

**MINUTES
CITY OF CONVERSE
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS MEETING
January 13, 2009
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, January 13, 2009, at 6:30 PM to discuss the following:

1. Call to Order

Chairman Degenhardt called the meeting to order at 6:33 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
Ms. Renee Paschall, Director	Mr. Mark Luft, Executive Director
Mr. Ray Ortiz, Attorney	Mr. Gerald Wilson, Treasurer
Ms. Leigh Ann Rogers, Secretary	

Recognized visitors were Ms. Becky Johnson, Mr. Tim Hanson (Marketing Plus), Ms. Marsha Hendler (Marketing Plus), and Mr. Karl Hoppes (City of Converse Director of Facilities).

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

Ms. Becky Johnson spoke briefly on her plans to work in Iraq for an undetermined amount of time and her desire to see the lake project prioritized and the environmental issues surrounding the lake addressed. Ms. Johnson also reported on a recent visit from Hans York Clamann, son of Hans G. Clamann who was a famous German scientist during World War II and a major contributor to the United States Air Force Aviation Program and School of Aviation Medicine, and the importance of including Mr. Clamann's accomplishments and former Converse residency in the marketing strategies for the City.

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 November 12, 2008.**
- B.) Action to Approve Financial Report for October 2008.**
- C.) Action to Approve Investment Report for October 2008.**
- D.) Action to Approve Financial Report for November 2008.**
- E.) Action to Approve Investment Report for November 2008.**

Ms. Seguin and Mr. Cone requested to pull item 4A for a separate discussion.

A motion to **approve** the financial and investment reports for October and November 2008 (items 4B- 4E) was made by **Mr. Martin**. Seconded by **Dr. Riley**. Motion **passed** unanimously with one abstention, Ms. Paschall, in view of the fact that she was not yet a member of the board at that time.

Ms. Seguin requested a correction to the minutes from the City of Converse Economic Development Corporation Board of Directors Meeting on November 12, 2008. Specifically, page 6, item 10A, "Administration Committee (Mr. Mendoza and Mr. Cone)." Mr. Mendoza's name should have been removed as he was no longer a member of the board.

A motion to **approve** the minutes from the City of Converse Economic Development Corporation Board of Directors Meeting on November 12, 2008 **with the above mentioned correction** was made by **Mr. Martin**. Seconded by **Mr. Marbach**. Motion **passed** unanimously with two abstentions (Cone and Paschall). Mr. Cone was not present for this meeting and Ms. Paschall was not yet a member.

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

Chairman Degenhardt began by welcoming Ms. Renee Paschall to the board and then reported on committee realignments as follows:

- Mr. Martin and Mr. Cone were assigned to the Administration Committee. Chairman Degenhardt also specifically requested their assistance with improvements to the EDC page of the City Website.
- Dr. Riley and Ms. Paschall were assigned to the Future Planning Committee.
- Mr. Marbach and Ms. Seguin will remain on the Business and Development Committee.

6. Briefing, Discussion and Appropriate Action on a Presentation by Marketing Plus on the First Round of EDC Logo Designs for Review by the Board of Directors.

The board members reviewed and discussed their respective opinions of the logos with Ms. Hendler (Marketing Plus).

No action was taken.

7. Discussion and Appropriate Action on a Presentation by Marketing Plus on the Subject of Branding Strategies for the Converse Economic Development Corporation.

Ms. Hendler and Mr. Hanson (Marketing Plus) presented several suggestions for branding strategies which included:

- Develop a series of Town Center promotions to bring the community together. For example, free summer movies and concerts, market days, and farmers' markets.
- Advertisement in Business Facilities Magazine (1/4 page B/W \$3,530) and/or a skyscraper ad on their website, BusinessFacilities.com (\$1,765).
- Advertisement in the San Antonio Business Journal. (1/4 page B/W \$1,585)

Following discussion, all appeared to be in agreement of the concept of developing activities for Town Square. Ms. Hendler reported that she would also include follow up press releases for these events and advised that it will take time for a pattern to develop.

No action was taken.

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

Following a brief summary of this agenda item from Mr. Luft, a motion to **approve** the expansion of the acquisition of land associated with parcels 5, 6, 7, and 8 of the Toepperwein Road Realignment project to include the remainder of County Block 5951, Blocks 6 & 7, was made by **Mr. Marbach**. Seconded by **Ms. Seguin**. Motion **passed** unanimously.

9. Discussion and Appropriate Action Approving Expenditures of Economic Development Funds to Improve a Section of Commercial Roadway Owned by the City of Converse for Gibbs Sprawl Road at FM 1976. This is Associated with the Union Pacific Railroad Bridge Replacement and Upgrade at the Same Location. The Project Concept and Public Need are for Improving Commerce and Public Safety Aspects for the General Welfare for the Conveyance of Traffic.

Mr. Luft presented a story board with photos documenting the bridge replacement and reported that Union Pacific spent \$2 million dollars on this project. Mr. Luft also mentioned that this agenda item will be placed on the next City Council agenda for their approval as well.

Mr. Hoppes then approached the board and used a diagram to point out and discuss proposed modifications which were deemed necessary in order to accommodate 18-wheelers using the roadway.

A motion to **approve** expenditures of Economic Development funds to improve a section of commercial roadway owned by the City of Converse for Gibbs Sprawl Road at FM 1976 associated with the Union Pacific Railroad bridge replacement and upgrade was made by **Mr. Martin**. Seconded by **Dr. Riley**. Motion **passed** unanimously.

10. Committee Reports:

REPORTS In consideration of Texas Attorney General Opinion AG-0668, information provided on subjects not on the agenda shall be limited to statements of specific factual information; or recitation of existing policy. Any deliberation of or decision about a subject not on the agenda shall be limited to a proposal to place the subject on the agenda for a subsequent meeting.

A.) Administration Committee (Mr. Cone and Mr. Martin)

No Report.

B.) Business & Development Committee (Mr. Marbach and Ms. Seguin)

Ms. Seguin reported on a successful focus group meeting which took place on December 9th. From that meeting, Ms. Seguin presented several topics for discussion to the board members as follows:

- Approximately 16-18 people expressed interest and signed up to be involved in future meetings.
- Focus on “downtown” area.
- Smart “Growth” Code versus Smart Code.
- Areas encompassed in Smart Code should be re-evaluated.
- Incorporate Smart Code into City Zoning ordinances.
- Assistance for pre-existing businesses to adapt to Smart Code.

Mr. Marbach added that his research indicated that relationships between the developers and Mr. Luft are good according to those who attended the December 9th meeting. Mr. Marbach also made a recommendation to form a “business association.”

As a final point, Ms. Seguin suggested a meeting with the City staff to discuss the above mentioned information with a briefing to the board members to follow.

Chairman Degenhardt proposed including the Planning Commission Chairman in that meeting as well.

C.) Future Planning Committee (Dr. Riley and Ms. Renee Paschall)

Dr. Riley expressed an interest in getting the EDC Board of Directors and the City Council members together for a joint executive session to discuss misinformation surrounding the EDC and its Executive Director.

Inquiries were made to the attorney regarding the legalities of a meeting of this nature. Mr. Ortiz responded by stating that he would do the research required to address the board members’ concerns.

11. 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**

In an effort to expedite the meeting and given that the Executive Director’s typed report was already included in the agenda packet for review, Mr. Martin suggested that it was not necessary for Mr. Luft to verbally repeat his full report

Mr. Luft then requested that everyone please give special attention to page 11 of his report.

12. Recess

Chairman Degenhardt called for a recess at 8:27 p.m.

13. **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. (401 Hilltop - Toepperwein Road Realignment Project)**

Start: 8:36p.m. End: 8:48 p.m.

14. **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. (405 Hilltop - Toepperwein Road Realignment Project)**

Start: 8:49 End: 8:51 p.m.

15. **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. (505 Hilltop - Toepperwein Road Realignment Project)**

Start: 8:52 p.m. End: 8:53 p.m.

16. **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: 8:54 End: 9:02 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. (308 South Seguin - Toepperwein Road Realignment Project)**

Start: 9:04 p.m. End: 9:09 p.m.

- 18. Reconvene**

Chairman Degenhardt called the meeting back into regular session at 9:12 p.m.

- 19. Action to Approve Resolution No. 35 Authorizing the Executive Director of the City of Converse Economic Development Corporation to Purchase Land with Improvements Located at 401 Hilltop (CB 5951, Block 4, Portions of Lots 7 & 8), as Part of the Toepperwein Road Realignment Project at the Price Established by the Board of Directors of the Economic Development Corporation.**

A motion to **approve** Resolution No. 35 authorizing the Executive Director of the City of Converse Economic Development Corporation to purchase land with improvements located at 401 Hilltop (CB 5951, Block 4, Portions of Lots 7 & 8), as part of the Toepperwein Road Realignment Project at the price established by the Board of Directors of the Economic Development Corporation during executive session was made by **Mr. Cone**. Seconded by **Mr. Martin**. Motion **passed** unanimously.

- 20. Action to Approve Resolution No. 36 Authorizing the Executive Director of the City of Converse Economic Development Corporation to Purchase Land with Improvements Located at 405 Hilltop (CB 5951, Block 4, Portions of Lots 9 & 10), as Part of the Toepperwein Road Realignment Project at the Price Established by the Board of Directors of the Economic Development Corporation.**

A motion to **approve** Resolution No. 36 authorizing the Executive Director of the City of Converse Economic Development Corporation to purchase land with improvements located at 405 Hilltop (CB 5951, Block 4, Portions of Lots 9 & 10), as part of the Toepperwein Road Realignment Project at the price established by the Board of Directors of the Economic Development Corporation during executive session was made by **Ms. Seguin**. Seconded by **Dr. Riley**. Motion **passed** unanimously.

- 21. Action to Approve Resolution No. 37 Authorizing the Executive Director of the City of Converse Economic Development Corporation to Purchase Land with Improvements Located at 505 Hilltop (CB 5951, Block 5, Lots 9 & 10), as Part of the Toepperwein Road Realignment Project at the Price Established by the Board of Directors of the Economic Development Corporation.**

A motion to **approve** Resolution No. 37 authorizing the Executive Director of the City of Converse Economic Development Corporation to purchase land with improvements located at 505 Hilltop (DB 5951, Block 5, Lots 9 & 10), as part of the Toepperwein Road Realignment Project at the price established by the Board of Directors of the Economic Development Corporation during executive session was made by **Ms. Seguin**. Seconded by **Mr. Marbach**. Motion **passed** unanimously.

- 22. Action to Approve Resolution No. 38 Authorizing the Executive Director of the City of Converse Economic Development Corporation to Purchase 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 at the Price Established by the Board of Directors of the Economic Development Corporation.**

A motion to **approve** Resolution No. 38 authorizing the Executive Director of the City of Converse Economic Development Corporation to purchase land with improvements located at 306 South Seguin (CB 5063, Block 1, Lot P-54C & PT pf P-54D), as part of the Toepperwein Road Realignment Road Project at the price established by the Board of Directors of the Economic Development Corporation during executive session was made by **Mr. Cone**. Seconded by **Ms. Seguin**. Motion **passed** unanimously.

- 23. Action to Approve Resolution No. 39 Authorizing the Executive Director of the City of Converse Economic Development Corporation to Purchase 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 at the Price Established by the Board of Directors of the Economic Development Corporation.**

A motion to **approve** Resolution No. 39 authorizing the Executive Director of the City of Converse Economic Development Corporation to purchase 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 at the price established by the Board of Directors of the Economic Development Corporation during executive session was made by **Mr. Martin**. Seconded by **Dr. Riley**. Motion **passed** unanimously.

24. Future Items

- Grant process discussion
- Executive session for 600 & 700 blocks of Hilltop
- Audit report discussion and action
- Smart Code discussion

25. Set a Date, Time and Location for Next Meeting – Tuesday, February 10, 2009, at 6:30 PM, at Converse City Hall Conference Room No. 1, 405 South Seguin.

26. Adjournment

Chairman Degenhardt adjourned the meeting at 9:20 p.m.

PASSED AND APPROVED THIS 10TH DAY OF FEBRUARY, 2009.

Carlton Degenhardt
EDC Chairman

ATTEST:

Leigh Ann Rogers
Secretary