



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

January 22, 2014

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:30 p.m. on **Tuesday, January 22, 2014**, 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 Secretary David Gannon, Board Treasurer Mike McCarley, Board Member Rudy Garcia, and Board Member Claude Guerra. Not present was Dr. Georgia Zannaras. Also present were Steven Peña, Board Attorney, Economic Development Director Claudia Mora, acting as staff support and recording secretary, and Economic Development Assistant Rene' Raynes.

Board Member Garcia asked for agenda item IV. Report on Economic Development/Redevelopment Project by Aaron Farmer, Vice president, The Retail Coach be taken next in the meeting ahead of agenda item II. Closed Sessions in Accordance with the Texas Government Code. 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 7:41 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. Tex. Gov't Code Ann. §551.074 Resignation of Board Member Herman Segovia;

C. 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 Board reconvened into open session at 8:45 p.m. No action was taken in Closed Session.

III. Citizens to be Heard

There were no citizens to be heard.

IV. Report on Economic Development/Redevelopment Project by Aaron Farmer, Vice President, The Retail Coach

Mr. Farmer presented the final installment of the Leon Valley Economic Development Retail Plan. He stated that the Board and staff would have links to all the reports and marketing materials. Mr. Farmer then proceeded to demonstrate the Geo-Retail Interactive Mapping component of the services to which the LVEDC would have access. The maps are updated annually and can be used to show prospective locations for retail businesses.

Mr. Farmer made recommendations to the LVEDC on strategies to implement the plan. Among the recommendations were:

- Consider investing in a booth at the ICSC conferences;
- Initiate a Leon Valley Commercial Exchange with the area chamber of commerce, the City of Leon Valley, realtors and developers;
- Develop a "stand alone" website for the LVEDC
- Support efforts to maintain attractive, inviting entrances into Leon Valley

- Streamline the process for businesses locating in Leon Valley.

Mr. Farmer also mentioned that a specific retail website for the LVEDC would cost approximately \$2,500. In addition, he mentioned that TRC had mailed Leon Valley information to approximately 2,700 retailers and developers in an effort to bring attention to the community. The retailers and developers were specifically targeted for Leon Valley.

Suggestions made for a Leon Valley retail website included posting of available properties in the city and demographic information. Mr. Farmer mentioned that the 2014 figures for Leon Valley would be updated in one month. He mentioned that Mark Brooks at TRC would be able to assist with the development of the website.

Discussion ensued with questions to Mr. Farmer. Board President Ynostrosa asked if a webinar could be set up to demonstrate the use of the Geo-Retail Interactive Mapping component and other elements TRC has developed that the LVEDC Board and staff may be able to use. Mr. Farmer indicated that setting up a webinar was an excellent idea and that he would work with staff to schedule one. Board Member Garcia inquired whether there was benefit to paying for an ad in Texas Wide Open for Business. Mr. Farmer suggested that the LVEDC focus on developing and placing ads in publications like the Dallas Business Journal, the Austin Business Journal, the San Antonio Business Journal, and Texas Real Estate Business.

Board President Ynostrosa mentioned the LVEDC sponsoring a luncheon for area developers. He asked if TRC could attend and assist with providing information about the community to the developers. Mr. Farmer indicated that idea had merit and that TRC would support the effort. In addition, Mr. Farmer suggested that TRC could help market properties like the old Fiesta Dodge location to developers.

V. Consider LVEDC Minutes – December 17, 2013

Board Secretary Gannon moved to approve the minutes of December 17, 2013. Board Member Garcia seconded the motion. The motion carried by voice vote.

VI. Financial Report by LVEDC Treasurer and Consideration

Board Treasurer McCarley reported that as of 2:15 p.m., the LVEDC bank balance was \$546,038.10. The funds were \$516,091.00 in the money market account and \$29,947.10 in the checking account. After the payables for January in the amount of \$20,459.26, the balance would be approximately \$525,578.84.

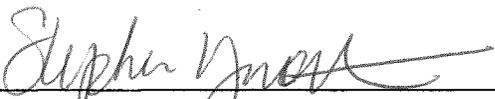
VII. Discussion and Action on a Resolution Authorizing the City of Leon Valley Economic Development Director and LVEDC Staff Liaison to Sign on the Credit Card Account for the LVEDC

Staff Liaison Mora led the discussion on the credit card application. The Board suggested that staff look into getting a pre-paid card instead of a credit card. Staff will report back at the next meeting. Board Secretary Gannon moved to table this agenda item. Board Treasurer McCarley seconded the motion. The motion carried by voice vote.

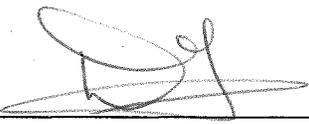
VIII. Discussion and Possible Action Regarding the Approval to Expend Up to \$4,925 in LVEDC Funds for the Purchase of an Integrated Media Package for Participation in Texas Wide Open For Business

Board Member Garcia asked that this item be tabled. He moved to table the item. Board Member Guerra seconded the motion. The motion carried by voice vote.

- IX. Discussion and Possible Action Regarding the Approval to Expend Up to \$5,000 in LVEDC Funds for the Development of an Ad for Texas Wide Open for Business**
With the previous agenda item tabled, action to table this item followed. Board Secretary Gannon moved to table this agenda item. Board Member Garcia seconded the motion. The motion carried by voice vote.
- X. Discussion and Possible Action on a Mission and Vision Statement for an Economic Development Strategic Plan**
Board Secretary Gannon stated he would send information regarding a mission and vision statement to the Board members to review prior to discussing at the next meeting. Mr. Gannon moved to table this agenda item until the next meeting. Board Member Garcia seconded the motion. The motion carried by voice vote.
- XI. Staff Report on Economic Development Activity in Leon Valley**
Ms. Mora reported on the number of Certificate of Occupancy permits applied for in December and January. In addition, she provided information on the postcard mailing for the Façade and Signage Program. Ms. Mora also mentioned the inquiries made on the program by various businesses.
- XII. Future Agenda Items**
Staff informed the Board of the dates for ICSC RECon in May. Also, Ms. Mora mentioned that beginning in February, staff will present the Façade and Signage Program applicants to the Board for funding consideration.
- XIII. Announcements**
The Board was reminded of the Town Hall Meeting to be held on Saturday, February 1.
- XIV. Adjourn**
Board Member Gannon moved to adjourn the meeting. Board Member Guerra seconded the motion. The motion passed by voice vote. Board President Ynostrosa adjourned the meeting at 8:57 p.m.



Stephen Ynostrosa, Board President



David J. Gannon, Board Secretary