



**MINUTES OF THE MEETING OF THE
LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION
Wednesday, April 22, 2015**

- I. Call to Order and Determine If Quorum is Present**
Board President Stephen Ynostrosa called the meeting to order at 6:35 p.m. Board Vice President Claude Guerra, Board Treasurer Mike McCarley, Board Member Rudy Garcia, and Board Member Georgia Zannaras were present, constituting a quorum. Board Secretary David Gannon and Board Member Joe Sanchez were not present and were excused. Also in attendance were Board Attorney Steven Peña, Staff Liaison Claudia Mora, acting as recording secretary, and Economic Development Administrative Assistant Ana Federico.
- II. Public Hearing – 6:30 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 for the S. A. West Loop Investors, Ltd. For up to \$1,275.88 under the Façade and Signage Program.**
The public hearing was opened at 6:36 p.m. Staff Liaison Mora presented the application, providing information on the project. The applicant is the owner and property manager of West Loop Business Center, a business park located south of HEB Market Place. The project is to power wash and paint. The estimated project cost is \$2,551.75. The grant would be for half or \$1,275.88.

Board Vice President Guerra moved to approve the S. A. West Loop Investors, Ltd. Application. Board Treasurer McCarley seconded the motion. The motion carried by voice vote.

Public hearing was closed at 6:42 p.m.
- III. Citizens to be Heard**
There were none.
- IV. Consider LVEDC Minutes – March 25, 2015**
Board Member Garcia moved to approve the minutes of March 25, 2015. Board Member Zannaras seconded the motion. The motion carried by voice vote.
- V. Financial Report by LVEDC Treasurer and Consideration**
Board Treasurer McCarley reported that as of the meeting date, the funds in the bank totaled \$616,112.82. Of that figure, \$45,384.67 was in the checking account, and \$570,728.15 was in the money market account. Mr. McCarley reported that he transferred \$35,000 into the checking account to cover the obligations for the month; the \$45,384.67 figure includes the transfer amount.

There was a brief discussion on the State audit and how the LVEDC funds were affected. Staff reported that the LVEDC may not see a deposit for about two months because the City's Finance Director was waiting to hear back from the State on how the over payment to the City of Leon Valley would be corrected.
- VI. Presentation, Discussion and Possible Action on a Request for \$15,000 in Sponsorship of the Leon Valley 4th of July Spectacular**
Staff Liaison Mora presented the request and provided information on the scheduled event. A \$15,000 contribution to the City of Leon Valley would be used to promote and co-sponsor the event. The LVEDC made a contribution towards last year's event. Ms. Mora mentioned that she had stressed to City staff that the funds could not be used for a fireworks display. Discussion ensued regarding the event's organization and promotion.
Board Vice President Guerra moved to approve the co-sponsorship and contribution. Board Member Garcia seconded the motion. The motion carried by voice vote.
- VII. Presentation, Discussion and Possible Action on the LVEDC Website Concept**
Ms. Mora and Economic Development Administrative Assistant Ana Federico presented the LVEDC website concept developed by ED Suite. Staff identified elements of the concept that they liked including color and organization.



Board comments included removing the picture of the water tower and using pictures of the monuments along Bandera Road. Ideas for pictures to include were provided. The Board stressed the importance of using the demographics from The Retail Coach reports and marketing materials. In addition, the Board suggested that the website be presented at a future quarterly meeting with the City Council and the Leon Valley Area Chamber of Commerce.

Board Vice President Guerra moved to approve the design concept. Board Treasurer McCarley seconded the motion. The motion carried by voice vote.

At this point in the meeting, the Board opted to proceed to agenda item IX. Future Agenda Items. For the minutes, the items will remain in numerical order.

VIII. Update on Economic Development Projects

The LVEDC Board was briefed on prospective projects.

IX. Future Agenda Items

Staff was directed to research the strategic plans of other EDCs and present a draft to the committee.

Board Vice President Guerra stated that he would like for the LVEDC to develop a business retention program with the input of the Leon Valley Area Chamber of Commerce. He also mentioned that the LVEDC put together a redevelopment plan for empty buildings and buildings needing repairs or improvements. Board Member Garcia added that the LVEDC promote programs that redevelop or assist property owners improve their facilities. A few of the properties along Bandera Road were cited as examples of properties needing attention like Seneca Plaza and Bandera North.

A report was requested for the next meeting.

X. Announcements

Staff reminded the Board that Places 2, 4 and 6 were up for reappointment. Board members interested in being reappointed needed to submit their application by May 31, 2015. Staff also reminded the Board that they would be getting a draft of the FY 2016 budget and should be prepared to review and discuss the budget. The Board was also reminded of the next round of Façade and Signage Program applications being accepted from June 1 through July 15. Staff reported that interest from five businesses has been identified and that each business anticipated requesting funding in the maximum amount of the grants available.

XI. Adjourn

Board Treasurer McCarley moved for adjournment. Board Member Garcia seconded the motion. The motion carried by voice vote. The meeting was adjourned at 8:24 p.m.

A handwritten signature in blue ink, appearing to read "Ynostrosa", written over a horizontal line.

Stephen Ynostrosa
Board President

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

David Gannon
Board Secretary