

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION  
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS  
HELD ON JUNE 13, 2023**

The Board of Directors of the Olmos Park Economic Development Corporation met on Tuesday, June 13, 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, and Keri Moses. Member not present was Dr. Kenneth Kirlin. 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 6:00 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 April 11, 2023 Board meeting; take possible action.

President Hornberger moved to approve the minutes of April 11, 2023 Board meeting.

Tess Harden seconded the motion.

The vote in favor of the motion was unanimous.

Councilwoman Dusek joined the meeting at 6:02 p.m.

Discussion and possible action on including businesses outside of the Olmos Park city limits on the EDC's shoplocal.com website

President Hornberger stated I will turn this question over to Counsel.

City Attorney, Megan Santee stated yes, you certainly can include businesses outside of the Olmos Park City limits on the EDC's Shop Local website. There are provisions under the statute if you are going to do a project, you need authorization or concurrence from adjacent jurisdiction, but not for purposes of marketing or advertising.

President Hornberger opened agenda item #6 to discuss with agenda item #4.

Discussion and possible action on the shoplocal.com website

Dr. Travis Block stated I have substantially filled out the website and added every business I could find in Olmos Park. I also included links I was able to locate to the business websites. The only thing I am missing are a few logos for some of the businesses and headshots and bios for the EDC Board Members. I have included a few blog posts to include the opening of Full Belly restaurant, the new Shop Olmos Park website and a blog about Joyeux. My question is do we want to include businesses outside of the City's limits, and if so, which ones?

Tess Harden asked are we reaching out to these businesses and getting their consent to place their information on our website?

Keri Moses stated we can get a plan together with the businesses we would like to include, send out an

email from the EDC letting them know we are launching the new website and ask them if they would like to be a part of it. If they do, we can get an updated logo and any other information you need.

Dr. Travis Block stated the website domain name will come with a free Gmail email address. Would the Board like to move forward with setting up the email address and would there be any reasons not to set it up? I would happy to monitor this email in conjunction with being webmaster of the Shop Olmos Park website. This would also create the issue of if the Board would be okay with my responses to the emails received.

Tess Harden stated I think it would depend on the email and if it was just correspondence or if it was a matter that would need to be brought before the Board. I think that would fall under business liaison related items and we have a standing agenda item for this to discuss anything that comes up.

Megan Santee stated I would consider this to be part of the website administration and if the Board is comfortable giving that authority to handle the day to day questions you can certainly do that. I would recommend when adding in any businesses or entities adjacent to the City limits that you establish a policy or identify if this will be linear feet to ensure it is consistent.

Councilwoman Dusek asked can we use the same parameter we have for the mutual aid Police response parameter?

Celia DeLeon stated yes, I believe the parameter is 200 feet.

President Hornberger moved to grant Dr. Travis Block full authority to establish and maintain the domain and website for shopolmospark.com and the associated email account.

Councilwoman Dusek seconded the motion.

The vote in favor of the motion was unanimous.

Celia DeLeon asked have we upgraded the domain for this website?

Dr. Travis Block stated no we have not upgraded yet. We agreed to finalize the website first before we upgrade the domain. The cost will be \$192 annually.

President Hornberger stated I want to be sure that anything we do on the website that involves specific businesses has been approved by those businesses.

#### Discussion and possible action on incentives to attract new businesses to Olmos Park

Councilwoman Dusek asked I was wondering if you have recommendations on what we can offer on taxes for a City our size. There are also businesses who office out of here but do not have a store front; is there a certain incentive we can offer to get more people to come to Olmos Park?

Megan Santee that is kind of tough because of the way the statues are written for EDC. Sometimes in communities that don't have a large tax base, we have done a community enhancement project to offer more incentives to businesses to make it more attractive for people to come and shop. As far as not having a brick and mortar, I would have to look into this more.

Keri Moses asked how would you know what is available for commercial real estate in the City?

Councilwoman Dusek we could possibly offer something on our website for people to advertise space available or work with a real estate agent.

Dr. Travis Block stated I would be interested to know what businesses are generating the most sales tax revenue. This might change how we think about incentives and what businesses we want to target.

Celia DeLeon stated I have requested this report from the comptroller, however this is confidential information.

Keri Moses stated we do not need the exact number generated, but are we able to get just the list of business names that generate the highest sales tax revenue in the City?

Celia DeLeon stated yes, I can provide a list of businesses.

Councilwoman Dusek stated thinking about all of the apartment centers we have here, it would be interesting to see if we could add this to the website as well.

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

Celia DeLeon stated even though we did not have a May meeting last month, the May invoices were paid and must be approved in the motion as well.

President Hornberger moved to approve the financial reports including EDC expenditures, invoices and allocations for both May and June.

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

President Hornberger stated our consultant Barry Sturrock has indicated he is still negotiating with Bain Medina Bain. He believes he will have a recommendation by next month and we will place this item on the July agenda.

Discuss liaison issues with businesses; take possible action

There are no other liaison issues with businesses to discuss.

Discuss administrative items and future agenda items.

Keri Moses stated we will have the Shop Olmos Park website up and available all year long, but did we discuss having an event during the Holidays for the businesses?

Councilwoman Dusek stated we agreed to focus on the website this year and allow the businesses to advertise through the website. We can add a submit request section where businesses can ask for any incentives we offer or to promote items on the website.

There was no other business and the meeting adjourned at 6:31 p.m.

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Ronald Hornberger  
President

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Kyndra Munoz  
City Secretary