



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

February 27, 2013

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:30 p.m. on **Wednesday, February 27, 2013** in City Council Chambers at 6400 El Verde Road, Leon Valley, Texas.

I. CALL TO ORDER

Present were Vice President Stephen Ynostrosa, Treasurer Michael McCarley, Board Member Claude Guerra, Board Member David Gannon, Board Member Georgia Zannaras, and Board Member Segovia. Excused was President Abraham Diaz. Also present were Board Attorney Steven Peña and Economic Development Director Claudia Mora, acting as staff support and recording secretary.

II. CITIZENS TO BE HEARD

There were no citizens to be heard.

III. CONSIDER LVEDC MINUTES – DECEMBER 12, 2012 and January 23, 2013

Board Member Guerra moved to approve the LVEDC Board meeting minutes of December 12, 2012 and January 23, 2013. Board Member Gannon seconded the motion. The motion carried.

NOTE: The Financial Report by LVEDC Treasurer and Consideration, and the Report on Public Funds Investment Act Training Information occurred prior to Future Agenda Items. To maintain the order of the agenda as posted, the Financial Report and the Report on Public Funds Investment Act are presented in agenda order.

IV. FINANCIAL REPORT BY LVEDC TREASURER AND CONSIDERATION

Treasurer McCarley reported that as of 4:10 p.m. on February 27, 2013, the balance in the checking account was \$20,253.03; in the money market account, \$448,473.93. The total in both accounts was \$468,726.96. There was a \$20,000 transfer from Money Market to Checking on January 25, 2013 to cover expenses. There were fees of \$29.52 – for manually checking double signatures on the checking account. For the month, the payables amounted to \$3,845.42. For February, there could be an additional \$15,000 in payables for February. Treasurer McCarley reported that the available funds as of February 27, 2013 were \$450,881.42. Board Member Segovia moved to accept the financial report. Board Member Gannon seconded the motion. The motion carried.

V. REPORT ON PUBLIC FUNDS INVESTMENT ACT TRAINING INFORMATION

Treasurer McCarley reported he attended the Public Funds Investment Act Training. The training was for individuals who handled public funds for public entities and boards. The training included information on managing funds and pledged securities. According to the Act, each entity must have an investment plan to keep the public funds liquid and safe; and a report must be made to the City Council on a quarterly basis. The main issue relayed to the Board by Treasurer McCarley was EDC funds in the bank in an amount over \$250,000. The FDIC insures up to \$250,000; funds in excess of that amount are not guaranteed. The LVEDC should move the money out of Frost Bank.

Board Attorney Peña informed the Board that he would get the name of the consultant that the Helotes EDC used to do the research and recommendation on their financial services.

VI. DISCUSSION AND CONSIDERATION OF ACTION WITH ATTACHED RESOLUTION 2013-02, REGARDING THE CONTRIBUTION OF UP TO \$7,500 TO THE CONSULTANT CONTRACT TO DEVELOP A BRAND FOR THE CITY OF LEON VALLEY AND THE LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION

Staff Liaison Mora reported that as a result of the Town Hall Meeting held in January, the City was looking at developing a brand for the community. Part of that process includes hiring a consultant to help with activities, like a survey, to develop the new brand. The LVEDC was asked to contribute up to \$7,500 toward the consultant contract for branding. The Board asked Ms. Mora what specifically the LVEDC would see from the consultant – would the LVEDC specifically get a brand out of the process. In addition, the Board asked for the specifics of the consultant contract and what participation the LVEDC would have in the process. Ms. Mora did not have the contract specifics but informed the Board that they would all participate in the survey and/or interview portion of the branding process. The Board asked that the contract or contract specifics be presented to the Board at the next meeting. Board Member Gannon moved to table the item until the next meeting. Board Member Segovia seconded the motion. The motion carried.

VII. DISCUSSION AND CONSIDERATION OF ACTION WITH ATTACHED RESOLUTION 2013-05, REGARDING THE BUDGET ADJUSTMENT TO ADD \$15,000 IN LVEDC FUNDS FOR ADVERTISING

Staff presented information on the LVEDC's Fiscal Year 2013 Budget. Staff proposed that \$15,000 be allocated to the Advertising line item: \$10,000 would be moved from Professional Services and \$5,000 would be moved from EDC Project Funding into Advertising. The funds moved would cover: \$500 contribution to the Town Hall Meeting, \$7,500 for the Branding consultant contract, \$4,925 for the Texas Wide Open for Business Integrated Media Package, \$1,000 for an iPad, and \$1,075 for unanticipated advertising expenditures.

Ms. Mora reported to the Board that the City's Finance Director informed her that the budget adjustment did not need City Council approval since the funds were being moved from other line items in the current budget that were approved by City Council.

Board Member Guerra moved to accept the budget adjustment as proposed by staff. Board Member Zannaras seconded the motion. The motion carried.

VIII. DISCUSSION AND CONSIDERATION OF ACTION WITH ATTACHED RESOLUTION 2013-06, REGARDING THE APPROVAL TO EXPEND FUNDS FOR THE REGISTRATION FEES AND TRAVEL EXPENSES TO SEND LVEDC BOARD MEMBERS TO THE ICSC RECon IN LAS VEGAS, NV, MAY 19-23

Staff presented information regarding the fees associated with sending up to three LVEDC Board members to the 2013 International Council of Shopping Centers Real Estate Conference in Las Vegas. The cost per Board member would be approximately \$2,069. For three Board members, the estimated cost would be \$6,207.

Board Member Gannon moved to approve the expenditure of LVEDC funds to send up to three LVEDC Board members to the 2013 ICSC RECon in Las Vegas. Board Member Guerra seconded the motion. The motion carried.

IX. DISCUSSION AND CONSIDERATION OF ACTION WITH ATTACHED RESOLUTION 2013-07, REGARDING THE APPROVAL TO EXPEND APPROXIMATELY \$1,000 IN LVEDC FUNDS FOR PURCHASE OF AN IPAD FOR USE BY STAFF AND LVEDC BOARD MEMBERS IN PROMOTING LEON VALLEY AND LVEDC

Staff presented information regarding the purchase of an iPad for use by staff and LVEDC in promoting the LVEDC and Leon Valley. Ms. Mora outlined the specific costs associated with the purchase of the iPad and amounting to approximately \$1,000. Ms. Mora reported that she and Board President Diaz witnessed a community presentation to a prospect retailer at the 2012 ICSC RECon. It was an efficient and effective way to communicate with a prospect about locating operations in a community. Ms. Mora indicated that she and Mr. Diaz had discussed doing something similar for the next ICSC RECon.

When asked, Ms. Mora stated that the iPad would only be used by Economic Development Department staff to conduct business.

Board Member Guerra moved to expend approximately \$1,000 in LVEDC funds for the purchase of an iPad for use by staff and LVEDC board members in promoting Leon Valley and LVEDC. Board Member Gannon seconded the motion. The motion carried.

X. DISCUSSION AND CONSIDERATION OF ACTION WITH ATTACHED RESOLUTION 2013-08, 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

Staff Liaison Mora presented a proposal from the publishers of Texas Wide Open for Business for an integrated media package for 2014 being done in conjunction with the Office of the Governor – Economic Development & Tourism. The proposal included a full-page ad and electronic media promotion of Leon Valley. The Board viewed an online video explaining the marketing concept of the package and the uses for it. Staff reported that several Texas cities participate. From the San Antonio area, the San Antonio Economic Development Foundation and Schertz were participants, among others.

Staff stated that the ad purchased by the LVEDC would promote both the community and the board. The Board indicated they would like to see “Sponsored by the Leon Valley Economic Development Corporation” in the ad. The Board also indicated that they would like to begin promoting the community and the LVEDC; so, this package was an opportunity to do that.

Board Member Segovia moved to expend up to \$4,925 for the integrated media package for participation in the 2014 Texas Wide Open for Business. Board Member Guerra seconded the motion. The motion carried.

XI. STATUS REPORT ON EL SOL BAKERY PERFORMANCE AGREEMENT AND POSSIBLE ACTION

Board Attorney Peña reported that the El Sol attorney had responded in writing to the performance agreement and lease agreement. He indicated that the issue of the personal guarantee by the Romeros being unacceptable by the attorney and his clients (El Sol, the Romeros), was something that he would not recommend the Board agree to. Discussion ensued regarding the vetting process, insufficient proof of collateral, credit report, Dunn & Bradstreet reports, and various points on the project.

Board Member Segovia stated he thought that the personal guarantee issue was part of the original application paperwork. He asked staff to research that for the next meeting.

Discussion ensued on the Board Attorney writing a response regarding the personal guarantee and collateral. It was recommended that the attorneys meet to discuss details of the agreement.

Board Member Gannon moved that the item be tabled pending further communication with the applicant and their attorney. Board Member Zannaras seconded the motion. The motion carried.

XII. DISCUSSION ON LVEDC AND ECONOMIC DEVELOPMENT STRATEGIC PLAN

Board Member Gannon informed the Board that he had met with Mayor Riley regarding this item. She offered to send him some information and materials regarding the City's Master Plan. He asked the Board to table the item until the information was obtained. Board Member Gannon moved to table the item. Board Member Segovia seconded the motion. The motion carried.

XIII. FUTURE AGENDA ITEMS

Vice President Ynostrosa reviewed the items listed on the agenda. Staff Liaison Mora suggested the Board consider having a future Board meeting dedicated to financial issues like banking and investments, and a separate meeting or work session for the strategic plan.

X. ANNOUNCEMENTS

Staff informed the Board of an economic development presentation at the March 5 City Council meeting.

XI. ADJOURN

Board Member Gannon moved to adjourn, seconded by Board Member Guerra. The motion carried by voice vote and the meeting was adjourned at 8:48 p.m.



ABRAHAM DIAZ
BOARD PRESIDENT



CLAUDIA MORA
STAFF LIAISON