



**MINUTES OF THE MEETING OF THE  
LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION  
Wednesday, August 27, 2014**

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**I. Call to Order and Determine If Quorum is Present**

Board President Stephen Ynostrosa, Board Vice President Claude Guerra, Board Secretary David Gannon, Board Treasurer Mike McCarley, Board Member Rudy Garcia and Board Member Joe Sanchez were present, constituting full attendance and a quorum. Board Member Georgia Zannaras was excused; she was in attendance later in the meeting. Also in attendance were Board Attorney Steven Peña and Staff Liaison Claudia Mora, acting as recording secretary.

**II. Citizens to be Heard**

There were none.

*Due to the presence of guests and presentations by consultants from out of town, some agenda items were taken out of agenda order and taken in the following order: V, VIII, XIII, X, IX, VII, IV, IX, XII; with the rest of the agenda proceeding in numerical order after agenda item XII.*

*For purposes of the minutes, the agenda items will remain in order.*

**III. Consider LVEDC Minutes – June 25, 2014 and July 23, 2014**

Board Secretary Gannon moved to approve the minutes for June 25 and July 23. Board Treasurer McCarley seconded the motion. The motion carried by voice vote.

**IV. Financial Report by LVEDC Treasurer and Consideration**

Board Member Garcia moved to table the Financial Report. Board Member Zannaras seconded the motion. The motion carried by voice vote.

**V. Presentation by The Retail Coach and Drew Advertising, Discussion and Possible Action on Proposals to Develop a Website and Trade Show Booth**

Aaron Farmer, Vice President of The Retail Coach (TRC), presented TRC's proposal to develop a website and trade show booth for the LVEDC. He emphasized that TRC would work closely with LVEDC and staff to make sure needs and wants are met. In addition, he assured the Board that there would be multi-level access for staff to be the website administrator. TRC will provide training to use and update site elements. The site will be interactive. There will be links to demographic, statistical and report information generated by TRC for Leon Valley in past work. The information will be updated and linked to the website. The cost for the website development is \$12,000. The development period would be 8 to 12 weeks. An annual fee of \$1,200 would go toward upkeep and hosting by TRC on their server.

Mr. Farmer reminded the Board that there was not very much time before the ICSC Texas conference in Dallas. If the LVEDC was planning to have a trade show booth ready for that event,



the work needed to begin immediately. The design will be based on the LVEDC's needs and targets to market Leon Valley to retailers. The cost for designing the booth is \$2,000.

Mr. Farmer went on to report that the new information for Leon Valley regarding the consumer figures and retail area would be completed by the end of the third quarter 2014.

Discussion ensued with questions to Mr. Farmer. The discussion concluded with Board President Ynostrosa thanking Mr. Farmer for making the trip to Leon Valley for the presentation.

**VI. Presentation by The Retail Coach Regarding Retail Gap Figures for Leon Valley**

In the previous agenda item, Mr. Farmer stated the figures were not ready. He expected the information to be updated and complete by the end of the third quarter of 2014.

**VII. Presentation on Completed Façade and Signage Program Project – Sunset Plaza**

Staff reported that Mr. Valenzuela had provided paid invoices for over \$20,000 of work done on the façade improvements to Sunset Plaza. Pictures were included. The Board had received the information as part of their packets. Ms. Mora stated that Mr. Valenzuela met all the requirements of the program and recommended he be reimbursed for \$10,000. Mr. Valenzuela's project was approved by the LVEDC Board for \$10,000 under the Façade and Signage Program.

**VIII. Presentation by the Leon Valley Area Chamber of Commerce and Discussion**

Joe Maldonado, President of the Leon Valley Area Chamber of Commerce (LVACC) presented the Chamber's request for LVEDC funding assistance for the LVACC to set up an office in Leon Valley. Mr. Maldonado introduced LVACC Board members in attendance: Gail Tribble, Shirley Owen and Benny Martinez.

Mr. Maldonado proceeded to outline the LVACC's request for funding. The LVACC is looking for office space on Bandera Road. They would like a large space to be able to host monthly chamber meetings and workshops. The location would serve as the LVACC's home. The financial assistance requested by the LVEDC would cover leasing office space, furniture, internet and phone lines, computers and a receptionist. The total funding requested equals \$51,200.

Board Secretary Gannon asked for clarification on the funding – was it for start-up or continuous funding. Mr. Maldonado replied that the funding would be for start-up.

Mr. Maldonado shared information on the range of membership fees and provided names of some of the business members who were Leon Valley businesses. He also mentioned the planned tri-chamber mixer with the Helotes Chamber of Commerce and the West San Antonio Chamber of Commerce.

The Board asked specific questions regarding leased space. Board President recommended that the LVACC provide specific site locations and costs along with a completed LVEDC funding application. He commented that if all was in order, the funding consideration could be put on the LVEDC Board meeting agenda for next month.



**IX. Presentation, Discussion and Possible Action on Investment Recommendations by Patterson & Associates**

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

**X. 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 need for the Board to go into Closed Session on this item.

**XI. Presentation, Discussion and Possible Action on Proposal for Accountant Services by Jorge Herrera, CPA CIA PC for the IRS Form 990 for the Fiscal Year Ending September 30, 2014**

Staff pulled the item from the agenda.

**XII. Report on ICSC RECon 2014**

Board Treasurer McCarley moved to table this agenda item. Board Member Garcia seconded the motion. The motion carried by voice vote.

**XIII. Report on Performance Agreement with LOQ Bandera Road Holdings, LLC**

Staff updated the Board on the status of the performance agreement and the San Antonio Aquarium project. The unresolved issues with the agreement were the recapture provision and the one-time payment of \$200,000.

City Manager Manuel Longoria, Councilman Paul Bieber, Councilman Abraham <sup>Diaz</sup>~~Garcia~~, and Councilman Benny Martinez were present. Mr. Longoria provided an update on the City of Leon Valley's economic development 380 agreement. In addition, he outlined the specific incentives included in the agreement. Also, he mentioned to the Board that LOQ Bandera Road Holdings contributed \$150,000 in 2012 to go toward the construction of a water detention pond for the area.

Councilman Diaz urged the LVEDC to proceed with the performance agreement. He reminded the Board that the San Antonio Aquarium would promote Leon Valley as a visitors destination. He also commented that the aquarium is a desired use of the property. Councilman Diaz explained that the project was a good example of a public-private partnership for economic development.

Councilman Bieber encouraged the Board to accept the one-time payment of \$200,000 in the agreement, and noted that all conditions should be met by the grant recipient before they receive payment. He mentioned that four groups were partners in this project and that LOQ Bandera Road Holdings was putting in the largest amount of funds into the project to make it a reality.



Councilman Benny Martinez told the LVEDC Board that the San Antonio Aquarium gives Leon Valley a destination; right now, Leon Valley is a drive-thru community. He said that the project was "ours to lose" and that we should all be working to keep the project in our community; we don't want other cities like San Antonio and Balcones Heights to get the project that is a desired use of vacant commercial property and new sales tax in Leon Valley.

Board President Ynostrosa and Board Member Sanchez thanked staff and City Council for the work done to bring the project to Leon Valley.

The LVEDC Board of Directors adjourned into Closed Session at 8:01 p.m.

The LVEDC Board of Directors reconvened into open session at 9:10 p.m.

No action was taken in closed session

**XIV. Report and Discussion on Strategic Plan - Update**

Board Secretary Gannon moved to table this agenda item. Board Member Zannaras seconded the motion. The motion carried by voice vote.

**XV. Future Agenda Items**

- A.) Work Session(s) on Strategic Plan
- B.) Amendment of Certificate of Formation and Bylaws
- C.) Financial Services Report

Staff did not have a report for this agenda item.

**XVI. Announcements**

Staff informed the Board that an agenda would be posted for a special LVEDC meeting to be held September 2, 2014 at 6 p.m.

**XVII. Adjourn**

With no further discussion, Board President Ynostrosa adjourned the LVEDC Board meeting at 9:17 p.m.

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Stephen Ynostrosa  
Board President

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

David Gannon  
Board Secretary