



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

December 17, 2013

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:30 p.m. on **Tuesday, December 17, 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 Vice President Herman Segovia, Board Secretary David Gannon, Board Treasurer Mike McCarley, Board Member Rudy Garcia, Board Member Claude Guerra and Board Member Georgia Zannaras. Also present were Steven Peña, Board Attorney, and Economic Development Director Claudia Mora, acting as staff support and recording secretary. Board President Stephen Ynostrosa arrived later during the meeting.

The presiding officer, Board Vice President Segovia, moved to agenda item III. Citizens to be Heard and agenda item IV. Consider LVEDC Minutes – November 19, 2013. For the purposes of the minutes, the reporting of the LVEDC Board Meeting and actions taken during the meeting will be in the order of the posted Agenda.

II. Closed Sessions in Accordance with the Texas Government Code

The City of Leon Valley Economic Development Corporation Board convened in Closed Session at 6:33 p.m. to discuss the following items:

A. Tex. Gov't Code Ann. § 551.071(1), (2) update regarding Little v. Leon Valley EDC;

B. Pursuant to Tex. Gov't Code Ann. §551.071 (1), (2) regarding penalty for late submission of IRS Form 990 for Tax Year 2012.

The City of Leon Valley Economic Development Corporation Board reconvened into Open Session at 6:58 p.m. No action was taken in Closed Session.

Board Member Segovia moved that the LVEDC pay the IRS penalty if the Board Attorney determined that the penalty was owed, after reviewing and researching the situation. Board Member McCarley seconded the motion. The motion carried by voice vote.

III. Citizens to be Heard

There were no citizens to be heard.

IV. Consider LVEDC Minutes – November 19, 2013

Board Member Zannaras moved to approve the minutes of November 19, 2013. Board Member Garcia seconded the motion. The motion carried by voice vote.

V. Financial Report by LVEDC Treasurer and Consideration

Board Treasurer McCarley reported that as of 4:30 p.m., the LVEDC bank balance was \$531,639.87. The funds were \$496,735.03 in the money market account and \$34,904.84 in the checking account. After the payables for December, the balance would be approximately \$526,441.27.

VI. 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

Staff Liaison Mora provided a PowerPoint presentation on the comparison of the credit cards offered through Frost Bank. Staff recommended applying for a platinum card with a \$10,000 limit with authorized signers to be the Economic Development Director and the Board President. Ms. Mora indicated that the Board President would need to provide personal information for the application. The Board discussed the application. A few Board Members expressed concern for the provision of personal information of any Board Member for a Board credit card.

As Board President Ynostrosa had not arrived and could not speak to this item, and because the Board wanted staff to look into alternatives for obtaining a credit card, it was suggested the item be tabled. Board Secretary Gannon moved to table the item. Board Treasurer McCarley seconded the motion. The motion passed by voice vote.

VII. Discussion and Action on LVEDC Façade and Signage Program

Board President Ynostrosa shared with the Board the question asked at the City Council regarding whether the LVEDC planned to negotiate or included in the grant agreement a non-increase in rent if improvements are made. The concern was raised rents by the property owners or managers after a business made improvements with the LVEDC Façade and Signage Program. Mr. Ynostrosa explained that he thought it was a good idea and that the Board would look into including some type of provision in an agreement.

Board Attorney Peña commented that it may be possible to include a requirement as a condition of the grant. He also pointed out that if the assessed value of the property increased, the requirement may not work.

Discussion ensued on the merits of including a requirement as a condition of the grant regarding a freeze on rent. Board Member Guerra asked staff to call other EDCs in the area to find out how they deal with such situations and whether they have a similar provision. Board Secretary Gannon suggested the Board implement the program and see how things worked; that there is ample opportunity for the Board to make changes to improve the program and have it work smoothly.

Board Vice President Segovia moved to adopt the Façade and Signage Program guidelines and application. Board Member Guerra seconded the motion. The motion carried by voice vote.

Board Member Garcia asked for the Board Attorney to research language to enforce a provision on not raising rent after improvements are made. Board Attorney Peña commented that the parties involved may be willing to make assurances. Discussion ensued language ideas.

VIII. Discussion and Possible Action Regarding the Approval to Expend Up to \$6,000 in LVEDC Funds for the Purchase of an Integrated Media Package for Participation in Texas Wide Open for Business

Ms. Mora reported that the publisher of Texas Wide Open for Business contacted staff inquiring whether the LVEDC wanted to participate in the 2014 edition. In addition, a better position within the magazine was being offered to the LVEDC. Discussion ensued on the possibility of taking the ad space and targeting specific business industries in the ad.

Board Member Garcia suggested that instead of taking the better ad position, the LVEDC keep the current ad space and invest the additional money in an ad designer to improve the ad. Ms. Mora informed the Board that she needed to inform the publisher at the end of the week whether the LVEDC would take the better ad space. The general consensus of the Board was to not take the better ad space. When asked, Ms. Mora responded that

she did not know the price of maintaining the ad space the LVEDC had in the 2013 publication. She said she would have the information for the next meeting.

Board Vice President Segovia moved to table this item. Board Member Zannaras seconded the motion. The motion carried by voice vote.

IX. Staff Report on Economic Development Activity in Leon Valley

Ms. Mora reported on the number of Certificate of Occupancy permits applied for in November and the beginning of December. In addition, she provided information on recently opened businesses which included Raytheon, which had been written about in the *San Antonio Express-News* earlier in the week.

X. Future Agenda Items

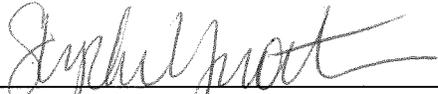
The Board will begin work on the strategic plan in 2014, with the development of the mission and vision statements in January. Staff informed the Board that Mr. Farmer of The Retail Coach would be at the January meeting to present the final report and other information. Board Member Garcia asked for staff to relay to Mr. Farmer that a document summarizing the demographic and leakage data would be beneficial. The Board also expressed an interest in discussing business retention and activities associated with retention; like a shop local program.

XIV. Announcements

The Board was reminded of the City offices being closed December 25 through January 1. Also, the Board was reminded of the Town Hall Meeting to be held on Saturday, February 1.

XV. Adjourn

Board Member Garcia moved to adjourn the meeting. Board Member Zannaras seconded the motion. The motion passed by voice vote. Board President Ynostrosa adjourned the meeting at 8:45 p.m.



Stephen Ynostrosa, Board President



David J. Gannon, Board Secretary