

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS
HELD ON MARCH 7, 2023**

The Board of Directors of the Olmos Park Economic Development Corporation met on Tuesday, March 7, 2023, 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, Dr. Travis Block, Angela Clark, Councilwoman Dusek, Tess Harden, Dr. Kenneth Kirlin and Keri Moses. Also present were City Manager, Celia DeLeon; and City Secretary, Kyndra Munoz.

Call meeting to order and determination of quorum.

The meeting was called to order at 6:01 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 February 14, 2023 Board meeting; take possible action.

Dr. Kenneth Kirlin moved to approve the minutes of February 14, 2023 Board meeting.

Councilwoman Dusek seconded the motion.

The vote in favor of the motion was unanimous.

Discussion and possible action on the Shoplocal.com website

Dr. Travis Block stated I was given access to the Shoplocal.com website. He stated it is pretty bare-bones website and it is out of date. I wanted to get permission from the group to remove the out of date items from the website. Right now, we are working with the Word Press free version, if at some point we want to turn this into more of a community resource, I would recommend paying for a website subscription to include the builder software which is roughly \$200 a year. In looking at the billing, I do have a question on who owns the website.

City Manager Celia DeLeon stated the domain was purchased by the EDC. This was a one-time fee in which the domain is registered for about 10 to 15 years.

Councilwoman Dusek stated the website has been around for a while. The Youth Commission put this together and maintained the Shop Local website to include the shops within our area. They started using this in conjunction with the Sip and Shop event and when we had the marketing firm come in, they suggested this would be a great place to grow.

Dr. Travis Block stated I can create a free account, mock up what a new site for the EDC would look like and show this next month; if everyone likes it, we can agree to spend the \$192 yearly subscription and transfer the domain.

President Hornberger opened item #7 next for discussion

Discussion and possible action on the boulders located on the 5200 block of McCullough

Celia DeLeon stated at our last meeting, the EDC agreed to move the boulders. We received a quote for \$1,400 from our regular landscaping company to move the boulders. If you are traveling in from

north McCullough, we will be relocating the boulders next to the two that are already in place behind the Yard.

Councilwoman Dusek stated we also talked about moving the sprinkler box behind the boulders. Can we do this at the same time we move the boulders?

Celia DeLeon stated I have not had a chance to look into moving the sprinkler box yet. I will ask Barry for assistance on moving this box.

Councilwoman Dusek moved to authorize the spending of \$1,400 for the relocation of boulders located on McCullough.

Tess Harden 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, invoices and allocations.

Dr. Travis Block seconded the motion.

The vote in favor of the motion was unanimous.

Receive update and possible action on the 5005-5007 McCullough Lighting Project update

Celia DeLeon stated Barry has provided the sketches for the lighting and they are ready to proceed with the bid. We will hopefully provide more information on the bid packet next month.

Discuss liaison issues with businesses; take possible action

There were no other liaison issues with businesses to discuss.

Discuss administrative items and future agenda items.

Councilwoman Dusek stated I think instead of having the Shop Local event, we can concentrate on the website and the businesses who want to participate and use this to advertise their events during the holiday season.

Tess Harden stated we can contribute to the Shop Local event, but I believe this should be primarily managed by the businesses.

President Hornberger stated there have been efforts in the past that have not been successful to get the businesses interested in a local chamber of commerce or something similar to provide control of these kinds of issues and events.

Councilwoman Dusek stated you have to put in time and effort to into the Shop Local event and we can't help it if the businesses do not participate. The sales revenue was higher in every month in 2022 than it was in 2019 except for the month of December. I think we should work on building the website up. The goal is to drive revenue; we can support the website and focus on driving revenue this way.

Keri Moses stated I think it will be great to start with the website and build this up to get some of the stores involved, provide links to their businesses and see how this will help their business. Then, later in the year we can decide how to proceed.

Dr. Kenneth Kirlin stated when we contact the businesses about linking their website to the Shop Local website, we can ask what their needs are and let them know we are here to help; some of the businesses don't even know there is an Economic Development Corporation.

Councilwoman Dusek stated something I thought about this week and discussed with the Mayor is, what we are doing to incentivize companies to come here. We have a new City Attorney firm and they might be able to come in and give us direction. I would be interested to see what we can offer to bring in or grow businesses in Olmos Park.

There was no other business and the meeting adjourned at 6:39 p.m.

Ronald Hornberger
President

Kyndra Munoz
City Secretary