



**MINUTES OF THE MEETING OF THE
LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION
Wednesday, June 25, 2014**

I. Call to Order and Determine if Quorum is Present

Board President Stephen Ynostrosa, Board Vice President Claude Guerra, Board Secretary David Gannon, Board Member Rudy Garcia and Board Member Georgia Zannaras were present, constituting a quorum. Board Treasurer Mike McCarley was excused. Also in attendance were Board Attorney Steven Peña, Staff Liaison Claudia Mora, acting as recording secretary, and Economic Development Administrative Assistant René Raynes.

II. Introduction of New Board Member

Also in attendance was newly appointed LVEDC Board Member Joe Sanchez. Board President Ynostrosa welcomed Mr. Sanchez. The Board introduced themselves and welcomed Mr. Sanchez. With the assistance of Board Attorney Peña, Mr. Ynostrosa conducted the swearing in of Mr. Sanchez.

III. Citizens to be Heard

There were none.

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.

There was no closed session.

V. Consider LVEDC Minutes – May 28, 2014

Board Secretary Gannon moved to approve the minutes. Board Member Garcia seconded the motion. The motion passed by voice vote.

VI. Financial Report by LVEDC Treasurer and Consideration

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

VII. Presentation, Discussion and Possible Action on Proposed City of Leon Valley Economic Development Corporation Investment Policy and Strategy

Staff Liaison Mora outlined for the Board the proposed LVEDC Investment Policy and Strategy. Ms. Mora noted that the policy was based on the City of Leon Valley's policy. Also, Ms. Mora informed the Board that Linda Patterson of Patterson & Associates had reviewed the policy and made some changes; the draft presented to the Board was the policy as reviewed and commented on by Ms. Patterson.

Discussion ensued on the policy. The Board asked whether the policy could be changed or improved upon. Staff commented that the policy would be reviewed regularly for that reason. In addition, Ms. Mora noted that the City Council had to approve the policy and any changes made to it by the Board.



With no further questions or discussion, Board President Ynostrosa asked for a motion to approve the policy. Board Vice President Guerra moved to approve the Proposed City of Leon Valley Economic Development Corporation Investment Policy and Strategy. Board Member Zannaras seconded the motion. The motion carried by voice vote.

Board Secretary Gannon was asked with his experience with charitable organizations, did he think there was a reason for the LVEDC to have and maintain a 501(c)(6) designation. Mr. Gannon indicated that there was not a reason for the LVEDC to have or maintain that designation.

Board Attorney Peña was asked if there were any legal ramifications for the status to be terminated. Mr. Peña commented that he agreed with Mr. Gannon that the designation was not necessary. He also commented that rescinding the designation would not affect the LVEDC's status as an EDC.

Board Secretary Gannon moved to accept and adopt LVEDC Board Resolution 2014-0017 to terminate the 501(c)(6) designation and engage Jorge Herrera CPA CIA PC to perform the necessary paperwork to terminate the designation. Board Member Zannaras seconded the motion. The motion carried by voice vote.

VIII. Presentation, Discussion and Possible Action on the Proposals from The Retail Coach and Drew Advertising to Develop a Website and Trade Show Booth

Staff Liaison Mora briefed the Board on each proposal and provided the supplemental information requested at the last Board meeting. Discussion ensued with the Board asking that each agency attend the next Board meeting to do a presentation to the Board with examples of website and trade booth work they have done. Board Vice President Guerra moved to table the item. Board Member Sanchez seconded the motion. The motion carried by voice vote.

IX. Presentation, Discussion and Possible Action on Reserving a Booth at ICSC Texas Conference and Deal Making, November 12-14, 2014 in Dallas

Staff presented information on reserving booth space and setting up a booth at the ICSC Texas Conference and Deal Making in Dallas, November 12-14, 2014. Included in the information were the prices for the various sizes on booths. In addition, staff provided information regarding the estimated cost to have items to give away at the booth. Discussion ensued with the Board inquiring about the cost of electricity to the booth. Interest was expressed in having some type of video or continuous information being provided at the booth. Staff recommended reserving the smallest booth size available, 10' x 10'.

With no other questions or discussion, Board Secretary Gannon moved to approve reserving a booth at ICSC Texas Conference and Deal Making, November 12-14, 2014 in Dallas, and for the cost not to exceed \$1,000. Board Member Garcia seconded the motion. The motion carried by voice vote.

X. Presentation and Discussion on Proposed LVEDC Budget for Fiscal Year 2014-2015

Staff Liaison Mora presented the draft LVEDC Budget for Fiscal Year 2014-2015. Ms. Mora highlighted the changes for the new fiscal year including the estimated \$3,000 increase in contractual services, \$300 increase in advertising, \$1,300 increase in EDC project funding, and \$5,000 decrease in travel.

The total budget amount was determined by averaging the total sales tax revenue collected for economic development for 2010 through 2013, and rounding the figure up to \$221,300.

Discussion ensued with Board Member Garcia commenting that the proposed budget amount was conservative. Given the increases each year in sales tax revenue, he suggested increasing the figure to \$240,000. Other Board



Members commented, and generally, agreed with the proposed increase. Recommendations were made to increase the Travel and EDC Project Funding line items. Staff was asked to re-work the budget with the new amount and present it at the next Board Meeting.

XI. Report on ICSC RECon 2014

Board President Ynostrosa stated he would present information at the next Board meeting.

XII. Discussion and Possible Action on the Appointment of a Strategic Plan Committee

Board Secretary Gannon commented that two (2) Board Members had indicated an interest in serving on the Strategic Plan Committee – Board President Ynostrosa and Board Member Zannaras. Mr. Ynostrosa commented that he would step down if another Board Member wanted to serve on the Committee. Board Member Sanchez expressed an interest in serving on the Committee. Board Member Garcia moved to form the LVEDC Strategic Plan Committee to develop an economic development strategic plan; and that the members of the Committee be Mr. Gannon, Mr. Sanchez, and Dr. Zannaras. Board Vice President Guerra seconded the motion. The motion carried by voice vote.

The first meeting of the Committee would be Tuesday, July 22, at 6 p.m.

XIII. Staff Report on Economic Activity in Leon Valley

Staff informed the Board that they were unable to obtain any information from the Community Development Department in order to create the report. Board Member Garcia asked about Wind Daddy's Sauce House and the planned opening. Staff relayed that permits had been issued but that they were not aware of any specific completion of construction or targeted opening date.

XIV. Future Agenda Items

- A.) Work Session(s) on Strategic Plan – First meeting is scheduled for Tuesday, July 22, 2014
- B.) FY2014-2015 Budget Adoption – Scheduled for July 23, 2014 LVEDC Board meeting.
- C.) "Downtown Leon Valley" – Discussion in the next Fiscal Year.
- D.) Special Joint Meeting of LVEDC and City Council – Tentatively scheduled for July 14.
- E.) Façade and Signage Program Applications and Grants – No applications received.
- F.) Financial Strategy – Update on Patterson & Associates work at a future Board meeting.

XV. Announcements

The Board was reminded of the July 14 City Council meeting.

XVI. Adjourn

Board Secretary Gannon moved to adjourn the meeting. Board Member Garcia seconded the motion. The motion carried by voice vote. The meeting was adjourned at 8:38 p.m.

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

Stephen Ynostrosa
Board President

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

David J. Gannon
Board Secretary