

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
SPECIAL CALLED MEETING
FEBRUARY 19, 2013**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON, PLACE 5
VICE-PRESIDENT JOE CREWS, PLACE 3
LINDA MORGAN, PLACE 1 (AT 7:24 P.M.)
JOANN BUTLER, PLACE 2
LEIGH TURNER, PLACE 6 (AT 7:08 P.M.)
GREG HENDRICKSON, PLACE 7

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
RECORDING SECRETARY SUSAN STEWART

MEMBERS ABSENT:

STEVE HOLLAND, PLACE 4 (WORK CONFLICT)

1. CALL TO ORDER

With a quorum present, President Gordon called the Special Meeting of the Economic Development Corporation to order at 7:04 p.m. on Tuesday 19, 2013 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

2. INVOCATION

Vice-President Crews delivered the Invocation.

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

James Myrick led the pledges of allegiance to the United States and the Texas Flags.

4. MEMBER ROLL CALL

Member roll call was recorded with Member Holland out due to a work conflict and Member Morgan with no response (Member Morgan arrived at 7:24 p.m.).

5. CONSIDER APPROVAL OF MINUTES FROM THE JANUARY 22, 2013 SPECIAL MEETING

Member Butler moved, seconded by Member Hendrickson, to approve the minutes for the meeting on January 22, 2013. All voted "Aye".

6. DISCUSSION AND/OR ACTION ON MARKETING TAG LINE FOR SHOP RIVER OAKS DOOR DECALS

Members discussed a marketing tagline for the Shop River Oaks decals to be distributed to participating businesses.

Member Turner made a motion to approve the tagline "City Life, Small Town Difference." No second received. Motion Failed.

Member Butler moved, seconded by Member Morgan, to approve the marketing tagline "Cherishing the Past, Embracing the Future." All voted "Aye."

7. CONSIDER APPROVAL TO PURCHASE SHOP FRIENDLY GIVEWAY DECALS FOR SHOPPERS.

Board Members discussed purchasing magnets for participating retailers to offer shoppers.

Pam Mundo will research the cost and quality difference of the magnets offered by Print and Sign Design versus Vista-Print.

No action was taken.

8. DISCUSSION AND/OR ACTION ON BOOTH RESERVATIONS REGARDING MARKETING RIVER OAKS RETAIL DEVELOPMENT AT TRADE SHOWS IN DFW AREA THIS YEAR.

Pam Mundo presented options to participate in and/or attend some area trade shows. Board Members agreed only to attend trade shows this year and requested dates and times from Ms. Mundo.

No action was taken.

9. **WORKSHOP:** CONTINUE WITH PLANNING OF 2013 GOALS & ACTION STRATEGIES FOR THE RIVER OAKS E.D.C. WITH PAM MUNDO OF MUNDO AND ASSOCIATES.

- i. Reviewing survey from PLMC Comprehensive Plan Public Hearing in River Oaks
- ii. Reviewing the Strengths, Weaknesses, Opportunities and Threats
- iii. Actions to be taken in 2013 to achieve the goals set.

Pam Mundo reviewed the results of a visioning survey that resulted from a recent PLMC meeting, stating that the most requested considerations in developing the comprehensive plan is the redevelopment of existing commercial.

Pam Mundo reviewed the EDC Strategic Plan for 2013 that resulted in the following final document:

GOAL # 1:

Achieve 2 million dollars in new property investments (commercial and residential) by:

Strategies

1. Developing inventory of commercial and residential property available to development/redevelopment
2. Eliminate barriers to quality developments
3. Update the subdivision ordinance
4. Refine the business investment incentive plan

5. Determine a location for River Oaks Blvd streetscape demonstration project and work with NCTCOG to begin the planning of such a project

GOAL # 2:

Branding: Discover the unique selling points of River Oaks and Develop a marketing theme to increase the awareness of opportunities in River Oaks

Unique marketing/key factors-----River Oaks include:

1. Safe
2. Small town friendly
3. Families thrive
4. "City convenience/Country Atmosphere"
5. You can make a difference

Strategies

1. Market Shop River Oaks to Shoppers,
2. Develop door seals for participating merchants
3. Provide Shop River Oaks magnets as a shopper thank you

GOAL #3

Emphasis the importance of keeping business in River Oaks through Business Retention and Expansion efforts.....

Strategies

1. Obtain 50 businesses within the year to participate on SKED's (Shop River Oaks web site)
2. Identify key retail types of quality businesses you want to see in the city:
 - Boutique/Gift Shops
 - Sit down evening restaurant
 - Internet Café
 - Unique Grocery Store
3. Identify retail development criteria for each key retail type, determine River Oak barriers to the development criteria for retail types selected
4. Market the key retail types and strive to achieve two of those types for River Oaks
5. Attend one or two trade shows North Texas Association of Commercial Realtors/Texas Deal Making to market River Oaks.
6. Education: Take advantage of TCC small business classes that could be held at (CISD – ALC bldg.)

GOAL #4

Improve the Entertainment Aspect of Shopping in Rivers Oaks to strengthen the retail areas of the City

Strategies

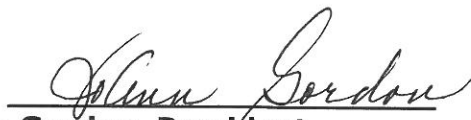
1. The RO EDC to assist or participate in 3 to 4 low cost modest events encouraging retail businesses
 - i. Participate with the AV Cato Elementary School in the Great AVC Race in April
 - ii. Participate with businesses in the October National Night Out Event
 - iii. Participate with businesses in a community parade
 - iv. Participate in a midnight walk event
 - v. Expand All American Celebration held annually

No action was taken.

10. ADJOURN

At 9:13 pm, Vice-President Crews moved, seconded by Member Turner to adjourn the meeting. All voted "Aye".

APPROVED:



JoAnn Gordon, President

ATTEST:



Marvin Gregory, City Secretary