



**MINUTES OF THE MEETING OF THE
LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION**

November 19, 2013

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:32 p.m. on **Tuesday, November 19, 2013**, in the City Council Chambers at 6400 El Verde Road, Leon Valley, Texas.

I. Call to Order and Determine if Quorum is Present

Present were Board President Stephen Ynostrosa, Board Vice President Herman Segovia, Board Member Rudy Garcia, Board Member Claude Guerra and Board Member Georgia Zannaras. Board Treasurer Mike McCarley and Board Secretary Dave Gannon were excused. Also present were Lisa Gonzales, acting as Board Attorney for Mr. Peña, and Economic Development Director Claudia Mora, acting as staff support and recording secretary.

II. Closed Sessions in Accordance with the Texas Government Code

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

A. Tex. Gov't Code Ann. § 551.071(1),(2) update 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 Closed Session Items.

Ms. Gonzales reported that she did not have an update on this item. A decision had not been reached and there had not been any activity. A copy of the brief filed by Mr. Little's attorneys was provided to each Board member present. The LVEDC Board did not convene in Closed Session.

III. Citizens to be Heard

There were no citizens to be heard.

IV. Consider LVEDC Minutes – October 23, 2013 and November 13, 2013

Board Member Garcia moved to approve the minutes of October 23, 2013 and November 13, 2013. Board Member Segovia seconded the motion. The motion carried by voice vote.

V. Financial Report by LVEDC Treasurer and Consideration

Board President Ynostrosa announced that Board Treasurer McCarley would provide a full report at the next Board meeting. Staff Liaison Mora reviewed the accounts payable information provided to the Board in the Board Packet.

VI. Discussion and Possible Action on Proposals from Firms to Provide Investment Advisory Services to the LVEDC

Staff Liaison Mora provided a PowerPoint presentation on the comparison of the proposals submitted by Patterson and Associates and Limestone Wealth. Discussion ensued regarding the references and experience each firm possessed, along with the similarity in costs associated with hiring one of the firms to provide the investment advisory services. In addition, the Board discussed the immediate need to take care of the banking and reporting situation.

Board Member Segovia moved to hire Patterson and Associates to provide full investment advisory management services at a rate of \$1,000 per month, as quoted by Ms. Patterson in her proposal letter to the

Board dated August 19, 2013, for a period of one year, and that a copy of the contract be obtained for the Board attorney to review. Board Member Guerra seconded the motion. The motion carried by voice vote.

VII. Discussion and Action on a Resolution Authorizing the City of Leon Valley Economic Development Director and LVEDC Staff Liaison to Sign on the Credit Card Account for the LVEDC

Ms. Mora asked the Board for an extension to provide exact details of the process and application requirements for obtaining a credit card for the LVEDC. Board Member Garcia asked a series of questions regarding the type of information that needed to be researched and provided in order for the Board to make a decision. Ms. Mora briefly described some of the credit card application requirements, including a resolution by the Board approving the application and designation of a signor on the card.

Board Member Garcia advised that staff work with the Board Attorney to make sure that the proper wording was placed in an enabling resolution for the next meeting.

VIII. Discussion and Possible Action on LVEDC Façade and Signage Program

Staff reported that there were three (3) outstanding issues for the Board to resolve prior to adopting the program guidelines and application: 1) Limit on the maximum dollar amount of each grant; 2) Period of time between initial application and reapplication if initial application is rejected; and 3) Language to be recommended by the Board Attorney regarding the funding of projects being at the discretion of the LVEDC.

The board discussed how applications for funding would be received: first come, first served; one (1) application period; two (2) application periods. Board Member Segovia recommended that the LVEDC designate two (2) application periods for the program one (1) every six (6) months. A consensus was reached that there be two (2) application periods. Board Member Zannaras recommended that each period be 45 days. The recommended application periods are February 1 through March 15, and October 1 through November 15.

Discussion ensued regarding the allocation of a specific amount of funds for the program. No consensus was reached on an amount. The basic understanding was that the Board would monitor the application activity to determine if a set amount for the program would be needed for future fiscal years.

Board Member Guerra expressed that he would like for the grant amount to be up to \$10,000. No other amounts on grant amount limits were recommended.

Since the program is proposed to be a reimbursement program, the Board would like for pictures of the final projects be submitted with the receipts for reimbursement. Also, the Board would like for the program to begin operating by February 1, 2014.

Staff was asked to explain the promotion plan for the program. Ms. Mora said that the program would be promoted through social media and post cards mailed to retail businesses in Leon Valley.

The program will be finalized and voted on at the next meeting.

IX. Report on ICSC Texas

Staff reported on the ICSC Texas conference in Dallas with a PowerPoint presentation outlining the activity and listing the retailers met with or contacted during the trip.

In general, the trip was successful. Several contacts were made with retailers and developers. Follow up will occur in December and January. Staff will work with The Retail Coach (TRC) to meet with area developers and redevelopers and continue the follow-up process with retailers.

The Retail Coach suggested to the Board members attending ICSC Texas and staff that the LVEDC consider investing in booth display to set up at future ICSC RECon and ICSC Texas conferences. Several TRC clients have booth displays. Staff found that there were varied opinions among the clients regarding the success of the booths at ICSC. More information needs to be obtained regarding display features and costs.

X. Staff Report on Economic Development Activity in Leon Valley

Ms. Mora reported on the number of Certificate of Occupancy permits applied for in October. In addition, she provided information on recently opened businesses which included TriColor Auto Sales, Tint World, Metro PCS, and Pronto Insurance.

XIII. Future Agenda Items

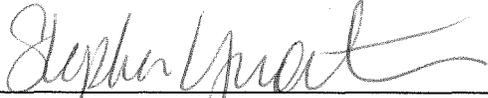
Regarding the Façade and Signage Program, it was suggested that an architect or group of architects be retained to look at some of the retail centers in Leon Valley and come up with a concept on how they could look with some repairs or improvements. Board Member Zannaras mentioned that perhaps UTSA's architecture program may have some students that could come up with some ideas. Board President Ynostrosa suggested that maybe The Retail Coach knew of some firms that could do the work.

XIV. Announcements

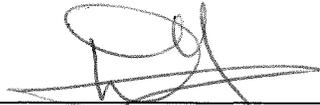
The Board was reminded of the December meeting date.

XV. Adjourn

Board Member Zannaras moved to adjourn the meeting. Board Member Garcia seconded the motion. The motion passed by voice vote. Board President Ynostrosa adjourned the meeting at 8:51 p.m.



Stephen Ynostrosa, Board President



David J. Gannon, Board Secretary