



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

July 24, 2013

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:38 p.m. on **Wednesday, July 24, 2013** in the City Council Chambers at 6400 El Verde Road, Leon Valley, Texas.

I. CALL TO ORDER

Present were Board President Stephen Ynostrosa, Board Treasurer Mike McCarley, Board Secretary David Gannon, and Board Member Claude Guerra. Board Member Georgia Zannaras and Board Member Rudy Garcia were excused. Board Member Herman Segovia was absent. Also present were Board Attorney Steven Peña, Attorney and Economic Development Director Claudia Mora, acting as staff support and recording secretary.

II. CLOSED SESSIONS IN ACCORDANCE WITH THE TEXAS GOVERNMENT CODE

The City of Leon Valley Economic Development Corporation Board convened in Closed Session at 6:39 p.m. for the following:

A. Pursuant to Tex. Gov't Code Ann. § 551.087, Deliberation Regarding Economic Development Negotiations (1) to Discuss or Deliberate Regarding Commercial or Financial Information that the Governmental Body Seeks to Have Locate, Stay, or Expand in or Near the Territory of the Governmental Body and with Which the Governmental Body is Conducting Economic Development Negotiations; or (2) to Deliberate the Offer of a Financial or Other Incentive to a Business Prospect Described by Subdivision (1), Regarding El Sol Bakery.

B. Tex. Gov't Code Ann. § 551.071(1),(2) update Little v. Leon Valley EDC;

C. Tex. Gov't Code Ann. § 551.071 (1),(2) penalty for late submission of IRS form 990 for tax year 2011.

D. The City of Leon Valley Economic Development Corporation Board reconvened into Open Session at 7:53 p.m. No action was taken on items A, B or C during the closed session. Board Member Gannon moved that the LVEDC pay the penalty per the IRS letter received and direct staff to pursue action to receive refund of the penalty. Board Member Guerra seconded the motion. The motion carried by voice vote.

III. CITIZENS TO BE HEARD

There were no citizens to be heard.

IV. CONSIDER LVEDC MINUTES – June 26, 2013

Board Member Gannon moved that the June 26 minutes be approved. Board Member Guerra seconded the motion. The motion carried by voice vote.

V. FINANCIAL REPORT BY LVEDC TREASURER AND CONSIDERATION

Board Treasurer McCarley reported that as of 4:30 p.m., the LVEDC had a total of \$517,544.42 in the bank. This amount included the sales tax deposit of \$17,612 for the month of July 2013. Treasurer McCarley reported that

\$493,060.83 was the balance in the money market account, and \$24,483.59 was the total in the checking account. This amount includes a transfer of \$20,000 from the money market account.

VI. UPDATE ON BRANDING/LOGO DESIGN

Staff Liaison Mora reported that the Branding Subcommittee agreed on another design for a logo. The new proposed logo would be presented to the City Council on August 6. The Board Members were asked to provide comments on the logo by August 2.

VII. UPDATE ON RETAIL ECONOMIC DEVELOPMENT PLAN

Staff Liaison Mora presented a brief summary of The Retail Coach's (TRC) license plate survey report. The document provided by TRC was the first in Phase 1 and 2 of the deliverables. TRC counted the cars once during the survey; repeats were eliminated. Most traffic appeared twice during the day – between 12 and 1, and again around 5:30 to 6:30. HEB Marketplace was the retail center with the largest non-Leon Valley draw. TRC will provide information on how many of the license plates were those of Leon Valley residents.

The Board asked how long the information on the license plate survey is kept. Also, the Board asked how much would the count increase in August, when the new school year begins. Ms. Mora said she would pose these questions to TRC and get responses for the next Board meeting.

VIII. DISCUSSION ON LVEDC FAÇADE AND SIGNAGE PROGRAM

The Board briefly discussed the development of criteria for a façade and signage program. Staff will draft up a policy for the Board to review before the next meeting. The draft will be the basis of the program on which the Board will work to develop the façade and signage program.

Discussion ensued regarding whether to have a program where the Board received proposals from businesses. LVEDC would provide a match of funds to the business to help with the façade or signage improvements. Another idea was to set up the program to run on a first come-first served basis. The application process should be simple; the form should be simple. The Board directed staff to check with the Community Development Department on the standards required for signage in Leon Valley.

IX. DISCUSSION ON STRATEGIC PLAN

Board Member Gannon stated that an overview of the process had been presented at the last meeting. He said that at the end of the calendar year the Board should look at a vision and mission statement. This would be an agenda item for the November or December Board meeting. Board Member Gannon and Staff Liaison Mora will work together to set up a timeline and plan for the Board to work on the Strategic Plan. In addition, they will gather information on executive summaries to use as examples for the Board's work on the plan.

X. ACTION ON ADMINISTRATIVE SPENDING PLAN

Staff Liaison Mora stated that this item was a repeat from the last meeting. The Board had already approved a plan and provided some direction on the reporting. No further discussion was needed.

XI. ELECTION OF A BOARD VICE PRESIDENT

Board Member McCarley moved to table this agenda item until the full board was present. Board Member Gannon seconded the motion. The motion carried.

XII. FUTURE AGENDA ITEMS

The Board discussed placing the following items on the agenda for the next board meeting:

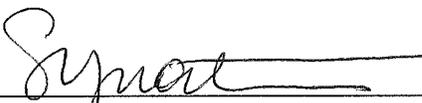
- A. Investment Policies, Financial Operations and Information on Banks – Staff will contact Ms. Patterson one more time and ask for a proposal to provide services to the LVEDC. Also, staff will ask the City’s Finance Director for information regarding the City providing some of the services; and will check with TEDC on required filings.
- B. Work Session(s) on Façade and Signage Program – This was addressed in Agenda Item VIII, and will continue at next Board meeting.
- C. Quarterly Special Joint Meeting with City Council – Staff will coordinate this with the City Secretary.
- D. Budget – The budget for FY 2013-2014 will need to be approved at the next Board meeting. Staff will do a budget adjustment for the current FY budget to accommodate the contribution to the monuments for Bandera Road. The Board directed staff to make the adjustment to the Advertising line item.

XII. ANNOUNCEMENTS

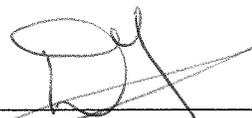
Staff Liaison Mora reminded the Board that the terms for Board Director Places 1, 3, 5, and 7 expire September 30. Current Board members in those places were urged to reapply for appointment as soon as possible. Ms. Mora would forward the current board application again.

XIII. ADJOURN

Board Member Gannon moved that the meeting be adjourned. Board Member Guerra seconded the motion. The motion carried by voice vote. Board Vice President Ynostrosa adjourned the meeting at 8:57 p.m.



Stephen Ynostrosa, Board President



David J. Gannon, Board Secretary