

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS
HELD ON AUGUST 9, 2022**

The Board of Directors of the Olmos Park Economic Development Corporation met on Tuesday, August 9, 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, Dr. Kenneth Kirlin, Councilwoman Plant, Tess Harden and Madison Wilson. Also present was City Manager, Celia DeLeon; City Secretary, Kyndra Munoz; Fire Chief, Michael Goodreau; and Kyra Zander, Digital Marketing/Paredes Marketing.

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.

Discussion and possible action on the Knox Box Project and review application requests for reimbursements

City Manager Celia DeLeon stated we have received four requests for reimbursement and Chief Goodreau is present to answer any questions you may have.

President Hornberger stated the deadline to received applications for the Knox Box Project was on August 1, 2022. Did we do anything to extend this deadline?

Celia DeLeon stated we did not.

Councilwoman Plant moved to approve the received applications for reimbursement on the Knox Box Project in the amount of approximately \$2,000.

Dr. Kenneth Kirlin seconded the motion.

The vote in favor of the motion was unanimous.

Discussion and possible action on FY2023 draft Budget

Celia DeLeon stated we budgeted \$15,000 for the Knox Box Project and wanted to ask the Board if you would like to move the remaining balance into the new FY2023 budget. After the reimbursements are paid out, our balance will be \$13,000; we can continue to ask our business owners to install Knox Boxes and Fire Chief Goodreau will discuss a proposal for this process.

Fire Chief Goodreau stated at our last EDC meeting, we spoke about waiting until after the deadline of August 1st to see how many applications we received. After that, we would go back out to the businesses and take out the equation of them fronting the money for the Knox Box. What I would like to do is obtain a waiver from the businesses stating they will allow the City to purchase the box and pay for the installation for the box. After the reimbursement of these four boxes, this will leave us with a total of 14 boxes and we have a plan to get this taken care of with the remaining money.

President Hornberger asked should we extend the August 1st deadline?

Fire Chief Goodreau stated I think that would be a good idea. With this step involving purchasing and installation of the Knox Box, it will cost more than what the reimbursement allows.

Dr. Kenneth Kirlin stated the way we initially wrote the project was for reimbursement of the Knox Box for up to either \$500 or \$700. The proposal would result in businesses receiving more than these amounts we previously agreed upon.

Celia DeLeon stated I will re-word this agenda item and bring it back to the Board for discussion.

Councilwoman Plant stated we will add a budget line item for the Knox Box project. Also, since we have hired a marketing firm, the Youth Commission is no longer involved in Shop Local and we do not have any other marketing expenses, should we combine the marketing and Shop Local budget line items?

Celia DeLeon stated I will remove the marketing budget line item and leave the Shop Local budget line item.

Discussion and possible action on splitting the costs with the city to purchase new Christmas trees for roundabout and the cost of the annual installation

Celia DeLeon stated I have received the amount for the Holiday decorations and the EDC's portion of this will be approximately \$6,500. This will include the purchase of two new Christmas trees, Carl Electric's installation of the Christmas trees and angels, and Dixie Flag's installation of the Christmas banners and garland.

Dr. Kenneth Kirlin stated last year we had many accidents that damaged the Christmas decorations. Instead of placing the decorations at the round-a-bout like we have done in the past, why don't we look at installing a flag pole with lights coming down from the top? Then we can utilize the flag pole through the year for other events.

Celia DeLeon stated I will contact Dixie Flag for a quote.

Councilwoman Plant moved to approve allocating EDC funds for half of the cost to purchase new Christmas trees for the roundabout in the amount of approximately \$1,354, to Carl Electric for \$2,365 for the annual installation and approximately \$1,362 to Dixie Flag for Holiday banners and installation. Councilwoman Dusek seconded the motion. The vote in favor of the motion was unanimous.

Councilwoman Plant moved to authorize City Manager Celia DeLeon to sign the Carl Electric acceptance and agreement statement on behalf of the EDC. Madison Wilson seconded the motion. The vote in favor of the motion was unanimous.

Discussion and possible action on Holiday decorations committee

Councilwoman Dusek volunteered to serve on the Holiday decorations committee.

Councilwoman Plant moved to appoint Councilwoman Dusek to serve on the Holiday decorations committee. President Hornberger seconded the motion. The vote in favor of the motion was unanimous.

President Hornberger opened agenda items 8 and 9 for discussion.

Discussion and possible action on Paredes Marketing agreement to Sip n Shop marketing services

Tess Harden moved to accept the Paredes Marketing agreement for Sip n Shop (now Shop Local) marketing services and authorized President Hornberger to sign the agreement.
Dr. Kenneth Kirlin seconded the motion.
The vote in favor of the motion was unanimous.

Discussion on opening a bank account for the business community events; take possible action

Tess Harden stated a question has been brought up regarding businesses contributing funds to participate in the Shop Local event and where this money will sit until it is used.

Kyra Zander stated we are offering the businesses different tier packages for the event in which some of the money will go to me for building the website and some of the money will go to advertisements. Nicole Greenberg mentioned when she was running this last year, the businesses wrote the checks to the EDC and she would access the account.

Celia DeLeon stated that is not correct. The checks may have been issued to the Youth Commission in which she would access that account.

Councilwoman Plant stated I am a little confused in that the ECD issued \$7,000 to Parades Marketing, and I was under the impression this money went towards the advertising. At some point, our business will have to get a chamber or start participating in this. The EDC does not have a full staff to complete paperwork, balance checking accounts, or work with auditors.

Kyra Zander stated the \$7,000 is going towards mine and Rebecca's services, the hours we are putting in for the event, negotiating the news sites, digital advertising and part of it will go to Dixie Flag. We are also waiting to hear back from Dixie Flag on a cost estimate for changing the dates for the Shop Local Banner, it will be somewhere between \$600 and \$1,200.

President Hornberger stated the EDC is happy to help fund this account but we cannot be in the position of administering the funds.

Tess Harden stated ultimately the bank account will not be associated directly with the EDC finances. The businesses will make the check payable to Parades Marketing.

Councilwoman Plant stated we will still need a report of how much money you collected and how it was used.

Kyra Zander stated I will gather all of the data at the end of the event and put this information into a presentation.

Review and discuss minutes of July 12, 2022 Board meeting; take possible action.

Madison Wilson stated a correction is needed on the second paragraph on page 2 to read "Councilwoman Plant moved to."

Councilwoman Plant moved to approve the minutes of July 12, 2022 Board meeting with the mentioned corrections.

Dr. Kenneth Kirlin 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 Plant stated if the Board agrees I would like to change Kyndra's rate from \$25 to \$50. If the next item is approved, we will have \$8,000 for lighting and there is \$13,000 for the Knox Box Project. For the applications received for the Knox Box Project, we will reimburse \$500 since that is

what we originally wrote in the project publication.

Councilwoman Plant moved to approve the financial Reports, including EDC expenditures, invoices and allocations and monthly treasurer report.

Councilwoman Dusek seconded the motion.

The vote in favor of the motion was unanimous.

Update on proposal to undertake a project to engage professional services for the 5005-5007 McCullough Lighting Project, to include the installation and purchase of three lights not to exceed \$85,000.00, contingent to City Council approval

Celia DeLeon stated City Council approved the project last month, it will have a second reading at next week's City Council meeting and after the second reading we can move forward with the project.

Discuss liaison issues with businesses; take possible action

Councilwoman Plant stated I don't think we need this as an ongoing item on our agenda moving forward.

Discuss administrative items and future agenda items.

There were no administrative items or future agenda items to discuss.

There was no other business and the meeting adjourned at 6:45 p.m.

Ronald Hornberger
President

Kyndra Munoz
City Secretary