

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
MAY 5, 2014**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON, PLACE 5
VICE-PRESIDENT JOE CREWS, PLACE 3
LINDA MORGAN, PLACE 1
JOANN BUTLER, PLACE 2
GREG HENDRICKSON, PLACE 7

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY

MEMBERS ABSENT:

STEVE HOLLAND, PLACE 4 (EXCUSED)
LEIGH TURNER, PLACE 6 (NO RESPONSE)

1. CALL TO ORDER

With a quorum present, President Gordon called the Regular Meeting of the Economic Development Corporation to order at 7:00 p.m. on Monday, May 5, 2014 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

2. MEMBER ROLL CALL

The roll call was recorded with 5 members present and 2 members absent (Steve Holland and Leigh Ann Turner).

3. CONSIDER APPROVAL OF MINUTES FROM APRIL 22, 2014 MEETING

Member Crews moved, seconded by Member Hendrickson, to approve the minutes of the meeting on April 22, 2014. All voted "Aye".

4. DISCUSSION AND/OR ACTION ON PURCHASING CITY BANNERS

The Board discussed the banner designs presented; "WELCOME TO RIVER OAKS, TEXAS" and "RIVER OAKS, TEXAS...CHERISHING THE PAST...EMBRACING THE FUTURE". President Gordon recommended the mainstream fabric. She also recommended alternating the two 30" X 84" banner designs along River Oaks Blvd. that would in her opinion help achieve more coverage for the same amount of expense. The plan would be to put up 25 of each design with the Welcome to River Oaks, Texas banner being placed first at each end of the City. President Gordon asked the Board for their input. The Board discussed the designs and costs to install the banners including the separate cost for the brackets and were in agreement that they would like to see full size proofs of the banners before making a decision.

Member Crews moved, seconded by Member Butler, to pay for the cost of a sample of each banner that would be available for the Board to see at the next meeting. All voted "Aye".

5. DISCUSSION AND/OR ACTION ON MARCH REPORT OF ACTIVITIES BY PAM MUNDO

Pam Mundo reported in Texas investment has improved and there are apparent opportunities in redevelopment. She reported that there has been many inquiries about the grocery store at 5116 River Oaks Blvd., but to date nobody has been able to make owner contact. She mentioned that a fitness center would be a good fit for the property across the street from City Hall and with the base, a hotel in the city might be a good fit, but currently the lots on Jacksboro Highway are really too small unless there is some future redevelopment of those properties between Jacksboro Highway and Shenna Blvd. With the corridor plans currently under review, such might help free up some land in the future. Pam stated she had spent a day with Member Butler touring River Oaks and there are indicators that there is significant increases in median housing values in River Oaks. Pam also was of the opinion that there are outside interests in the possibility of locating medical clinics within the city. She closed out her report by informing the board she and President Gordon felt in their meeting with CISD students, there was a real possibility of the students getting involved in helping local businesses to sign up with Shop River Oaks.

No action was taken.

6. UPDATE ON RIVER OAKS REVIVAL – CORRIDOR MASTER PLAN AND SCHEDULE

Pam Mundo reported there is not much new to report except that the Council of Governments is still working on the Resolution that the City will need to adopt so the bidding process can commence in selecting a planner for the project.

No action was taken.

7. UPDATE FROM THE APRIL 9TH MEETING IN SANSOM PARK FOR THE NORTHWEST TARRANT COUNTY COMMUNITIES ECONOMIC ALLIANCE

Pam reported that 6 communities along with representatives from the Council of Governments, City of Fort Worth and Tarrant County in attendance have been meeting on a quarterly basis and so far they have met 3 times with the last meeting being in Sansom Park. In the meetings each entity introduces its representative and shares with the group what is going on with economic development in their city. The purpose is to become cohesive as a group and help market all of the communities as being one.

No action was taken.

8. **WORKSHOP: ECONOMIC DEVELOPMENT PLANNING**

i. REVIEW PROSPECTS FOR RETAIL AND/OR REDEVELOPMENT:

It was mentioned that this item had already been covered in Pam's earlier report and there was no further discussions on this at this time.

ii. AFTER SCHOOL PROGRAM WITH CISD STUDENTS ON SHOP RIVER OAKS TEXAS

President Gordon reported that not all businesses were computer savvy and the concept was to get CISD students involved in helping these businesses set up their websites. There were 12 students at the meeting and Pam will get with the businesses not currently on the Shop River Oaks website and she will introduce the students to them and help those businesses get set up. The students seem to be excited about the opportunity to help the local businesses.

No action was taken.

9. ACTION, IF ANY, FROM WORKSHOP

None.

10. OTHER ITEMS FOR DISCUSSION AND/OR ACTION:

- DISCUSSION AND/OR ACTION ON MUNDO AND ASSOCIATES CONTRACT FOR ECONOMIC DEVELOPMENT SERVICES.

President Gordon started by saying Pam's service to the community is well worth it. Pam stated it would just be a matter of time when the program will start to build. Currently she is averaging about 40 plus hours and the board can consider doing less time but you will also see less accomplishments and it will take longer to build the city's economic development program.

President Gordon recommended keeping the contract as is. We wouldn't be where we are today without Pam's assistance. Member Crews not convinced we are where we should be and should we continue spending \$48,000 a year for Pam's services. Member Butler feels Pam knows people that we don't and she is getting our city's name out there for others to see and so far she has done a good job. Member Morgan feels the problem is land space in the city and feels it is not Pam's fault. Pam Mundo stated the city has to learn to think like a developer and it takes time to build an economic development program. Member Hendrickson questioned if maybe we should cut back on the contract hours.

The Board questioned what other cities she has helped and Pam reported she had worked in Little Elm from 2003 through 2010 and helped build their whole economic development program. She has also worked in Pantego. Afterwards, the board discussed further how they could help get businesses in the city. With that President Gordon recommended the EDC keep Mundo and Associates at the current contract. However, Member Morgan felt Pam is having trouble bringing in businesses due to the city's limited land space.

Member Crews felt that we need to move on and therefore, motioned to terminate service with Mundo and Associates. *Motion failed for lack of a second.*

Member Gordon motioned to continue with Mundo and Associates at the same contract of 40 hours per month. Member Morgan again questioned if we are really going in the right direction to keep the contract. Concern was expressed if we terminate the contract with Mundo and Associates that we might go backwards without her help.

Member Gordon revised her motion to recommend to the City Council to reduce the contract down to 30-hours a month rather than terminating the contract, seconded by Member Butler. The vote was 3 Ayes (Gordon, Butler and Hendrickson) and 2 Nays (Crews and Morgan). Motion passes.

11. **EXECUTIVE SESSION:** CONVENE IN EXECUTIVE SESSION PURSUANT TO CHAPTER 551.072, TEXAS GOVERNMENT CODE: THE ECONOMIC DEVELOPMENT CORPORATION RESERVES THE RIGHT TO CONVENE IN EXECUTIVE SESSIONS(S) FROM TIME TO TIME ON A POSTED AGENDA ITEM TO:

- Discuss the possible sale, lease or acquisition of real estate: *A Governmental Body (Economic Development Corporation) may conduct a closed meeting regarding the purchase, exchange, lease or value of real property if the deliberations in an open meeting would have a possible detrimental effect on the position of the Economic Development Corporation in negotiations with a third person.*

None called for.

12. ACTION FROM EXECUTIVE SESSION

None.

13. ADJOURN

Member Crews announced this would be his last meeting and it had been a real pleasure for him to work with the EDC Board.

At 8:23 p.m. Member Crews moved, seconded by Member JoAnn Gordon, to adjourn the meeting. All voted "Aye".

APPROVED:



JoAnn Gordon, President

ATTEST:



Marvin Gregory, City Secretary