

**MINUTES  
CITY OF CONVERSE  
ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS MEETING  
October 14, 2008  
6:30 PM**

Be it known that the City of Converse Economic Development Corporation Board of Directors met in a Regular Meeting at the City of Converse City Hall Conference Room No. 1 located at 405 South Seguin on Tuesday, October 14, 2008, at 6:30 PM to discuss the following:

**1. Call to Order**

Chairman Degenhardt called the meeting to order at 6:31 p.m.

**2. Roll Call and Recognition of Visitors.**

Those present were:

Mr. Carlton Degenhardt, Chairman	Dr. Jerry Riley, Vice-Chair
Mr. Howie Marbach, Director	Ms. Trish Seguin, Director
Mr. Craig Martin, Director	Mr. Joshua Cone, Director
Mr. John Mendoza, Director	Mr. Mark Luft, Executive Director
Mr. Frank Greer, Attorney	Mr. Gerald Wilson, Treasurer
Ms. Leigh Ann Rogers, Secretary	

Recognized visitors were:

Mr. Karl Hoppes, Director of Facilities (City of Converse)  
Mr. Geoff Richards, HF2M, Inc.  
Mr. Jack Harper, HF2M, Inc.  
Mr. Rene Rodriguez, Jr., Councilman (City of Converse)

**3. Citizens to be Heard (limit remarks to 3 minutes)**

There were no citizens to be heard present.

**4. Consent Agenda. All of the following items may be acted upon by one motion. No separate discussion or action on any of the items is necessary unless desired by a Board Member.**

- A.) Action to Approve the Minutes from the City of Converse Economic Development Corporation Board of Directors Meeting on September 17, 2008.**
- B.) Action to Approve Financial Report for August, 2008.**
- C.) Action to Approve Investment Report for August 2008.**

Mr. Marbach requested one minor correction to the minutes from the City of Converse Economic Development Corporation Board of Directors Meeting on September 17, 2008. Page four, agenda item 10B, "Mr. Marbach deferred his comments to Mr. Luft to report during his briefing." Corrected as follows, "Mr. Marbach **and Ms. Seguin** deferred **their** comments to Mr. Luft to report during his briefing."

Motion to **approve** with the above mentioned amendment made by Ms. Seguin. Seconded by Dr. Riley. Motion **passed** unanimously.

**5. Opening Remarks by the Chairman, Economic Development Corporation.**

Chairman Degenhardt waived opening remarks in order to get started on the substantial agenda and expedite the meeting.

**6. Public Hearing to Consider Expenditures of Economic Development Funds to Improve a Section of Commercial Roadway Owned by the City for Gibbs Sprawl Road at FM 1976, Associated with the Union Pacific Railroad Bridge Replacement and Upgrade. This Hearing will Discuss the Project Concept and Public Need for Improving Commerce and Public Safety Aspects for the General Welfare for the Conveyance of Traffic.**

Public Hearing began at approximately 6:36 p.m.

There were no members of the public present for comments.

EDC Director, Mr. Mark Luft and Director of Facilities, Mr. Karl Hoppes then gave a briefing. Highlights of their report included:

- Previously reported damages to the bridge.
- Union Pacific investigations determined bridge replacement was warranted due to public safety concerns.
- Attendance of recent pre-bid meeting held by Union Pacific Railroad.
- Project will last approximately twelve weeks.
- Estimated start date of November 2008 through January 2009.
- Improved dimensions of bridge clearance will be 12.10' wide by 13' & 13/8" high.
- Closure signage will be posted east and west of 1976 and at traffic light by Fire Station # 1.

- City of Converse Public Works will improve road and provide additional storm drainage, new pavement striping, and reflective markers.
- Following this Public Hearing, City Council will be briefed at next regularly scheduled City Council meeting.

Public Hearing ended at approximately 7:03 p.m.

**7. Discussion and Appropriate Action to Approve the Economic Predevelopment Grant Program Performance Agreement.**

Following a brief discussion, Mr. Martin made a motion to **approve** the Economic Predevelopment Grant Program Performance Agreement. Seconded by Dr. Riley. Motion **passed** unanimously.

**8. Briefing and Discussion by the Future Planning Committee Relating to the Converse Economic Development Corporation's Request for Proposals for Professional Services to Provide Economic Development Strategies and Economic Development Design of Marketing and Advertising Materials as Submitted on September 26, 2008.**

Dr. Riley reported that the Future Planning Committee met and discussed the proposals last Saturday, October 11<sup>th</sup>, 2008. Dr. Riley then asked Mr. Martin to update the Board on their findings.

Mr. Martin reported that while the quality of the experience in projects were comparable, Marketing Plus exhibited the professional caliber and background of key personnel working on the project most suitable for the needs of both the Economic Development Strategies as well as the Design of Marketing and Advertising Materials.

Taking into consideration Mr. Cone's marketing experience, Mr. Martin then asked for Mr. Cone's input on their findings.

Mr. Cone stated that although he would have liked to have seen Marketing Plus include some examples of their work along with their proposals, he concurred with the Future Planning Committee that Marketing Plus was the best choice for both projects.

**9. Action to Approve and Accept the Proposal by the Best and Most Responsible Firm as Determined by the Board of Directors to Provide Professional Services for Economic Development Strategies and to Authorize the Executive Director to Negotiate a Contract with Said Firm for the Board of Directors to Approve at a Later Date.**

Motion to **approve** and accept the proposal from **Marketing Plus** to provide professional services for Economic Development strategies and to authorize the Executive Director to negotiate a contract with said firm for the Board of Directors to approve at a later date was made by Mr. Cone. Seconded by Mr. Mendoza. Motion **passed** unanimously.

- 10. Action to Approve and Accept the Proposal by the Best and Most Responsible Firm as Determined by the Board of Directors to Provide Professional Services for Economic Development Design of Marketing and Advertising Materials and to Authorize the Executive Director to Negotiate a Contract with Said Firm for the Board of Directors to Approve at a Later Date.**

Motion to **approve** and accept the proposal from **Marketing Plus** to provide professional services for Economic Development design of marketing and advertising materials and to authorize the Executive Director to negotiate a contract with said firm for the Board of Directors to approve at a later date was made by Mr. Cone. Seconded by Ms. Seguin.

Motion **passed** unanimously.

Chairman Degenhardt requested Mr. Cone's support in assisting the Executive Director with the contract negotiations. Mr. Cone graciously accepted.

- 11. Discussion and Appropriate Action to Expand the Acquisition of Land Associated with Parcels 5, 6, 7 and 8 of the Toepperwein Road Project to Include the Remainder of County Block 5951, Blocks 7 & 8.**

\* **Correction** – last line, “Blocks 7 & 8.” Should read, “Blocks 6 & 7.”

Following a brief discussion in which the Board Members concurred that another Public Hearing for this project should be held in November 2008 for a 60-day period, a motion to **approve** expanding the acquisition of land associated with Parcels 5, 6, 7 and 8 of the Toepperwein Road Project to include the remainder of County Block 5951, Blocks 6 & 7 was made by Mr. Martin. Seconded by Dr. Riley. Motion **passed** unanimously.

- 12. Briefing Report on Status on Planning of the Quarterly Business Appreciation Breakfast.**

Secretary, Ms. Rogers, reported having sent out approximately 60 invitations, receiving approximately 10 RSVP's thus far, and confirmation from Mr. Rodriguez of the U.S. Department of Commerce to speak at the event.

Chairman Degenhardt called for a ten-minute recess at 7:55 p.m.

Chairman Degenhardt reconvened the meeting at 8:05 p.m.

- 13. Committee Reports:**

- A.) Administration Committee (Mr. Mendoza and Mr. Cone)**
- B.) Business & Development Committee (Mr. Marbach and Ms. Seguin)**
- C.) Future Planning Committee (Dr. Riley and Mr. Martin)**

A.) No report.

B.) No report.

C.) No report.

**14. Briefing on Current Projects: (1) Project Description, (2) Brief Background, (3) Where we are Specifically, (4) Project Challenges (budget shortfalls, issues with contractors), (5) Upcoming Actions.**

- A.) **Toepperwein Project**
- B.) **Lake Project**
- C.) **Town Square Development**
- D.) **Airport City Development**

Mr. Luft reported:

- A.) Toepperwein Project - Awaiting appraisals and title commitments, they just take time.
- B.) Lake Project - Nothing new to report. Staff is not actively pursuing this matter at the present time. Waiting for direction from City Manager.
- C.) Town Square Development - Will be financed with New Market Tax Credit program. Census area, population, demographics, etc. will need to be certified. Developer estimates closing in January. Approximately 80,000 to 160,000 square feet of development.
- D.) Airport City Development – To be discussed during Executive Session.

**15. Recess**

Chairman Degenhardt called for a recess at 8:18 p.m.

Chairman Degenhardt called the meeting into Executive Session at 8:23 p.m.

**16. Executive Session In Accordance With Section 551.087, Texas Open Meetings Act Deliberation Regarding Economic Development Negotiations; Closed Meeting. To discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations.**

Start: 8:27 p.m. End: 8:57 p.m.

**17. Executive Session In Accordance With Section 551.072, Texas Open Meetings Act DELIBERATION REGARDING REAL PROPERTY; Closed Meeting. A governmental body may conduct a closed meeting to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person. (306 South Seguin - Toepperwein Road Realignment Project)**

Start: 9:00 p.m. End: 9:10 p.m.

18. **Executive Session In Accordance With Section 551.072, Texas Open Meetings Act DELIBERATION REGARDING REAL PROPERTY; Closed Meeting. A governmental body may conduct a closed meeting to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person. (308 South Seguin - Toepperwein Road Realignment Project)**

Start: 9:12 p.m. End: 9:18 p.m.

19. **Executive Session In Accordance With Section 551.074, Texas Open Meetings Act To Conduct A Scheduled Annual Performance Evaluation Of The Executive Director for Fiscal Year 2007-2008, as Discussed on May 13, 2008, Board of Directors Meeting.**

Postponed as a courtesy to the Mayor's request for prior input.

20. **Reconvene**

Chairman Degenhardt reconvened the meeting back into regular session at 9:19 p.m.

21. **Action to Authorizing the Executive Director of the City of Converse Economic Development Corporation to Engage an Independent Real Estate Appraiser to Determine a "Fair Market Appraised Value" to Negotiate the Purchase of Land with Improvements Located at 306 South Seguin (CB 5063, Block 1, Lot P-54C & PT of P-54D), as Part of the Toepperwein Road Realignment Project.**

Motion to **authorize** the Executive Director of the City of Converse Economic Development Corporation to engage an independent real estate appraiser to determine a "fair market appraised value" to negotiate the purchase of land with improvements located at 306 South Seguin (CB 5063, Block 1, Lot P-54C & PT of P-54D) as part of the Toepperwein Road Project was made by Mr. Martin. Seconded by Mr. Marbach. Motion **passed** unanimously.

22. **Action to Authorizing the Executive Director of the City of Converse Economic Development Corporation to Engage an Independent Real Estate Appraiser to Determine a "Fair Market Appraised Value" to Negotiate the Purchase of Land with Improvements Located at 308 South Seguin (CB 5063, Block 1, Lot PT of P-54D), as Part of the Toepperwein Road Realignment Project.**

Motion to **authorize** the Executive Director of the City of Converse Economic Development Corporation to engage an independent real estate appraiser to determine a "fair market appraised value" to negotiate the purchase of land with improvements located at 308 South Seguin (CB 5063, Block 1, Lot PT of P-54D) as part of the

Toepperwein Road Project was made by Ms. Seguin. Seconded by Mr. Cone. Motion **passed** unanimously.

**23. Action to Set Compensation for the Executive Director for Fiscal Year 2008-2009.**

Postponed as a courtesy to the Mayor's request for prior input.

**24. Future Items**

- Agenda items # 19 & # 23.
- Public Hearing for land acquisition discussed in agenda item # 11.
- Discuss developments on Marketing Plus contract.
- Discussion and action for cancellation of the regularly scheduled December Board of Directors meeting.

**25. Set a Date, Time and Location for Next Meeting – Tuesday, November 11, 2008, at 6:30 PM, at Converse City Hall Conference Room No. 1, 405 South Seguin.**

A Special Call meeting was scheduled for Sunday, October 19, 2008 at 2:00 p.m. at the City Hall Conference Room # 1, 405 South Seguin.

**26. Adjournment**

Chairman Degenhardt adjourned the meeting at 9:23 p.m.

PASSED AND APPROVED THIS 12th DAY OF NOVEMBER, 2008.

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Carlton Degenhardt  
EDC Chairman

ATTEST:

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Leigh Ann Rogers  
Secretary