

CITY OF CONVERSE



Economic Development Corporation

WE'RE GROWING PLACES

MINUTES CITY OF CONVERSE ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING January 12, 2010 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 12, 2010, at 6:30 PM to discuss the following:

1. Call to Order.

Chairman called the meeting to order at 6:32 p.m.

2. Roll Call and Recognition of Visitors.

Those present:

Mr. Carlton Degenhardt, Chairman
Dr. Jerry Riley, Vice-Chair
Ms. Trish Seguin, Director
Mr. Howie Marbach, Director
Mr. Josh Cone, Director

Mr. Mark Luft, Executive Director
Mr. Ray Ortiz, Corporate Attorney
Mr. Gerald Wilson, Treasurer
Ms. Patricia Horan, Executive Secretary

Chairman excused the absences of Directors Mr. Craig Martin and Dr. Carmina Fusco, both out sick.

Visitors:

Marsha Hendler
Brian Kelsey
Thomas Horan
Steve Brown

Randy Pannell
Jack Holbrook
Becky Johnson
Dr. Mary Riley

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

Brian Kelsey – Deferred to Agenda Item No. 6
Leon Stubbs
Becky Johnson
Jack Holbrook – Deferred to Agenda Item No.10

Ms. Johnson and Mr. Stubbs addressed the Board to alert them of a new proposal they've been working on for some time and it's just now taken on. They presented a thumbnail of the Cooperative Cultural Commerce Initiative and requested to be put on as an Agenda Item for the next Board meeting so that they can give a full presentation on this project. The Board listened to the highlights of this venture and agreed to hear all the details during a full presentation next meeting.

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 Special Call Meeting on November 30, 2009.**
- B.) Action to Approve the Minutes from the City of Converse Economic Development Corporation Board of Directors Meeting on December 8, 2009.**
- C.) Action to Approve Financial Report for November 2009.**
- D.) Action to Approve Investment Report for November 2009.**

A motion to approve Items 4 A, B, C, and D as follows: the Minutes from the City of Converse Economic Development Corporation Board of Directors Special Call Meeting on November 30, 2009, the Minutes from the City of Converse Economic Development Corporation Board of Directors Meeting on December 8, 2009, and Investment Report for November 2009 was **made by Ms. Trish Seguin**. Seconded by **Mr. Josh Cone**. Motion passed **unanimously**.

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

The Chairman welcomed all present into the New Year and apologized for the loss of his voice tonight.

6. Briefing by Marketing Plus and Civic Analytics on the Economic Development Target Industry Recommendations Study.

Mr. Brian Kelsey introduced himself as an Independent Consultant for Civic Analytics and as the Community and Economic Development Director at Capital Area Council of Governments based in Austin. Mr. Kelsey's primary job is to analyze strengths and weakness of about 65 communities and provide recommendations about what they should be doing for economic development. He focuses on research and data-driven approaches. He's been leading projects at local, regional, and federal levels. Mr. Kelsey explained that the Target Industry Study is not a strategy. He further explained that the point of going through this exercise is to find a baseline data about the competitive advantages of our City. This analysis is a third party independent view of what a Consultant sitting in other parts of the country will see about Converse without a whole lot of first hand experience. In order to determine the competitive advantage of Converse, the City has to analyze measurable data. Mr. Kelsey continued with his presentation interpreting the data obtained from this study and highlighted the advantages that this information may have if it is turned into a strategy for the next 5-10 year period. He commended the Board for taking steps to look into the future. The Board exchanged opinions and asked questions about the data offered to them during this presentation. A copy of the study was included on the Board's packet for prior review. The Target Industry Study is posted on the EDC's website at: www.converseedc.com

7. Briefing and Appropriate Action by Marketing Plus and the EDC Executive Director Relating to the “BUY CONVERSE” Marketing Approach to Support and Assist the Converse Business Community.

Ms. Marsha Hendler presented marketing strategies to help existing businesses grow through the “Buy Converse” Program. Ms. Hendler stated that staying in line with EDC’s mission; the program seeks to increase the availability of goods, services and financial return for future investments. To increase employment due to increase sales, grow tax revenue and attract new businesses to Converse. Ms. Hendler used the data from the last Telephone Study Report conducted by Creative Consumer Research Group to identify marketing strategies to promote existing businesses. The focus of the “Buy Converse” Program is to help residents to easily identify which businesses are located in Converse and encourage them to select local businesses. The program seeks to promote Converse as a great place to grow a business by providing incentives to bring new businesses to Converse. It also strengthens and grows greater pride in the community, as the business community grows so will the pride of the people. The goals and objectives of the program are to reach out to the business community to build and develop a stronger connection between themselves and the residents of Converse. The program will also demonstrate to future developers the purchasing power of this area. The plan is to keep those buying dollars from leaving Converse. Ms. Hendler provided details for the campaign. The branding concept process should be ready for the Board’s approval during the February meeting and the projected time to launch this campaign should be early in March. The Board participated by asking questions and providing input.

Action to be taken at next Board meeting in February.

8. Discussion and Appropriate Action to Authorize Staff to Issue a Request for Qualification for the Toepperwein Road Realignment Project Phase I Civil Engineering Design Scope of Work Contract from Crossbow Peak to FM 1976.

Mr. Luft informed the Board that the City Staff is now looking for another firm to do the scope of work at a more affordable price. The City Staff is recommending a Request For Qualification (RFQ) statement to be issued with other engineering firms and resubmit the new proposal for approval of contract.

A motion to authorize Staff to Issue a Request for Qualification for the Toepperwein Road Realignment Project Phase I Civil Engineering Design Scope of Work Contract from Crossbow Peak to FM 1976 was made by Dr. Jerry Riley. Seconded by Mr. Josh Cone. Motion passed unanimously.

9. Discussion of Reinstitution of the Economic Development Grant Program, Parameters, Requirements and Desired Incentives.

The Board reviewed the latest corrections/edits made to the guidelines of the draft for the qualification and application process for the new Capital Investment Grant Program. They examined and discussed the revised draft and recommended additional corrections to be made. The Board agreed to review the corrections requested during this session on the next EDC Board meeting.

10. Discussion and Consideration for Appropriate Action on a Request from Various Converse Business Owners Located within the Converse Business Park to Provide Financial Assistance for the Construction of a New Marquee at the Intersection of Business Lane and FM 78. (Jack Holbrook & Buddy Yantis)

Mr. Jack Holbrook was given the opportunity to address the Board on this agenda item. He conveyed the initiative that many business owners on the Industrial Business Park have joined together to replace the old entrance sign and construct a new more visible and attractive business park entrance sign. Mr. Holbrook is requesting financial assistance from the EDC on this project as well as permission from the City of Converse to use of the existing location to build the new marquee. The estimated total cost for this project is about \$33,000.00 dollars. EDC Legal Counsel advised the Board that in his opinion the expenditure would be allowable because there would be direct economic impact. He also reminded the Board that any amount over \$10,000.00 requires approval of City Council. The Staff recommended a one time financial contribution to promote business growth for our local manufacturing companies operating in the park. The EDC Staff suggested that a business-owners association be put in place to allow maximum participation, monitor the project and ensure proper maintenance. This proposal has been Okayed by City Staff to meet basic construction requirements. The Board requested final details and will take appropriate action at the next meeting.

11. Discussion and Action Authorizing the EDC Staff to Register and Participate in the Randolph Metrocom Chamber of Commerce Business Expo 2010 on February 23, 2010.

EDC Staff requested authorization to register to participate in the Randolph Metrocom Chamber of Commerce Business Expo 2010 on February 23, 2010 to be held at the Schertz Convention Center from 4:00 pm to 8:00 pm. Registration fee is \$500.00.

A motion authorizing the EDC Staff to register and participate in the Randolph Metrocom Chamber of Commerce Business Expo 2010 on February 23, 2010 for the amount of \$500.00 **was made by Dr. Jerry Riley. Seconded by Ms. Trish Seguin. Motion passed unanimously.**

12. Discussion of the EDC By Laws and Articles of Incorporation and the Previous Discussion of Amendment by Council.

Mr. Luft submitted a memo to the Board highlighting matters of concern expressed by City Council members during their January 5th Meeting. The City Council gave instructions to have the following issues be brought up for discussion during the next EDC Board Meeting: EDC By Laws, Articles of Incorporation, Staff job descriptions, Board composition, business experience and educational background for members, other cities EDC Board compositions and regulation comparisons, business owners recruiting process to serve on the EDC Board, establish new residency boundaries for the EDC Executive Director, amendment to the provision that allows City Council members to serve on the EDC Board, amendment to the provision to allows City Council members to hold the Chair position on the EDC Board, and discussion of possible conflict of interest with City Council's spouses serving on the EDC Board. The Board held a discussion on each item concluding that it has always been the discretion, sole decision and responsibility of the City Council members to nominate all EDC Board Members' appointments, screen their backgrounds and merits to serve on the EDC Board. City Council also holds the right to recall any EDC Board members as it sees fit.

City Council has the privilege to make amendments to the EDC By Laws and Articles of Incorporation. Historically, EDC Board members have always shown mutual respect and appreciation for City Council members and their enthusiasm in being positively and actively involved on EDC projects moving forward to achieve mutual goals to benefit the community. Legal counsel added that all new amendments/changes must be in compliance with the Local Government Code. The Chairman requested Counsel to review legal documents to ensure compliance with current codes. Copies of EDC By Laws, Articles of Incorporation, Staff job descriptions, Board directory and appointment history along with information on file has been provided to City Council. No formal action was taken.

13. 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)**
Continue to review the new Capital Investment Grant Program Guidelines and Application Draft.
- B.) Business & Development Committee (Mr. Marbach and Ms. Seguin)**
Nothing to report at this time.
- C.) Future Planning Committee (Dr. Riley and Dr. Fusco)**
Nothing to report at this time.

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.

Mr. Luft reported that the Project Report included in their packet is current. He closed on real estate on 401 Hilltop yesterday and is trying to close on the remaining properties on the 400 Block and 500 Block by the end of this week. Mr. Wilson added a briefing on the financial statements and expressed enthusiasm for signs of good financial status around the City.

15. Recess

Chairman called the meeting to a recess at 8:37 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. (202 Hilltop – CB 5951, Blk 8, Lots 1, 2, 15 & 16 – Toepperwein Road Realignment Project)

Time Start: 8:48 p.m.

Time End: 8:54 p.m.

17. Reconvene

Chairman reconvened the meeting back into regular session at 8:55 p.m.

18. Action to Request Approval by the City Council for a Resolution Authorizing the City of Converse Economic Development Corporation on Behalf of the City of Converse, Texas to Acquire Property Rights Necessary for the Toepperwein Road Realignment Project; Authorizing the Executive Director of the Converse Economic Development Corporation Together with Legal Counsel to Establish Just Compensation for the Property Rights to be Acquired; Authorizing the Executive Director Together with Legal Counsel to Take All Steps Necessary to Acquire the Needed Property Rights in Compliance with All Applicable Laws and Regulations; and Declaring and Providing an Open Meetings Clause. (202 Hilltop – CB 5951, Blk 8, Lots 1, 2, 15 & 16 – Toepperwein Road Realignment Project)

Chairman asked Vice Chair Dr. Jerry Riley to proceed over the meeting at this point due to the loss of his voice.

A motion to request approval by the City Council for a Resolution authorizing the City of Converse Economic Development Corporation on behalf of the City of Converse, Texas to acquire property rights necessary for the Toepperwein Road Realignment Project; authorizing the Executive Director of the Converse Economic Development Corporation together with Legal Counsel to establish just compensation for the property rights to be Acquired; authorizing the Executive Director together with Legal Counsel to take all steps necessary to acquire the needed property rights in compliance with all applicable laws and regulations; and declaring and providing an Open Meetings Clause. (202 Hilltop – CB 5951, Blk 8, Lots 1, 2, 15 & 16 – Toepperwein Road Realignment Project) as discussed during executive session **was made by Mr. Josh Cone.** Seconded by Ms. **Trish Seguin.** Motion **passed unanimously.**

19. Future Items

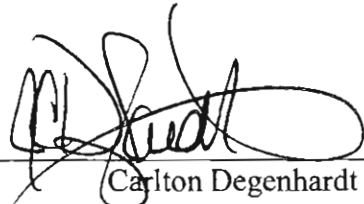
Looking to have the audit done
Financial Reports December 2009
Toepperwein acquisitions
RFQ develop for civil firm for Toepperwein Realignment Project
Update on the Capital Investment Grant
CDBG Grant application completed
Placid Park
Becky Johnson/Leon Stubbs Presentation
Business Park marquee

20. **Set a Date, Time and Location for Next Meeting - Tuesday, February 9, 2010, at 6:30 PM, at Converse City Hall Conference Room No. 1, 405 South Seguin.**

21. **Adjournment**

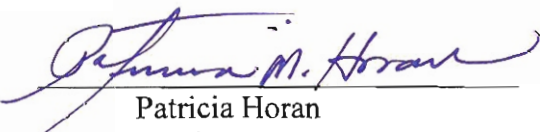
Vice Chair adjourned the meeting at 9:00 p.m.

PASSED AND APPROVED THIS 9th DAY OF FEBRUARY, 2010.



Carlton Degenhardt
EDC Chairman

ATTEST:



Patricia Horan
Executive Secretary