

LEON VALLEY

T E X A S

SMALL TOWN HOSPITALITY. BIG CITY ADVANTAGES.

MINUTES OF THE MEETING OF THE LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION

June 26, 2013

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:34 p.m. on **Wednesday, June 26, 2013** in the City Council Chambers at 6400 El Verde Road, Leon Valley, Texas.

I. CALL TO ORDER

Present were Board Vice President Stephen Ynostrosa, Board Treasurer Mike McCarley, Board Secretary David Gannon, Board Member Claude Guerra, Board Member Georgia Zannaras, Board Member Herman Segovia, and Board Member Rudy Garcia . Also present were Board Attorney Steven Peña, Attorney Lisa Gonzales, 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 6:36 p.m. for the following:

- A. Pursuant to Tex. Gov't Code Ann. § 551.071(1) Consultation with Attorney, Regarding Litigation Larry Little and/or Town Center Project.
- B. 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.
- C. The City of Leon Valley Economic Development Corporation Board reconvened into Open Session at 7:55 p.m. No action was taken on Closed Session Items A and B.

III. CITIZENS TO BE HEARD

There were no citizens to be heard.

IV. CONSIDER LVEDC MINUTES – APRIL 24, 2013 and May 29, 2013

Board Member Guerra requested that the May 29 minutes reflect under agenda item XI Future Agenda Items, it show he reminded the Board that the Board had expressed an interest in setting up a façade and signage program. Board Member Guerra moved that the April 24 and May 29 minutes be approved as changed. Board Member Gannon seconded the motion. The motion carried by voice vote.

V. FINANCIAL REPORT BY LVEDC TREASURER AND CONSIDERATION

Board Treasurer McCarley reported that as of 4:50 p.m., the LVEDC had a total of \$515,528.77 in the bank. Of that amount, \$495,445.64 was the balance in the money market account, and \$20,083.13 was the total in the checking account. After the expenses for the month are applied, the balance is \$499,880.71. He also reported the average sales tax per month was \$19,352.84.

Board Member Guerra moved to accept the Treasurer's report. Board Member Garcia seconded the motion. The motion carried by voice vote.

VI. PRESENTATION OF BRANDING/LOGO DESIGN

Mike De La Garza of MDLG+ Company explained the branding process, as it has taken place, to the Board. The plan was to emphasize "valley" and include the iconic image of the mountain lion in the logo. The logo would be used for various things but would serve primarily as a marketing element for economic development. Tag lines would be developed for specific uses.

The Board provided comment on the logo with Board Member McCarley stating the branding process was a good process. Board Member Segovia stated it was important to have "Texas" as part of the logo either as a name/word or the outline of the shape of the state.

VII. UPDATE ON RETAIL ECONOMIC DEVELOPMENT PLAN

Staff Liaison Mora presented a brief summary of The Retail Coach's (TRC) kick-off meeting presentation. The timeline of the project was highlighted for the LVEDC Board. The Board asked staff to provide the TRC products and materials prior to Board meetings so that there is time to review before discussing them.

VIII. DISCUSSION ON LVEDC FAÇADE AND SIGNAGE PROGRAM

The Board briefly discussed the development of criteria for a façade and signage program. Staff provided some information on programs in neighboring communities. Board Member Guerra commented he would provide staff with a list of cities with façade and/or signage programs. He asked that the next meeting agenda include an item on developing a façade and signage program.

IX. DISCUSSION AND POSSIBLE ACTION ON ADMINISTRATIVE SPENDING PLAN

Staff Liaison Mora reported on a \$100 monthly spending budget for staff to take care of LVEDC-related incidentals. Staff would provide a monthly report on if and how the funds were expended. The money would be used to purchase things such as board meeting supplies (pens, pads, binders), snacks, chamber of commerce luncheon meetings, color copies at Kinko's, etc.

Board Member Gannon moved that the LVEDC Board allow staff to have a monthly spending budget of \$100 to be used for incidentals, and for staff to report the incidental expenses to the LVEDC Board each month. Board Member Guerra seconded the motion. The motion carried by voice vote.

X. ELECTION OF BOARD PRESIDENT

Board Member Guerra nominated Stephen Ynostrosa for LVEDC Board President. Board Member Segovia seconded the nomination. There were no other nominations. Board Member Guerra moved to close the nominations. Board Member Garcia seconded the motion. The motion carried by voice vote. The Board elected Mr. Ynostrosa LVEDC Board President by voice vote.

XI. FUTURE AGENDA ITEMS

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

- A. Façade and signage program
- B. Election of a Board Vice President
- C. Update on El Sol
- D. Strategic Plan

XII. ANNOUNCEMENTS

Board Member Garcia informed the Board that he would not be present at the next Board meeting as he had scheduled a vacation prior to being appointed to the LVEDC Board.

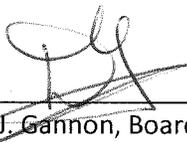
Ms. Mora also reminded the Board that the terms for Board Director Places 1, 3, 5, and 7 expired September 30. Current Board members in those places were urged to reapply for appointment as soon as possible. Ms. Mora would forward the current board application.

XIII. ADJOURN

Board Member Gannon moved that the meeting be adjourned. Board Member McCarley seconded the motion. The motion carried by voice vote. Board Vice President Ynostrosa adjourned the meeting at 9:28 p.m.



Stephen Ynostrosa, Board President



David J. Gannon, Board Secretary