



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

April 24, 2013

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:31 p.m. on **Wednesday, April 24, 2013** in City Council Chambers at 6400 El Verde Road, Leon Valley, Texas.

I. CALL TO ORDER

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

Agenda Items IV, V and VI were taken up immediately after Agenda Item I; however, for purposes of record, the minutes will be presented in the order of the official meeting Agenda.

**II. PRESENTATION AND POSSIBLE ACTION ON INVESTMENT ADVISORY SERVICES –
PATTERSON & ASSOCIATES**

Linda Patterson presented information on public entity pledged collateral in banks. She indicated that up to \$250,000 is insured; any amount in the same account would not be insured. Groups like the LVEDC should not have more than \$250,000 in any holding institution. The LVEDC has some flexibility to go outside of Leon Valley to select another institution in which to deposit some of the corporation's funds.

Discussion ensued on the type of investment advice Patterson & Associates provide clients. Ms. Patterson suggested that the LVEDC retain a firm on retainer or through an agreement so that the financial situation of the LVEDC would be reviewed. In addition, Board members posed questions regarding Patterson's assistance with administering an EDC loan program. Ms. Patterson indicated that her firm worked in an advisory capacity regarding investments. She mentioned that state charter banks may consider administering a loan program for the EDC.

Ms. Patterson offered to look at the LVEDC's proposed investment policy. Staff Liaison Mora will send her a copy.

**III. PRESENTATION AND POSSIBLE ACTION ON THE LEON VALLEY RETAIL OUTLOOK GUIDE
AND ICSC RECRUITMENT STRATEGY – THE RETAIL COACH**

Aaron Farmer, Vice President of The Retail Coach (TRC) presented the updated Leon Valley Retail Outlook Guide (ROG). He reported that the ROG was updated for use at ICSC as an outline or flyer to leave with people and appointments at the conference. He reviewed the data and pointed out that Leon Valley had good statistics to present to prospective retailers. One of the important facts in the ROG was the daily traffic count along Bandera Road.

Mr. Farmer also provided some tips for working through ICSC RECon. He suggested that we use the ROG as a one-sheet flyer to distribute. He advised the group going to focus on retail recruitments seminars and appointments. He also advised to know who the Leon Valley primary retailers were as well as be familiar with primary retailers in the general area. It was important that the team know what the available space or properties were in the community.

Mr. Farmer also provided information on what the next steps could be for the LVEDC to pursue in preparing a plan for retail development. He outlined some of the services TRC could perform for the LVEDC including a license plate analysis, retailer match list, retailer feasibility package, etc. Finally, he suggested that LVEDC plan to attend the ICSC Texas conference in November in Dallas.

IV. PRESENTATION AND POSSIBLE ACTION ON BRANDING SURVEY RESULTS - MDLG + COMPANY

Mike De La Garza reported that 87 people responded to the survey conducted earlier in the month. He reviewed the rankings of strengths and weaknesses as identified by the respondents. In addition, he presented information on the existing City of Leon Valley logo and seal. He discussed the demographics of the people responding to the survey. Mr. De La Garza explained the design of a logo concept and how the branding process would take place over the next few months.

V. CITIZENS TO BE HEARD

There were no citizens to be heard.

VI. CONSIDER LVEDC MINUTES – MARCH 27, 2013

Board Member Segovia moved that the minutes of the LVEDC Board meeting of March 27, 2013 be approved. Board Member Guerra seconded the motion. The motion carried.

VII. FINANCIAL REPORT BY LVEDC TREASURER AND CONSIDERATION

Board Treasurer McCarley reported he transferred \$20,000 from the money market account to the checking account. He also reported that as of 2:30 p.m., the LVEDC had \$462,875.82 in the money market account and \$25,553.87 in the checking account for a total of \$488,429.69 in funds. The accounts payable amount of \$10,813.56 would reduce the total funds available to \$477,616.13.

Board Member Guerra moved to accept the financial report. Board Member Segovia seconded the motion. The motion carried.

VIII. DISCUSSION ON LVEDC AND ECONOMIC DEVELOPMENT STRATEGIC PLAN

Since Board Member Gannon is the lead on the economic development strategic plan, and because he was not in attendance, it was recommended that this agenda item be tabled. Board Member Segovia moved to table this agenda item. Board Member Guerra seconded the motion. The motion carried.

IX. DISCUSSION AND ELECTION OF A BOARD SECRETARY

Board Member Guerra nominated Board Member Gannon. Board Member Segovia seconded the nomination. The Board elected Board Member Gannon as Board Secretary.

X. PRESENTATION OF LEON VALLEY INFORMATION FORMAT FOR ICSC

Staff Liaison Mora presented a draft PowerPoint presentation for the ICSC RECon in May. The Board Members made suggestions on testimonials, format, and information to be provided in the presentation.

XI. FUTURE AGENDA ITEMS---

Board President Diaz asked if it was possible to rescind the grant and loan that it has approved for El Sol. The Board has been waiting for a response from the El Sol attorney or El Sol. It was stated that the item needed to be put on the agenda for the May meeting. It was also requested that Patterson & Associates be asked to submit a proposal and that the proposal be considered at the next LVEDC Board meeting.

XII. ANNOUNCEMENTS

There were no announcements.

XIII. ADJOURN

Board Member Ynostrosa moved to adjourn, seconded by Board Member Guerra. The motion carried

by voice vote and the meeting was adjourned at 8:34 p.m.


STEPHEN YNOSTROSA
BOARD VICE PRESIDENT


CLAUDIA MORA
STAFF LIAISON