



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

March 27, 2013

The regular meeting of the Leon Valley Economic Development Corporation (LVEDC) convened at 6:33 p.m. on **Wednesday, March 27, 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, Board Member David Gannon, Board Member Georgia Zannaras, and Board Member Segovia. 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 Gannon moved to approve the LVEDC Board meeting minutes of February 27, 2013. Board Member Zannaras seconded the motion. The motion carried.

IV. FINANCIAL REPORT BY LVEDC TREASURER AND CONSIDERATION

Treasurer McCarley reported that as of 4:30 p.m. on March 27, 2013, the balance in the checking account was \$16,387.29; in the money market account, \$465,269.79. The total in both accounts was \$481,657.08. Board Member Guerra moved to accept the financial report. Board Member Gannon seconded the motion. The motion carried.

V. DISCUSSION ON OFFICE AND OPERATING EXPENSES

Staff Liaison Mora requested the Board provide direction on staff spending for the LVEDC. Spending would include purchases of snacks and supplies for the Board meetings. Currently, Ms. Mora purchases items and the LVEDC reimburses her. Ms. Mora also asked the Board to consider approving staff to obtain a credit card on behalf of the LVEDC to make purchases and take care of online registrations and travel arrangements for Board members attending training and conferences.

Discussion ensued. The Board discussed allowing a \$100 spending limit for staff. Also, the Board discussed the merits of having a credit card with a \$5,000 to \$10,000 limit. Staff was directed to present a policy on spending to the Board, preferably at the next meeting.

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

Ms. Mora reported that work has begun on the development of a brand for Leon Valley. The consultant, MDLG + Company, began conducting a survey. Some Board members may have received an email with a link to the online survey. The survey will be conducted through April 1. After the results are compiled, the consultant will meet with the Branding Committee and other groups, including the LVEDC, to present and discuss the results of the survey. Staff recommended that the Board contribute up to \$7,500 toward the consultant contract for branding. The Board asked Ms. Mora whether local designers and printers will be used in the production of the new brand or logo. Staff indicated that had not been discussed but that staff would discuss this with the consultant. The Board also asked if LVEDC would be included on the Branding Committee. Staff indicated that interested Board members

had to submit a volunteer application. Staff will send the Board the application, and any Board member may submit for appointment. City Council will appoint committee members as applications are received and considered. Board Member Gannon commented that he had spoken with the Mayor and was asked to apply for appointment.

The Board indicated that they would like to participate but would like to pay their contribution in proportion to the completion of the phases of the contract and the invoices received from the consultant. Board Member Gannon moved to contribute up to \$7,500 for the consultant contract to develop a brand for Leon Valley, and for the contribution to be made in proportion to the phases and invoices received by the consultant. Board Member Segovia seconded the motion. The motion carried.

VII. DISCUSSION AND CONSIDERATION OF ACTION WITH ATTACHED RESOLUTION 2013-09, REGARDING THE ADOPTION OF THE CITY OF LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION INVESTMENT POLICY

Staff Liaison Mora reported that the draft policy mirrored the City of Leon Valley's policy. The draft contains the basic elements required by law for an investment policy, including quarterly reports. Board Attorney Peña recommended that the LVEDC Board consider hiring a consultant to perform investment services for the LVEDC. The services would include the development of the investment policy, movement of funds in excess of \$250,000, etc.

Discussion ensued with the Board deciding to have a consultant come to the next Board meeting to discuss the types of services that can be provided to the LVEDC regarding investment, banks, and basic money management.

Board Member Segovia moved to table the item until the next Board meeting. Board Member Gannon seconded the motion. The motion carried.

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

Board Attorney Peña reported he had sent a letter to and called Mr. Longoria, the attorney for the Romeros and El Sol. To date, he has not received a response. The Board briefly discussed removing the status report from future meeting agendas. Board Member Gannon moved to remove the status report on El Sol from the agenda. Board Member Zannaras seconded the motion. The motion carried.

IX. DISCUSSION ON LVEDC AND ECONOMIC DEVELOPMENT STRATEGIC PLAN

Board Member Gannon reported that the economic development section of the City's Master Plan was wordy and that several of the goals and strategies had been achieved through the LVEDC.

It was recommended the Board review the LVEDC mission statement for the next meeting. Board Member Gannon briefly outlined a process that would take place that included the review of materials provided to the board (City's mission statement, LVEDC mission statement, etc.) and the discussion at a retreat or work session.

The strategic plan will be on the agenda for the April LVEDC Board meeting to consider the mission statement.

X. DISCUSSION AND ELECTION OF A BOARD SECRETARY

Staff Liaison Mora reported that the agenda item had been absent from past agendas in order for the Board to consider other items. It was being brought back for discussion and election due to the requirements that the LVEDC have at least a president and secretary, as required by law.

Board Attorney Peña provided comment on the duties of secretary. The primary role of the secretary is to attest to the minutes and resolutions. Discussion ensued on amending the by-laws to reflect the actual duties of the secretary. Mr. Peña commented on the lengthy and, somewhat, difficult process for

amending by-laws. Board Members weighed in with comments on how the LVEDC by-laws were developed using boilerplate language from other entities' by-laws. Mr. Peña asked that this item be tabled until the next meeting so that he could review the by-laws before the Board proceeded with the election of a secretary.

This agenda item is tabled until the next Board meeting.

XI. DISCUSSION AND CONSIDERATION OF ACTION WITH ATTACHED RESOLUTION 2013-10, REGARDING THE EXPENDITURE OF \$2,500 TO THE RETAIL COACH TO PERFORM RETAIL ECONOMIC DEVELOPMENT SERVICES TO UPDATE CERTAIN REAL ESTATE REPORTS AND SERVICES REPORTS FOR USE AT THE 2013 ICSC RECON IN MAY 2013

Staff Liaison Mora presented this item. A sample of the work previously done by the consultant was shown to the Board. The purpose of updating retail outlook guide is to use the information as a marketing tool at the ICSC RECon, place on the City's website, and have on hand to provide information to inquiring companies and individuals. In addition to updating the materials, The Retail Coach offered to present the information at the next Board meeting along with a strategy for ICSC RECon.

Board Member Guerra moved to approve the resolution. Board Member Zannaras seconded the motion. The motion carried.

XII. FUTURE AGENDA ITEMS

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. ANNOUNCEMENTS

Ms. Mora provided an update on the Texas Wide Open for Business ad and contract. The City is participating in the ribbon cutting and grand opening of Next Level Fitness at 2 p.m. at 6737 Grissom Road. The Branding survey will be up on the website until April 1. The Board was reminded that the deadline to RSVP for the Volunteer Appreciation Dinner is March 29 and the dinner is April 10 at 6.

Board Member McCarley informed the Board that a new retail center on Eckhert Road. The center includes a café and jewelry store. He recommended the café.

Ms. Mora informed the Board that the list of Leon Valley businesses is now posted on the Economic Development Department web page. The list is as of March 1, 2013 and does not include all businesses, just those that wanted to be included on the list. A list of commercial property vacancies and undeveloped properties will be up on the website next.

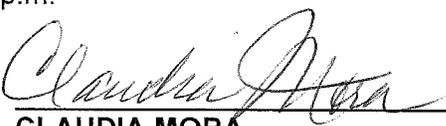
Board President Diaz reminded the Board Members interested in attending ICSC to see Claudia for information on registration and travel arrangements.

XIV. ADJOURN

Board Member Guerra moved to adjourn, seconded by Board Member Gannon. The motion carried by voice vote and the meeting was adjourned at 8:03 p.m.



STEPHEN YNOSTROSA
BOARD VICE PRESIDENT



CLAUDIA MORA
STAFF LIAISON