

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
REGULAR CALLED MEETING
APRIL 14, 2025**

MEMBERS PRESENT:

PRESIDENT DARREN HOUK
CHARLES RICHARDSON
DAN CHISHOLM
STEVE HOLLAND
BUCK BYBEE
VP RAUL SANCHEZ

STAFF PRESENT:

CITY MANAGER MARVIN GREGORY
CITY SECRETARY PAULA LUCK
MAYOR PRO TEM LEIGH ANN TURNER
PUBLIC WORKS DIRECTOR TODD HENDERSON
EVENT CENTER DIRECTOR SHIRLEY WHEAT

MEMBERS ABSENT:

HEATHER KNIGHT

1. CALL TO ORDER

With a quorum present, President Houk called the Regular Called Meeting of the Economic Development Corporation to order at 6:01 p.m. on Monday, April 14, 2025 at River Oaks City Hall, 4900 River Oaks Blvd, River Oaks, Texas 76114.

2. INVOCATION

VP Sanchez gave the Invocation.

3. PLEDGE OF ALLEGIANCE TO THE UNITED STATES FLAG AND THE TEXAS FLAG.

VP Sanchez led the Pledge of Allegiance to the United States Flag and the Texas Flag.

4. PUBLIC TESTIMONY: CITIZENS TO SPEAK ON ANY TOPIC OR ANY AGENDA ITEM BEFORE AN DURING THE MEETING BY RAISING YOUR HAND TO BE RECOGNIZED; HOWEVER, UNLESS THE ITEM IS SPECIFICALLY NOTED ON THIS AGENDA, THE ECONOMIC DEVELOPMENT CORP. IS REQUIRED UNDER THE TEXAS OPEN MEETINGS ACT TO LIMIT ITS RESPONSE WITH A STATEMENT OF SPECIFIC FACTUAL INFORMATION, RECITING THE CITY'S EXISTING POLICY ON THAT ISSUE, OR DIRECTING THE PERSON MAKING THE INQUIRY TO VISIT WITH CITY STAFF ABOUT THAT ISSUE, AND NO EDC BOARD DELIBERATION IS PERMITTED FOR TOPICS NOT SPECIFICALLY LISTED ON THIS AGENDA.

NONE

5. MEMBER ROLL CALL

All members were present except for Member Knight.

6. CONSIDER APPROVAL OF MINUTES FROM THE MARCH 10, 2025 REGULAR CALLED MEETING.

Member Richardson moved, seconded by Member Chisholm to approve the Minutes of the March 10, 2025 Special Called Meeting. All voted "Aye".

PUBLIC HEARING/ACTION FROM PUBLIC HEARING:

7. PUBLIC HEARING CONTINUED: IN ORDER TO RECEIVE PUBLIC COMMENT AND TESTIMONY REGARDING RECOMMENDATION OF APPROVAL OF THE BUSINESS IMPROVEMENT GRANT APPLICATION AS SUBMITTED BY COMPADRES BAKERY AT 4825 GREEN OAKS DRIVE PURSUANT TO RESOLUTION #907-2018 THAT PROVIDES FOR THE BUSINESS IMPROVEMENT GRANT PROGRAM.

At 6:04 p.m., the Public Hearing continued. Brenda Machado was present. The bakery had a sign and had to replace it because it wasn't approved by the landlord. The sign was replaced about two months ago. The request is for \$1,250.00, which is the maximum that can be requested. This request meets all requirements but needs proof from owner the property taxes were paid. Normally businesses approach the board before the project is started.

At 6:14 p.m., President Houk closed the Public Hearing.

8. ACTION FROM PUBLIC HEARING: CONSIDER RECOMMENDATION APPROVAL OF THE BUSINESS IMPROVEMENT GRANT APPLICATION AS SUBMITTED BY COMPADRES BAKERY AT 4825 GREEN OAKS DRIVE PURSUANT TO RESOLUTION #907-2018 THAT PROVIDES FOR THE BUSINESS IMPROVEMENT GRANT PROGRAM.

Member Richardson moved, seconded by Member Bybee that the River Oaks Economic Development Corporation finds that pursuant to the Local Government Code Title 12 "Planning and Development", Chapter 505 "Type B Corporations" to recommend to the City Council to approve the request from Compadres Bakery to enter into a Development Agreement for a Business Improvement Grant in the amount of \$1,250.00 (50% matching grant) for exterior improvements and further find that the applicant is qualified for expenditure under Resolution #907-2018 pursuant to Section 505.158 of the Texas Local Government Code that the project is authorized for the expenditures of 4B funds having been found suitable to promote or develop new or expanded business enterprises within the City that create or retain jobs and further providing that Compadres Bakery provide written documentation stating that the property owner consents to the improvements prior to the start of construction and that all pay receipts and invoices be submitted to the City Secretary prior to reimbursement. All voted "Aye".

PERSONAL APPEARANCES AND/OR ITEMS REQUIRING E.D.C. APPROVAL/ACTION:

9. DISCUSSION AND/OR ACTION ON PRESENTATION BY JAROD O'FLAHERTY OF FLY ROCK MEDIA REGARDING MARKETING TOOLS AND THE EDC'S WEBSITE.

Jaron O'Flaherty was present. Member Richardson requested Jarod to appear. The website is hard to maneuver, and old information is on the city website. The EDC website was created in 2018 and was up and running in 2019. Jarod built the City, EDC, Police, and Community Center's website. The Fire Department let their domain expire. Back then, the trend was that all departments have their own website. The trend now is to have one website for all. Jarod creates the websites and CM Gregory maintains them. The website needs to be looked at on the back-end that makes posting, changes, etc. easy for staff. You can have a nice-looking website, but the back end is difficult. Jarod's focus 10-15 years ago was on websites. His focus has changed, and he is not looking for a retainer. Member Richardson wants to do the RFP process.

10. CONSIDER APPROVAL SPONSORING "TASTE OF RIVER OAKS" DESIGNED TO HIGHLIGHT LOCAL RESTAURANTS EXPENDING FUNDS OUT OF THE EDC PROMOTIONAL SUPPLIES IN SPONSORING THE PROGRAM.

Mayor Pro Tem Turner has been thinking of ideas with President Houk for restaurants which cost nothing to the restaurants and there is minimal effort. Came up with "Taste of River Oaks". The restaurants will have bingo cards, and they will have a special stamp. When they get a bingo, they will bring that card into City Hall for a special prize. The bingo card will not only be restaurants, but all that sell food, coffee, etc. Some thoughts were having a mixture of restaurants, etc. on the bingo card and having people try out different places. Also thinking if they get a bingo, their name goes into a drawing for another prize or maybe look at a black out card. The prizes can be T-shirts, coffee cups, hats, etc. Will cost EDC about \$1,500.00 to \$2,000.00. We can advertise this through social media. If this works, we may expand to barber shops, etc.

Member Holland moved, seconded by Member Richardson to approve EDC in sponsoring this event to commit \$2,000.00 for promotional supplies. All voted "Aye".

11. CONSIDER APPROVAL OF REQUEST FROM CO-DIRECTOR SHIRLEY WHEAT ABOUT EDC FUNDING SUPPORTING RECREATION IMPROVEMENTS TO THE EVENT CENTER.

Event Center Director Wheat sees a need for pickle ball courts. Everyday, people are coming in inquiring about them. Thinking of building two courts at the center. Member Richardson would like to have our current equipment maintained and would like to have a maintenance schedule before adding something else to maintain. Need to know who will maintain this. Director Wheat has never been told who maintains the grounds. The city has tried to fix the volleyball court, but nothing works. Thinking about digging it all out and having it redone. The basketball backboard has been destroyed by a player. The city is in the process of replacing it. It was brought up about using the slabs at the skate park, but no one knows that the park is there. The board would like the equipment to be on a maintenance schedule and done regularly.

This item will be tabled until later.

12. CONSIDER APPROVAL OF RECOMMENDATION TO THE CITY COUNCIL FOR CONTINUED PARATRANSIT ACCESS SERVICE WITH TRINITY METRO FOR ANOTHER 24-MONTHS.

This agreement expired March 28, 2025. This is for paratransit only. There will be a 5% increase in the annual fee and on other charges that will be good for two years.

Member Chisholm moved, seconded by Member Bybee to approve a two-year agreement with Trinity Metro for paratransit access service. All voted "Aye".

13. CONSIDER APPROVAL OF EDC 2ND QUARTER FINANCIAL REPORT FOR FY 2025 (JAN 1-MARCH 31, 2025).

CM Gregory reported the beginning balance for the 2nd quarter was **\$342,747.26**; sales tax for the quarter totaled **\$77,329.79**; interest from the bank was **\$41.08**; street signs sold **\$115.50**; Jjolly's loan payback **\$900.00**; resulting in total revenues of **\$78,386.37**. Total expenditures for the quarter of **\$43,691.97**-yielding an ending

balance of **\$377,441.66**. Texpool beginning balance was **\$300,115.48**; interest received was **\$3,238.53**-resulting in an ending balance of **\$303,354.01**. Total ending balance in the bank and Texpool is **\$680,795.67**.

Member Holland moved, seconded by Member Bybee to approve the FY 2025 Second Quarter Financial Report. All voted "Aye".

UPDATES FOR DISCUSSION AND/OR ACTION:

14. UPDATE FROM PRESIDENT HOUK REGARDING NEW BUSINESSES OR PROPERTIES FOR SALE OR LEASE.

The space where Kelly's Boutique was, there are balloons on the door and cars there. Will have to check on a Certificate of Occupancy to see what is going there. Available is the building where Conrad's was. Stress A Way Massage has a room to rent for office space.

15. UPDATE FROM PRESIDENT HOUT ON APRIL 10TH MARKETING TRAINING MEETING WITH MIGUEL RUIZ OFFERING MARKETING ASSISTANCE FOR SMALL BUSINESSES.

The initial meeting had about 15 people there. The next meeting will be May 15th from 6:00 p.m. to 7:30 p.m.

16. DISCUSSION AND/OR ACTION ON THE PURCHASE AND INSTALLATION OF CITY BANNERS.

No discussion.

WORK SESSION: DISCUSSION ON ECONOMIC DEVELOPMENT PLANNING AND OPERATIONS AS FOLLOWS:

-CITY OWNED REAL PROPERTY AT 920 ROBERTS CUT OFF

A profit/loss statement was provided for 2023 with a profit of \$27,103.49, and for 2024 with a profit of \$18,353.31. This doesn't include property insurance since all the city's structures are combined. The date of purchase was March 18, 2020 at \$415,000.00. Current TAD valuation is \$394,675.00. The current city tax rate for business property is \$0.675827 per \$100 assessed value of taxable property. The City of River Oaks owns the property. The funding commitment approved by NCTCOG is on hold by TXDOT.

17. EXECUTIVE DIRECTOR REPORT:

A & A Motors should be closing by the end of April 2025.

18. EXECUTIVE SESSION: CONVENE IN EXECUTIVE SESSION PURSUANT TO CHAPTER 551, TEXAS GOVERNMENT CODE: THE BOARD RESERVES THE RIGHT TO CONVENE IN EXECUTIVE SESSION(S) FROM TIME TO TIME ON ANY POSTED AGENDA ITEM TO RECEIVE ADVICE FROM ITS ATTORNEY AS PERMITTED BY LAW DURING THIS MEETING. THE BOARD MAY CONVENE IN EXECUTIVE SESSION TO DISCUSS THE FOLLOWING:

a. Section 551.071- To seek advice from attorney;

- b. Section 551.072- Discussion regarding possible sale, lease or acquisition of real estate; and
- c. Section 551.087- Discussion or deliberation 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 or to deliberate the offer of a financial or other incentive to a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body.

NONE

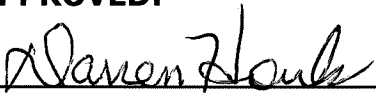
19. ACTION FROM EXECUTIVE SESSION.

NONE

20. ADJOURN

At 8:35 p.m., President Houk adjourned the meeting.

APPROVED:



Darren Houk, President

ATTEST:



Paula Luck, City Secretary