

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS
HELD ON OCTOBER 11, 2022**

The Board of Directors of the Olmos Park Economic Development Corporation met on Tuesday, October 11, 2022, at 6:00 p.m. at City Hall in the City of Olmos Park at 120 West El Prado Drive, Olmos Park, Texas for considering the following agenda. Members of the Board of Directors present were President Ronald Hornberger, Angela Clark, Councilwoman Dusek, and Dr. Kenneth Kirlin. Members not present were Councilwoman Plant and Tess Harden. Also present was City Manager, Celia DeLeon; City Secretary, Kyndra Munoz; Nathan and Kelly Wiegrefe, Lin Marche; Deanna Rickabaugh, 302 Luther Drive; Rebecca Garcia, Paredes Marketing; and Kyra Zander, Digital Marketing/Paredes Marketing.

Call meeting to order and determination of quorum.

The meeting was called to order at 6:02 p.m. by President Hornberger; roll call was taken, and a quorum was announced.

Citizens to be heard. (This is the time provided for citizens to address the Board on issues and concerns. No action can or will be taken on issues raised under this portion of the meeting. Please limit remarks to a period not to exceed three minutes. Please state your name and address for the record.) After these 3 minutes have ended, please note that no other comments or questions will be entertained unless an individual is granted permission to speak on the request of the EDC President or other presiding officer. Please state your name and address for the record).

There were no citizens to be heard.

Review and discuss minutes of September 13, 2022 Board meeting; take possible action.

Councilwoman Dusek moved to approve the minutes of September 13, 2022 Board meeting.

Dr. Kenneth Kirlin seconded the motion.

The vote in favor of the motion was unanimous.

Discussion and possible action on a request by Lin Marche' for final grant disbursement

Dr. Kenneth Kirlin moved to approve request by Lin Marche' for final grant disbursement.

Councilwoman Dusek seconded the motion.

The vote in favor of the motion was unanimous.

Review and discuss Financial Reports, including EDC expenditures, review invoices and allocations and monthly treasurer report; take possible action.

Councilwoman Dusek moved to approve the financial reports including EDC expenditures and reviewed invoices.

Dr. Kenneth Kirlin seconded the motion.

The vote in favor of the motion was unanimous.

Discussion and possible action on the FY2023 Work Plan

President Hornberger asked what are the statutory training requirements on the FY2023 work plan?

City Manager Celia DeLeon stated every two years myself or a Board Member must complete the required training. I have completed this training to satisfy the statutory requirements.

Councilwoman Dusek moved to approve the FY2023 Work Plan.

Angela Clark seconded the motion.

The vote in favor of the motion was unanimous.

Discussion and possible action on the quote(s) received to install a flag pole at roundabout

Celia DeLeon stated I would like to request to table this item until we have all Board members present for discussion.

President Hornberger stated we will postpone this item and place it on the November agenda for discussion.

Discussion and possible action on the 5005-5007 McCullough Lighting Project

Celia DeLeon stated the agreement is in discussion with our consultant and legal team. We have not advanced in this project and there is no action to take at this point.

Reschedule November 8, 2022 meeting due to Elections

Dr. Kenneth Kirlin moved to reschedule the November 8, 2022 meeting to Wednesday, November 9, 2022 at 6:00pm due to Elections.

Angela Clark seconded the motion.

The vote in favor of the motion was unanimous.

Receive and discuss update on Shop Local event; take possible action

Kyra Zander, Digital Marketing/Paredes Marketing stated we have contacted more than 80 businesses; we have 42 interested with 19 confirmed and paid. Our plan is to use strategically placed events around the area to draw in some foot traffic. We will have pictures with Santa Clause, Feliz Modern will be hosting a Christmas market and there will be live music at Period Modern. We are also hoping to set up a large stage down at the Yard for a performance from Jen's Dance Spot. The Shop Olmos Park website is now live and we will be pushing out promotions through digital marketing, social media, TV ads and mailers. We had a few questions on some concerns we have regarding running this event. We have provided a list of questions for example, if some of the businesses offer alcohol, would the attendees be able to walk out with it?

Rebecca Garcia, Paredes Marketing stated we have also been speaking to the businesses regarding parking for the event and we did have a few questions for the Police Chief as well. We would like to speak to someone regarding our concerns because our goal is to wrap everything up by the week before Thanksgiving.

Celia DeLeon stated I will research these questions and get back to you with some answers. I noticed there will be a Christmas market; I would prefer the dollars stay within the local business of Olmos Park.

Kyra Zander stated we are working with local vendors, ideally from Olmos Park for a pop-up shop to include items from different artists. We are brainstorming with each business to put out a product specifically for the event.

President Hornberger stated my main concern is traffic safety. We can look into placing signs that say slow traffic on each end of McCullough coming into the event. I also have a concern regarding your question about whether or not attendees can walk around with alcohol and I do not know the answer to this. We will place this back on the November agenda to receive an update after your discussions with the Police Chief and City Manager.

Councilwoman Dusek stated I would suggest informing the business to have trashcans available for the event. Also, if there are signs placed out to promote the event, make sure the date and time of the event is listed on the sign.

Discuss liaison issues with businesses; take possible action

There were no liaison issues with businesses for discussion.

Discussion and possible action on Holiday decorations

There were no updates to report on Holiday decorations.

Discuss administrative items and future agenda items.

There was no other business and the meeting adjourned at 6:37 p.m.

Ronald Hornberger
President

Kyndra Munoz
City Secretary