new commercial or short film on Leon Valley needed to be produced for PBS. Mr. Maldonado mentioned that in September the LVACC would be co-sponsoring the Tri-Chamber mixer with the Helotes Chamber of Commerce and the Westside San Antonio Chamber of Commerce. Another LVACC activity coming up was the Backpack/Toy Drive with Home Depot scheduled for November. Mr. Maldonado spoke to the group about reinstating Market Days and co-sponsoring a health fair. Finally, Mr. Maldonado informed the group that the LVACC would be working on presenting workshops for the businesses in the Leon Valley area.



Information was shared regarding the grand opening of the San Antonio Aquarium in December. The traffic in the immediate area increased over the Christmas holidays. The parking lot appeared to be full during the two-week holiday break.

**III. Adjourn**

Board Vice President Guerra adjourned the meeting at 6:29 p.m.

A handwritten signature in cursive script, reading "Patricia Manea", written in black ink over a horizontal line.

Patricia Manea,  
Board President

A handwritten signature in cursive script, reading "Larry W. Proffitt", written in black ink over a horizontal line.

Larry Proffitt,  
Board Secretary