

**CITY OF CONVERSE  
ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS MEETING  
MINUTES OF MEETING  
December 11, 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, December 11, 2007 at 7:00 PM. The following Members were present:

Dr. Reginal Harris, Chairman  
Mr. Howie Marbach, Director  
Mr. Jim Uballe, Director  
Dr. Jerry Riley Director  
Ms. Gloria Weers, Director

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

**1. Call to Order**

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

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

All members present.

**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 November 13, 2007.**
- B.) Action to Approve Financial Report for October, 2007.**
- C.) Action to Approve Investment Report for October, 2007.**

Dr. Riley made a motion to approve item 3. Vice-Chair Mendoza seconded the motion. The motion passed with five for, (Harris, Mendoza, Uballe, Marbach, and Riley), and one abstention from Mr. Jauregui for not being in attendance for meeting.

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

Dr. Harris thanked Mr. Ray Ortiz for assisting and attending the meetings and thanked the EDC staff for their support.

**5. Public Hearing: To Discuss 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. (Second Hearing)**

Dr. Harris opened the Public Hearing at approximately 7:03 pm.

- No constituents present.
- Mr. Jauregui asked to be frugal with this project.
- Vice-Chair Mendoza referred to an e-mail from Ms. Weers as to the type of marquee sign she preferred.

Dr. Harris closed the Public Hearing at approximately 7:05 pm.

**6. Discussion and Appropriate Action on a Proposed and Recommended Strategic Planning Process and to Make a Formal Request to the Converse City Council to Support this Action. (John Mendoza, Vice Chairman)**

Vice-Chair Mendoza proposed going to the City Council to consider the EDC as the lead organization.

Mr. Marbach suggested looking at the Planning Commission's Master Plan before presenting this plan to the City Council.

Vice-Chair Mendoza replied the intent of this proposal is for the EDC to consider this and if the EDC deems this appropriate to ask the City Council for approval. Whatever historical documents exist would be brought forward if they are appropriate. At the same time, should City Council give their approval, we do not need to spend any money. I believe that EDC along with the Administrative Committee can bring in about 10 to 12 people to form a Steering Committee.

Mr. Luft would like to engage in professional personnel and encourage the Board to facilitate funds at a later date to get a professional group.

Dr. Harris said it is their idea to keep the cost down and to come up with what we want to do first before tapping into resources for Urban Planners or Economists.

Mr. Luft concurred with Dr. Harris.

Vice-Chairman Mendoza said his suggestion would be to have Mr. Luft's consultants come in the second year to see what has been accomplished and make any suggestions to better the plan.

Vice-Chair Mendoza made a motion to approve a proposed and recommended strategic planning process and to make a formal request to the City Council. Mr. Marbach seconded the motion. The motion passed unanimously.

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

Vice-Chairman Mendoza gave the following report:

- The committee met on December 3<sup>rd</sup>.
- EDC would be the lead organization
- EDC along with the Administration Committee, a group of citizens, and some members of the EDC Board will form the Steering Committee.
- From the interview process, EDC will determine the number of members for the Steering Committee.
- Obtain resources.
- Identify individual who will lead the process.
- Develop a timetable.
- Establish meeting ground rules, date, time, and number of times to meet.
- When to engage with a consultant firm for stage II of the strategic planning process.

**B.) Current Program Committee (Mr. Uballe and Mr. Marbach)**

Mr. Marbach reported he has met with Mr. Uballe to discuss the Current Program items.

Since Mr. Luft's briefing on current projects follows this agenda item, Mr. Uballe would like to put Item 7B item with Item 8.

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

Mr. Jauregui reported the Future Planning Committee has met once and has not gained any further knowledge on the project.

**8. 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 gave the following reports:

**A.) Toepperwein Project**

- Is in the process of relocating two homes, just a matter of receiving permits for the move to take the houses on a state highway.
- Has successfully negotiated with a family on 205 Patsy and will close on the 13<sup>th</sup> of December.
- Will accept a counter offer from a family on Patsy and have agreed to allow the home owners to stay in the home a few months until their new home is built.
- Working on rehabilitating a relocated home for a new home buyer primarily but we will sell to anyone interested that will give us fair and reasonable value.

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

- Grady's Bar B Q is up and running and will have a Ribbon Cutting after the New Year.
- Ribbon Cutting for US Martial Arts Studio is scheduled for this Friday at 10:00 am.
- Bush's Fried Chicken is progressing very well and is in the later half of completion.

**C.) Lake Project**

- I Met with Congressman Gonzalez yesterday asking for letters of support to earmark monies because Crestway is not directly involved in this project. This is a regional issue and to get it over the railroad tracks and so forth, Mr. Adkisson came out on the 26<sup>th</sup> of November for a working luncheon on this matter which Commissioner Adkisson is supporting this item and it is in their Master Through-Fair plan with the City of San Antonio and Bexar County. The City of Converse is just a beneficiary of this because it is adjacent to our city limits and that is going very well.
- Mr. Hughes and I are working with the City of San Antonio staff to get access from FM 78.

**D.) Town Square Apartments**

- We are working on the third floor of some of the buildings
- The mechanical portion is going up in the Club House.
- Mr. Hogan anticipates the office being finished in February or March so he can start leasing.
- Mr. Berlanga, Ms. Gehring and I are working on the Commercial tract to close by January 31<sup>st</sup>.

Mr. Jauregui asked if Mr. Menn is the only appraiser EDC uses.

Mr. Luft replied he had Ms. Lynn Eckmann which her values were in conflict with Mr. Menn's. In the past I have used both as a cross check. Mr. Menn's has routinely come in at a reasonable value compared to the other firm. It was the decision of this Corporation's Board of Directors to have me use just one appraiser. If this Board elects me to get two appraisers every time, I will be glad to do that.

Dr. Harris suggested for Mr. Luft to put an editorial in the Herald of what we are doing with certain projects.

Mr. Luft replied the City has a good relationship with the Herald, Express-News, and the SA Business Journal. As our developments progress, we will ask to have a story written. If you are asking me to do this routinely it may put a burden on the editors and I do not want to ever extend a relationship with the newspapers.

Dr. Harris is not asking to have this on a weekly basis but for example, would like to take a proactive approach notifying the public about the apartments. As an EDC perspective, we need to look at other strategic ways we can appeal to potential businesses.

With Melet Plastic Corporation, Mr. Luft is leveraging with them an option to go to the apartment complex or go to home builders. One of the home builders in Converse is going to offer a reduced cost homes to Melet Plastic employees.

**9. Recess**

At approximately 7:30 pm. Dr. Harris called for a recess to reconvene in an Executive Session.

**10. 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 he governmental body in negotiations with a third person.(302 Hilltop - Toepperwein Road Realignment Project)**

**11. Reconvene**

At approximately 8:38 pm Dr. Harris reconvened the meeting to order.

**12. Action to Approve a Resolution Number 32 Authorizing the Executive Director of the City of Converse Economic Development Corporation to purchase land with improvements located at 302 Hilltop (CB 5951, Block 9, Lots 1 & 16) as part of the Toepperwein Road Realignment Project at the price established by the Board of Directors of the Economic Development Corporation.**

Dr. Harris asked for a motion. Item 12 died due to lack of a motion.

**13. Discussion and Action to Cancel the Schedule January 8, 2008 EDC Board of Directors Meeting.**

Dr. Riley made a motion to cancel January 8, 2008 meeting. Mr. Mendoza seconded the motion. The motion to cancel the January meeting passed unanimously.

**14. Future Items**

- Send out request for bids for the electronic marquee.
- Review of Audit.
- RFP for Strategic Proposal.
- Placement of Economic Resources in the lobby in the EDC office. (Harris)
- Better understanding of lots and timetables to begin a process-briefing by Mr. Luft where we are and where we are going for the Toepperwein Road Realignment Program. (Jauregui)

**15. Set a Date and Time for Next Meeting – February 12, 2008, at 7:00 PM**

**16. Adjournment**

Dr. Harris adjourned the meeting at approximately 8:47 pm.

**PASSED AND APPROVED** this 12<sup>th</sup> day of February, 2008.

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Dr. Reginal Harris, Chairman

ATTEST:

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Jackie Gaines, Secretary