

**CITY OF CONVERSE  
ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS MEETING  
MINUTES OF MEETING  
October 9, 2007  
7:00 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 located at 405 South Seguin on Tuesday, October 9, 2007 at 7:00 PM. The following Board Members were present:

Dr. Reginal Harris, Chairman  
Dr. Jerry Riley, Director  
Mr. Scott Jauregui, Director  
Ms. Gloria Weers, Director

Mr. John Mendoza, Vice-Chair  
Mr. Mark Luft, Executive Director  
Mr. Gerald Wilson, Treasurer  
Ms. Jackie Gaines, Secretary

Board Members not present are Dr. Betty Harkins and Mr. Jim Uballe.

**1. Call to Order**

Dr. Harris called the meeting to order at approximately 7:00 PM.

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

Dr. Harris asked the record to reflect all Board Members are present with the exception of Mr. Uballe and Dr. Harkins.

**3. 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 11, 2007.**
- B. Action to Approve Financial Report for August, 2007.**
- C. Action to Approve Investment Report for August, 2007.**

Ms. Weers made a motion to approve the Consent Agenda.

Vice-Chair Mendoza seconded the motion.

The motion passed unanimously.

Dr. Harris recognized Mr. George Richel, owner of Sportsman's Bar.

Mr. Ray Ortiz arrived at approximately 7:02 PM.

#### **4. Opening Remarks by the Chairperson, Economic Development Corporation.**

Dr. Harris thanked the Board Members for coming to the meeting and thanked the EDC staff for the hard work with the issues the staff handles behind the scene.

Dr. Harris asked for the letter of resignation of Dr. Harkins to be entered into the record and reported the Mayor would like to fill this vacancy as quickly as possible.

Dr. Harris is concerned with attendance due to the fact that since he has been Chairman he has not had 100% attendance at any of the meetings.

The Mayor welcomes the Board Members to inform individuals of the vacancy and giving all Board Members a fair opportunity to contact their constituents, friends, or business associates that may have an interest on the Board. Any interested parties will have to be turned in by the close of business Thursday in order to have this item on the City Council Agenda. The Mayor would like to put the names of the individuals that submitted an application on the agenda. One application has been turned in which is Mr. Jorge Topete.

Dr. Harris announced Mr. Uballe's absence is due to work. Dr. Harris asked that everyone respect his wishes which are to contact him directly when you know you are going to miss a meeting.

In a letter Mr. Uballe wrote, he asked the Board to use the City's address as a prime contact for him.

Dr. Harris asked to disregard the letter from Vice-Chairman Mendoza stating he would not be present for this meeting.

#### **5. Briefing from the Executive Director Summarizing the "Converse Business Expo" that Occurred on September 10 & 11, 2007, at Boysville. The Summary Details Events Sponsors, Private Contributors, Attendees and Other Entities who Participated.**

Mr. Luft gave the following briefing on the Expo worksheets that were provided in the EDC Board packet. The packet included the following reports:

- Sources and Uses out lines how we received and used the funds with a summary showing total sources of \$5,450, using \$4,946.74 giving us a surplus of \$503.26.
- Converse Business Expo Planning Outline which is basically a task list to determine the purpose of the event and define the budget.
- Shuttle-bus tour of the City showing the interested parties.
- The sign-in sheet of all present with contact information to be used for further marketing.
- Leads of thirty-one businesses requiring more information for developing in the City which we have been following up.
- A letter from Boysville addressing the amount of money received from the Expo as a donation.

- An e-mail from Dr. Harris and Vice-Chair Mendoza discussing where we need to go from here.

Mr. Luft added the development team will get back together to discuss when we can have another Expo.

Vice-Chair Mendoza thanked Mr. Luft and Ms. Gaines for the report and suggested creating a folder using the Boysville letter as a marketing tool.

**6. Action to Set First Public Hearing on November 13, 2007, to Approve the Outcome Study Conducted by the Future Planning Committee Pertaining to the Joint Partnership of Economic Development Corporation with the City of Converse to Design, Purchase and Construct a Digital Marquee to be Located in Front of the City Hall Complex, to Promote Economic Expansion and Community Development Activity for the Business and General Public.**

Vice-Chairman Mendoza made a motion to set the first Public Hearing on November 13, 2007, to approve the Outcome Study conducted by the Future Planning Committee pertaining to the Joint Partnership of Economic Development Corporation with the City of Converse to design, purchase and construct a Digital Marquee to be located in front of the City Hall Complex, to promote economic expansion and community development activity for the business and general public.

Ms. Weers seconded the motion.

The motion passed unanimously.

**7. Action to Set Second Public Hearing on December 11, 2007, to Approve the Outcome Study Conducted by the Future Planning Committee Pertaining to the Joint Partnership of Economic Development Corporation with the City of Converse to Design, Purchase and Construct a Digital Marquee to be Located in Front of the City Hall Complex, to Promote Economic Expansion and Community Development Activity for the Business and General Public.**

Vice-Chair Mendoza made a motion to set the second Public Hearing on December 11, 2007, to approve the Outcome Study conducted by the Future Planning Committee pertaining to the Joint Partnership of Economic Development Corporation with the City of Converse to design, purchase and construct a Digital Marquee to be located in front of the City Hall Complex, to promote economic expansion and community development activity for the business and general public.

Mr. Jauregui seconded the motion.

The motion passed unanimously.

**8. Recess**

Dr. Harris called for a recess at approximately 7:16 PM.

**9. Executive Session In Accordance With Section 551.074, Texas Open Meetings Act To Conduct A Scheduled Annual Performance Evaluation Of The Executive Director, Mr. Mark Luft, for Fiscal Year 2006-2007.**

**10. Reconvene**

Dr. Harris reconvened the meeting at approximately 7:53 PM.

**11. Action to Set Compensation for the Executive Director for Fiscal Year 2007-2008.**

Vice-Chairman Mendoza made a motion to compensate the Executive Director for the fiscal year 2007-2008 with a 5% increase.

Dr. Riley seconded the motion.

The motion passed unanimously.

**12. Committee Reports:**

Dr. Harris asked to defer to the handout Dr. Harkins provided for Item 12B. Dr. Harris asked to have all Committee reports in writing so we can leave a record behind for further Board Members.

**A. Administration Committee (Mr. Mendoza and Ms. Gloria Weers)**

Vice-Chairman Mendoza reported most of the information for the Administration Committee has already been worked on by Mr. Luft and Ms. Gaines. Vice-Chairman Mendoza provided an incomplete strategic draft to Mr. Luft that is a two-project chart. The draft will be complete this coming month. Hopefully at that time we can dedicate a full meeting to go over the chart that will be presented to the Mayor as a recommendation for a strategic plan. In addition to that we will need Mr. Luft, the City Staff, EDC, and whoever the Mayor would like to invite to have a one day City Strategic Planning meeting. From that outline we are responsible for the performance objectives for Mr. Luft.

**B. Current Program Committee (Mr. Uballe and Dr. Harkins)**

(Dr. Harris asked to defer to the handout Dr. Harkins provided for Item 12B.)

**C. Future Planning Committee (Dr. Riley and Mr. Jauregui)**

Mr. Jauregui reported the following on the Future Planning:

- He and Dr. Riley were able to meet a couple of times since the last meeting to review options of various vendors.
- We may have an opportunity to use a local vendor depending on the outcome of the bids.

- Possibly not having a company advertise on the sign will allow us to have “City of Converse” on the top and “Expanding Horizons” below.
- If we are very careful with our bids by giving out our specifications and having an outline in place, the bidders would only have to match our specifications. I think the sign is going to be more affordable than what we thought. That is why I stated we may not need an additional sponsor.
- In order to have better visibility a proposed location is on the Justice Center side of S. Seguin.
- Will keep in mind the size of the base as to not interfere with the setback of the widening of S. Seguin.
- All companies being looked into state if they design a sign and the EDC takes their design to a lower bidder, the owner of the design will charge us for the Copy Right.
- On an electronic messaging sign you can set the delay of the scrolling message or set the lettering as a flat message.

Dr. Harris asked how the Board felt about having the Committees and added since the past Board Chairman, Mr. Uballe, has set these up, and since I am new to the Board I decided to keep the Committees the same. If you would like to have these we will keep them, if you do not want to keep these I will put this discussion on the Agenda to vote them off.

Mr. Jauregui replied the committees are fine. I think it allows us to break off pieces and come to the meeting prepared.

Mr. Jauregui added he did not appreciate the personalization of Dr. Harkins letter where she states she had requested the rules and responsibilities, (second paragraph, second sentence) “As you might know, the Members are lagging behind and not performing” I am not sure why this item is stated in the request for assistance and getting documentations.

Mr. Luft said the intent of the committees was to get everyone involved and help each other as much as possible as well as to see if there was anything staff is missing in regards to the By-Laws.

Dr. Harris said we as the leaders of the Board are frustrated when we come to meeting and ask for Committee reports when the committees are not functioning to do anything. Either we are going to have them and be functional or vote them off the agenda.

Dr. Harris asked, “In the context of this discussion, so I can put this down as a future agenda item, do we need to keep the Committees?”

Mr. Jauregui replied the Committees were handed a blank piece of paper instead of a direction or an example. Once we, Future Planning Committee, were handed the data and some of the information, the research became so easy and we knew exactly what we were to do. All you need to do is give someone a concept and they can formulate a bid from that concept.

Vice-Chairman Mendoza said the idea of these charts is to be historical. When your efforts become a project at whatever point the EDC Staff determines the information is in and have to engage with an RFP (Request for Proposal) or an RFI, (Request for Information), it then becomes public and now is historical. In addition to this the next Board will have a much better understanding than we did coming in to respect to roles and responsibilities. The By-Laws and other documents talk about these but does not speak to a broader perspective in terms of strategizing the whole of the City along with the EDC and the partners. The idea of strategic planning is not to reveal information that Mr. Luft has marked as proprietary which is information for us to keep confidential.

Dr. Harris said the EDC will keep the committees.

**13. 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.**

Dr. Harris said Vice-Chairman Mendoza provided the outline to Mr. Luft as a frame of reference because the report that we have been getting was good but not all inclusive. We decided to keep ourselves up to date on every step of the way.

Mr. Luft gave the following reports:

**A.) Toepperwein Project**

- We are anticipating with best guess three years of acquisition left on this project. Then we will go to the Metropolitan Planning Organization for funding for the construction and engineering designs required for this.
- We have completed all acquisitions of the 100 block of Patsy and Hilltop Avenue.
- City Staff is working with me on the demolition. We started today on some other properties over there.
- I do have two proposals I will take to the Board. To rehab a house and move it would be so costly. To demolish a house it would cost so much; for every 200 square feet the cost to fill one dumpster is \$1,000. There are two houses that have two proposals to either we pay them to take it away or they pay us to take it away; which would save us the asbestos abatement and demolition cost.
- Mr. Ortiz and I will work on accusations on several properties you have been briefed on previously.

**B.) Up Date On New Construction**

- The site clearance has been completed on the Melet Plastic site. With the Engineer, we have run the water line over to the property line. We are trying to get CPS Energy to work on their design for the electricity need for the plant. The final plat was approved last week at the City Council meeting. Our building department is looking into issuing a building permit.

- The Wendy's General Contractor said the Restaurant would be finished by the 22<sup>nd</sup> of this month but I do not think that will happen until a little later.
- The first of the two Bush's Fried Chicken Restaurant anticipates pouring the slab this week. That should be complete before Christmas.

**C.) Lake Project**

- The lake property is a work in progress. I am writing the letter to the Parks Director for the City of San Antonio and to the Attorney and Mr. Ortiz will receive a copy. The City Manager and I are working on an Inter Local Agreement for ingress and egress. We are asking the Mayor to assist us with funding for Crestway to go over the railroad tracks and take the road to FM 1976.

Mr. Jauregui asked if a briefing was given to the Parks and Recreation Commission because I have received a letter from a resident that was not happy about that.

Mr. Luft answered Mr. Hughes has briefed the Parks and Recreation Commission. Mr. Hughes will give more briefings as this develops.

Ms. Weers asked for clarification on the statement Mr. Luft said earlier about Bush's Chicken having two restaurants. Where is the other restaurant going to be located?

Mr. Luft replied on the corner of Kitty Hawk and Toepperwein Road which should begin in about nine months.

**D.) Town Square Apartments**

- This is a \$30,000,000 project.
- The issue at hand right now is getting the road built.
- The estimate given by the contractor was not acceptable. The Director of Facilities for the City is going out for bids.
- We had a meeting with the Commercial Developer which said not to worry about the road situation because when it all is said and done they would find a way to resolve the issue.

**14. Future Items**

- Public Hearings on the digital Marquee.
- Briefing and discussion on a proposed project tracking matrix and a recommended strategy outline.
- Roles and responsibilities of the Committees.

Dr. Harris reported EDC may not meet in January unless there is a special consideration item.

**15. Set a Date and Time for Next Meeting – November 13, 2007, at 7:00 PM**

**16. Adjournment**

Dr. Harris adjourned the meeting at approximately 8:30 PM.

**PASSED AND APPROVED** this 13<sup>th</sup> day of November, 2007.

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Dr. Reginal Harris, Chairman

ATTEST:

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Jackie Gaines, Secretary