

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
MAY 4, 2015**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON, PLACE 5 (PRESIDENT)
LINDA MORGAN, PLACE 1
JOANN BUTLER, PLACE 2
STEVE HOLLAND, PLACE 4 (VICE PRESIDENT)
GREG HENDRICKSON, PLACE 7

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
PUBLIC WORKS DIR. JAMES HATLEY
EMER MANAGEMENT COOR. JAMES MYRICK

MEMBERS ABSENT:

HERMAN EARWOOD, PLACE 3 (PERSONAL)
DON ISTOOK, PLACE 6 (OUT OF TOWN)

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 May 4, 2015 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

President Gordon for the record indicated that this meeting was a Regular Meeting and not a Special Called Meeting.

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

**"HONOR THE TEXAS FLAG; I PLEDGE ALLEGIANCE TO THEE,
TEXAS, ONE STATE UNDER GOD, ONE AND INDIVISIBLE"**

Vice-President Holland gave the Invocation and **President Gordon** led the pledge of allegiance to both the United States and Texas Flags.

3. MEMBER ROLL CALL

All Members were present with the exception of **Mayor Earwood** (Place 3) with an excused absence (personal) and **Don Istook** (Place 6) with an excused absence (Out of Town).

4. CONSIDER APPROVAL OF MINUTES FROM THE APRIL 28, 2015 SPECIAL MEETING.

Vice-President Holland moved, seconded by Member Hendrickson, to approve the April 28, 2015 Minutes as submitted. All voted "Aye".

5. DISCUSSION AND/OR ACTION ON SHOP RIVER OAKS WEBSITE DEVELOPMENT AS PRESENTED BY JAROD O'FLAHERTY OF FLYROCK MEDIA.

Jarod O'Flaherty opened up by stating he was approached by CS Gregory on how to improve the website and make it more user friendly. Jarod stated there are really two options available: (1) provide options to improve what the EDC already has; or (2) build a new website.

President Gordon stated she had previously met with CS Gregory and Jarod of Flyrock Media and she was very excited about building a new website especially with the current website with Chamber Nation being so complicated to use and not user friendly for our businesses to use.

Jarod O'Flaherty presented that in building a new website you want one that is not over staff's head to monitor, best value for the citizens and take it out of the businesses hands to design. He proposed developing a website that categorizes businesses with individual websites, search engines optimized, social media integration, google maps integrated, easy on line consent submission forms, availability for coupons and deals on each business site, responsive designs, management portal and sample business pages. The site could be built in 6 to 8 weeks at a cost of \$4,900 with a 20% deposit down and Flyrock Media could maintain the site for 3 to 6 months for an additional fee of \$300 per month.

Member Morgan stated that with the current website, it being so difficult to use that many are just walking away and feels the new website development is needed and as quoted by Flyrock Media for a reasonable cost to build. **President Gordon** feels it would be advantageous to the EDC to change now.

Vice-President Holland moved, seconded by Member Hendrickson, to enter into a contract with Flyrock Media to develop a website for the E.D.C. as quoted and to include a 6-month maintenance agreement and for Staff to contact Chamber Nation about terminating the current agreement with them. All voted "Aye".

6. REPORT BY PATRICIA WARD OF WARD AND ASSOCIATES ON ECONOMIC DEVELOPMENT IN THE CITY.

Ms. Ward reported on the meetings with Staff and developers and of her efforts in the possibility of using funds to offset development costs as a component of the overall redevelopment process. She also reported on market rate development regarding census track targeting. Lots for single-family development through the land bank is in the \$125,000 to \$140,000 price range. She also discussed planned development and following up with eProperty Plus, data base update.

Vice-President Holland suggested looking at other factors and still wants to continue positioning to promote commercial development. **Ms. Ward** commented that you do want at least 10% retail development on River Oaks Blvd. **EMC Myrick** stated there are 8 to 9 acres on Meandering Road that is prime area for development.

7. DISCUSSION AND/OR ACTION ON BANNER REMOVAL DURING THE STORM SEASON AS PRESENTED BY MAYOR EARWOOD.

With Mayor Earwood absent, **CS Gregory** reported that the Mayor's concern was that during storm season, we should remove the banners and leave them down so as to avoid damages to them. The Board consensus seemed to be that it would be too costly in removing and then re-installing banners, not to mention reducing the public exposure that the banners provide to those traveling through River Oaks.

No Action was Taken.

8. WORKSHOP REGARDING ECONOMIC DEVELOPMENT PLANNING:

- RIVER OAKS REVIVAL UPDATE (HWY 183 CORRIDOR STUDY)----CS Gregory reported that AECOM and NCTCOG are still working on the project scheduling with a stakeholders meeting scheduled with the business community in the River Oaks Library on May 12th.
- DEVELOPMENT----No further discussions since this had been covered earlier under the report by Patricia Ward of Ward and Associates.

No Further Action was Taken.

9. ADJOURNMENT

At 8:04 P.M. Vice-President Holland moved, seconded by Member Butler, to adjourn the meeting. All voted "Aye".

APPROVED:



JoAnn Gordon, President

ATTEST:



Marvin Gregory, City Secretary