

**MINUTES OF THE RIVER OAKS  
ECONOMIC DEVELOPMENT CORPORATION  
SPECIAL CALLED MEETING  
AUGUST 8, 2016**

**MEMBERS PRESENT:**

PRESIDENT JOANN GORDON  
VICE PRESIDENT STEVE HOLLAND  
GREG HENDRICKSON  
DAN CHISHOLM  
LINDA MORGAN  
JOE ASHTON

**STAFF PRESENT:**

CITY SECRETARY MARVIN GREGORY  
ASST CITY SECRETARY PAULA LUCK

**MEMBERS ABSENT:**

JOANN BUTLER-EXCUSED

**1. CALL TO ORDER**

With a quorum present, President Gordon called the Special Called Meeting of the Economic Development Corporation to order at 6:34 p.m. on Monday, August 8, 2016 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

**2. INVOCATION AND PLEDGE OF ALLEGIANCE TO THE UNITED STATES & TEXAS FLAGS**

**Member Ashton gave the Invocation.**

**Member Ashton led the Pledge of Allegiance to the United States and Texas Flags.**

**3. MEMBER ROLL CALL**

President Gordon stated all members were present except Member Butler whom has an excused absence.

**4. CONSIDER APPROVAL OF MINUTES FROM THE JULY 26, 2016 MEETING**

**VP Holland moved, seconded by Member Hendrickson to approve the Minutes of the July 26, 2016 meeting. All voted "Aye".**

**5. DISCUSSION AND/OR ACTION ON EDC PARTICIPATION IN THE 4<sup>TH</sup> ANNUAL STUFF THE STOCKING FUN RUN**

VP Holland, President Gordon and CS Gregory met with Sal Limas and Jason Martinez and discussed the results of last year's event and the ways this year's run can be structured.

This year's run can be structured in two ways: continue as the way it has run in the past; or let Sal & Jason run the event and for EDC to be a sponsor. Recommended is to let Sal & Jason run the event and for EDC to be a sponsor and EDC will

contribute/donate \$800 to the Fun Run to promote businesses on the back of the t-shirts. Member Chisholm is concerned if they have Liability Insurance. President Gordon mentioned any donation the businesses make, will go towards scholarships, etc. It will not go towards getting their names on t-shirts. James Myrick mentioned if the community center is used this year, he will volunteer and will need 2 more volunteers to help direct traffic. EDC Coordinator Patricia Ward asked how this is related to EDC? President Gordon responded that it promotes businesses by bringing people in to the businesses by seeing their logos. Member Chisholm would like for Sal & Jason come back before the board with some final plans, etc.

**VP Holland moved, seconded by Member Chisholm for EDC to support the upcoming Fun Run with sponsorship of \$800 which covers printing business names on the t-shirts. All voted "Aye".**

### **SKIPPED TO ITEM #8**

### **6. WORKSHOP: BUDGET WORKSHOP #2**

CS Gregory went over the expenditures:

\$2,400 for Contract Labor (website)  
\$12,000 for Other Professional Services (consultant-Patricia Ward)  
\$2,000 for Travel and Training (sales tax seminars, etc)  
\$150 for Dues and Memberships  
\$75,000 for Property Incentives/Businesses (QT final payment & other)  
\$45,000 for Boulevard Enhancements (entrance sign)  
\$50,000 for Sewer System Improvements (commercial)  
\$6,800 for City Promotional (\$5,300 fireworks, \$800 fun run, \$500 car show & \$200 extra)  
\$5,000 for Banners

The Revenues stay the same at \$170,400. Total Expenditures is \$198,350 which brings the total to a deficit of \$27,950.

Board briefly discussed the entrance sign and potholes in front of businesses.

### **7. ACTION, IF ANY FROM WORKSHOP**

**Next EDC Budget Meeting will be August 23, 2016 at 6:00 PM.**

### **8. DISCUSSION AND/OR ACTION ON CONTRACTUAL AGREEMENT WITH FLYROCK MEDIA REGARDING ADMINISTRATION OF THE SHOP RIVER OAKS WEBSITE**

President Gordon started out saying the retainer is due this month. Jarod with FlyRock Media has proposed \$250 for six months or \$200 for 12 months. Jarod stated there are 65 businesses registered, 11 new businesses and 44 additional communications with businesses or change requests. President Gordon mentioned possibly negotiating the retainer fee based on the amount of support provided. Jarod explained why the front


page is like it is. He said Signature Smiles, Monterrey Window Tint, and PSD has benefitted most from the website. Member Chisholm thinks the front page is too busy and there are a number of businesses that are not on there. Member Hendrickson suggested getting statistics to the businesses that are not on there and show them how beneficial it is. President Gordon suggested putting a banner on the city website to get the businesses attention to sign up. Johnny Claridge had asked about how to get moved up the chain on the google search; which Jarod said it is based on who has the best reputation. President Gordon suggested getting the shop river oaks logo to the businesses so they can put it on their website. Member Holland suggested contacting the businesses again to get them to sign up.

**Member Hendrickson moved, seconded by Member Ashton to enter into a retainer agreement with FlyRock Media for one year at \$200 a month with coming back in 3-6 months with an update to see if traffic has increased. Also to send out postcards to the businesses that are not signed up**

**9. ADJOURN**

**At 7:25 pm, Member Ashton moved, seconded by Member Chisholm to adjourn. All voted "Aye".**

**ATTEST:**

  
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**Marvin Gregory, City Secretary**

**APPROVED:**

  
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**JoAnn Gordon, President**