



**MINUTES OF THE MEETING OF THE
LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION
Wednesday, January 28, 2015**

I. Call to Order and Determine if Quorum is Present

Board President Stephen Ynostrosa called the meeting to order at 6:36 p.m. Board Vice President Claude Guerra, Board Treasurer Mike McCarley, Board Member David Gannon, Board Member Georgia Zannaras and Board Member Joe Sanchez were present, constituting a quorum. Board Member Rudy Garcia was excused. Board Attorney Steven Peña was present. Also in attendance was Staff Liaison Claudia Mora, acting as recording secretary, and Economic Development Administrative Assistant Ana Federico.

II. Citizens to be Heard

There were none.

III. Presentation/Update, Discussion and Possible Action on The Retail Coach Services and ICSC RECon 2015 Strategy – Aaron Farmer, Senior Vice President of The Retail Coach

Mr. Farmer presented updated demographic information on the Leon Valley Retail Trade Area (RTA). The RTA population has increased by approximately 800 to 10,953. According to Mr. Farmer, this is a good growth statistic. He stated that he would send the updated information to Ms. Mora. Mr. Farmer informed the Board that TRC will conduct another license plate survey and asked if there were certain areas that the Board thought TRC should include. Discussion ensued on including HEB Marketplace, the San Antonio Aquarium, Bandera Crossing (Wing Daddy's), Bandera Heights and Rios Crystal Mall (to capture the ethnic food patrons). Mr. Farmer went on to state that the retail market for the area is good and that approximately 40% of the projected expansion will be restaurants. TRC has set up a spreadsheet to track the TRC outreach for Leon Valley. Staff will get a copy regularly to see progress.

Mr. Farmer told the Board that the Retail Outlook Guide (ROG) for Leon Valley would be updated and a new handout will be developed for the LVEDC to use at the ICSC RECon 2015 in Las Vegas in May. With the Leon Valley and the LVEDC being one (1) of six (6) communities represented sharing TRC's booth in Las Vegas, TRC will set up a meeting in March to prepare for the event. He suggested that Leon Valley focus on meeting with redevelopers, casual restaurants, clothing stores and other high ranking sectors on the leakage list for Leon Valley. Mr. Farmer indicated that TRC will begin setting up appointments in March.

IV. Closed Session in Accordance with the Texas Government Code

The City of Leon Valley Economic Development Corporation Board will Convene in Closed Session:

- A. Pursuant to Tex. Gov't Code Ann. § 551.071 (1),(2) update regarding Larry Little v. Leon Valley EDC;
- B. The City of Leon Valley Economic Development Corporation Board will Reconvene into Open Session and may take action on the Closed Session Items.

The LVEDC convened into closed session at 7:00 p.m.

The LVEDC reconvened into open session at 7:27 p.m. No action was taken in closed session.



V. 7:30 p.m. Public Hearing, Presentation, Discussion and Consideration of Action on a Resolution by the Leon Valley Economic Development Corporation (LVEDC) Regarding the Expenditure of LVEDC Funds in a Grant of up to \$57,000 to Leon Valley Area Chamber of Commerce

Board President Ynostrosa opened the public hearing at 7:33 p.m. Staff Liaison Mora briefly presented the details of the Leon Valley Area Chamber of Commerce's (LVACC) grant application for LVEDC funding. The LVACC is requesting \$25,000 to \$57,000 to establish an office. The request included funding for monthly lease payments on office space, furniture, office equipment and supplies, staffing and insurance. Included in the presentation were the projected costs for each item and the bid price received by the LVACC.

Mr. Joe Maldonado, LVACC Board of Directors President, provided a brief presentation on the application and provided some background information on the LVACC as well as their proposed plans for the LVACC. Information regarding raising the membership dues to increase revenues for the LVACC was presented.

Board members asked Mr. Maldonado various questions regarding the proposed activities and raising of dues. In particular, Mr. Maldonado was asked if the LVACC membership was aware of the increase in dues, if they were supportive of the increase, and when the increase would occur. Mr. Maldonado indicated that some members were aware and that there were plans to inform all members at a future luncheon and by mail. He stated that the dues increase would occur in four to six months.

Mr. Maldonado was asked to clarify the funding request. The understanding and clarification was that the request was for a two-year plan with funding of approximately \$26,000 for each year. Also, Mr. Maldonado was asked whether the proposed office location was ADA compliant. He was not sure and would check on it.

Board Member Sanchez recommended that a subcommittee of the LVEDC meet with the LVACC Board of Directors to work out an agreement regarding the possible grant funding. Board Vice President Guerra requested that the LVACC Board get a firm commitment from their membership regarding the increase in dues, and that Mr. Maldonado confirm that the proposed office location was ADA compliant.

Board Attorney Peña commented that EDC grants to chambers of commerce was not unusual. He informed the Board that a performance agreement was needed. Once details regarding any funding or grant were discussed, recommendations on what needed to be included in the performance agreement should be given to the attorney to draft up the document.

Board Secretary Gannon moved that the LVEDC Board President appoint a subcommittee to discuss details with the LVACC Board of Directors' representatives and make a recommendation to the LVEDC. Board Treasurer McCarley seconded the motion. The motion carried by voice vote. Staff will send an email to the Board members to get volunteers for the subcommittee.

The public hearing was closed at 8:17 p.m.

VI. Consider LVEDC Minutes – October 22, 2014 and December 11, 2014

Board Vice President Guerra moved to accept the minutes of October 22, 2014 and December 11, 2014. Board Secretary Gannon seconded the motion. The motion carried by voice vote.

VII. Financial Report by LVEDC Treasurer and Consideration

Board Treasurer McCarley reported that as of 1:45 p.m. on January 28, 2015 the total balance in the LVEDC accounts at Frost Bank was \$626,656.75. Of this amount, \$19,801.90 was in the checking account and \$606,854.85 was in the money market account. Mr. McCarley also reported that the average monthly sales tax deposited into the account was approximately \$23,000. The fees were \$13. Finally, Mr. McCarley stated that he transferred \$50,000 into the checking account on December 3, 2014, and \$15,000 on January 15, 2015 so that there were enough funds to make the monthly payments on bills.



VIII. Status Report, Discussion and Possible Action on 501(c)(6) Designation

Board Secretary Gannon moved to table agenda item VIII. Board Treasurer McCarley seconded the motion. The motion carried by voice vote.

IX. Presentation, Discussion and Possible Action on a Budget Adjustment Adding \$108,112 to the Professional Services Line Item and Reducing Funds by \$108,112 from the EDC Project Line Item

Board Vice President Guerra moved to table agenda item IX. Board Secretary Gannon seconded the motion. The motion carried by voice vote.

X. Discussion and Possible Action on Expending Funds to Send LVEDC Board members to ICSC RECon 2015

Board Member Zannaras moved to table agenda item X. Board Vice President Guerra seconded the motion. The motion carried by voice vote.

XI. Future Agenda Items

A) Work Session(s) on Strategic Plan – Subcommittee Chair Gannon asked staff to send an email to the subcommittee members and ask for their availability in February and March.

B) Façade and Signage Program Applications – Staff informed the Board that postcards had been mailed. Board Vice President Guerra asked that at a future meeting the Board discuss considering larger grant amounts for larger projects.

C) ICSC RECon 2015 – Mr. Farmer gave a brief update earlier in the evening along with a plan for the event. At the next meeting, the Board will decide how many members to send.

D) Update on 501(c)(6) Designation Activity – As staff gets information from the CPA and/or the IRS, the information will be shared with the Board.

XII. Announcements

There were no announcements

XIII. Adjourn

Board Vice President Guerra moved for adjournment. Board Secretary Gannon seconded the motion. The motion carried by voice vote. The meeting was adjourned at 8:31 p.m.

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Stephen Yrostrosa
Board President

A handwritten signature in black ink, appearing to read "D. Gannon", written over a horizontal line.

David Gannon
Board Secretary