

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
JUNE 27, 2016**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON
LINDA MORGAN
GREG HENDRICKSON
JOANN BUTLER
DAN CHISHOLM

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
ASST CITY SECRETARY PAULA LUCK

MEMBERS ABSENT:

STEVE HOLLAND-excused
JOE ASHTON-excused

1. CALL TO ORDER

With a quorum present, President Gordon called the Regular Called Meeting of the Economic Development Corporation to order at 7:00 p.m. on Monday, June 27, 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 Hendrickson gave the Invocation; and 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 Ashton and VP Holland which will both be marked as an excused absence.

4. CONSIDER APPROVAL OF MINUTES FROM THE MAY 9, 2016 MEETING

Member Hendrickson moved, seconded by Member Chisholm to approve the Minutes of the May 9, 2016 Regular Called Meeting. All voted "Aye".

5. DISCUSSION AND/OR ACTION ON SHOP RIVER OAKS WEBSITE AND WHETHER OR NOT TO CONTINUE WITH IT BEING ADMINISTERED BY FLYROCK MEDIA

Jarod O'Flaherty gave a brief synopsis by email:

- over the past 90 days, only 1 new business has registered and 1 business requested a change to their page
- over the past 90 days, the site averaged 8.5 visitors per day; 2.5 of those visits per day originated from search engines

-Monterrey Window Tint, Signature Smile, MDRD LLC Apartments, Roys Wash N Dry, Bicycle Center of Fort Worth receives the most visitor traffic on shopriveroakstx.com
-for many small businesses in River Oaks, the shopriveroakstx.com website is their only online presence

Suggestions would be:

-maintain an active campaign to encourage new & existing small businesses in the city to take advantage of having a page on the website
-create a campaign encouraging citizens to "Shop River Oaks First" and use the website as a tool for finding those businesses

Jarod would like to discuss the contract during budget time. President Gordon would like to get a quote per support visit. President Gordon mentioned Jarod currently helps businesses get their website up. Once up, the businesses can keep it updated themselves. It has been discovered that some business do not have internet access. If we did not have Jarod doing this, CS Gregory would have to do this. Citizen Johnny Claridge suggested there needs to be a map on the site with arrows showing where the shops are. Patricia Ward suggested expanding the market to businesses outside of River Oaks. Sal Limas and Jason Martinez with CISD suggested using Twitter, Facebook, Instagram, etc which would allow citizens and business owners to promote themselves thru Twitter. They can put the shop river oaks website on twitter and that will help push the website.

President Gordon said this will be discussed in the budget workshop coming up soon.

6. WORKSHOP: PLANNING ON NEXT YEAR'S STUFF THE STOCKING FUN RUN

Jason Martinez & Sal Limas with CISD wants to have the Run around the same date as last year and at 10am. This run can be promoted at the Turkey Trot in November. President Gordon is concerned that last year it was held at the Community Center and it got maxed out. Plan A is to hold the Run at the Community Center and Plan B is to hold the Run at the CISD Stadium. Last year CCDAC scholarships were given out to kids to attend the YMCA for 1 week of summer camp.

Member Chisolm is not against helping youth and doesn't have a real concern using EDC Funds up front as long as ultimately there is accountability in reimbursing EDC. Basically it is borrowing monies upfront from EDC and paying them back when monies start coming in. President Gordon mentioned last year there was a problem that pre-registered people did not get their t-shirts. The issue with t-shirts will not happen this year. The same company will be making the t-shirts this year and they have the logos on file from last year. It was brought up about possibly having a bounce house and activities for the kids. As in regards to the bounce house, CS Gregory said there will be liability for the city if held on city property and the school if held on school property. The vendor will also have to supply a Certificate of Insurance. Member Butler suggested holding the run at Trinity Baptist Church. Sal Limas said the route this year will be friendlier. There will be more flat routes instead of hilly ones. The registration will be \$10 for either kids or adults for pre-registration; and \$15 kids or adults on the day of

the run. Teachers do donate monies for the kids that want to participate and can't afford to. President Gordon mentioned possibly reaching out to the Base.

7. ACTION, IF ANY FROM WORSHOP

All agreed to let Jason Martinez & Sal Limas handle the run and to let EDC know what they need to do to help. The City needs to contact CISD to see if the run can be held at the stadium. Also contact Trinity Baptist Church.

8. DISCUSSION AND/OR ACTION ON HOLDING A PLANNING WORKSHOP

It was agreed to hold a Planning Workshop and Budget Workshop on July 11, 2016 at 6:30 pm. Items that will be discussed will be:

- tax abatement resolution
- relook at how we promote businesses thru other social media
- utilization of the chamber of commerce's for marketing
- discuss creating zones
- clarity for developers
- banners
- budget

9. ADJOURN

At 8:40 pm, Member Chisholm moved, seconded by Member Morgan to adjourn. All voted "Aye".

APPROVED:



JoAnn Gordon, President

ATTEST:



Marvin Gregory, City Secretary