

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
JULY 6, 2015**

DIRECTORS PRESENT:

PRESIDENT JOANN GORDON, PLACE 5 (PRESIDENT)
LINDA MORGAN, PLACE 1
JOANN BUTLER, PLACE 2
JOE ASHTON, PLACE 3 (ARRIVED AT 6:37 P.M.)
STEVE HOLLAND, PLACE 4 (VICE PRESIDENT)
DON ISTOOK, PLACE 6
GREG HENDRICKSON, PLACE 7

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
PUBLIC WORKS DIR. JAMES HATLEY
EMER MANAGEMENT COOR. JAMES MYRICK
PATRICIA WARD (WARD & ASSOC.), CONSULTANT
PAULA BAGWELL, ASST. CITY SECRETARY

DIRECTORS ABSENT:

LINDA MORGAN, PLACE 1 (PERSONAL)

1. CALL TO ORDER

With a quorum present, **President Gordon** called the Regular Meeting of the Economic Development Corporation to order at 6:33 p.m. on July 6, 2015 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

2. INVOCATION

Director Greg Hendrickson gave the Invocation.

3. 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"**

Director Don Istook led the pledge of allegiance to both the United States and Texas Flags.

4. MEMBER ROLL CALL

All members were present with the exception of Linda Morgan, Place 1. Her absence was excused due to a personal conflict. Member Joe Ashton, Place 3, arrived at 6:37 P.M.

5. CONSIDER APPROVAL OF MINUTES FROM THE MAY 4, 2015 REGULAR MEETING.

Director JoAnn Butler moved, seconded by Vice-President Steve Holland, to approve the May 4, 2015 Minutes as submitted. All voted "Aye".

6. STATEMENT OF APPOINTED OFFICER & OATH OF OFFICE FOR **LINDA MORGAN** (PLACE 1), **JOE ASHTON** (PLACE 3), **JOANN GORDON** (PLACE 5) & **GREG HENDRICKSON** (PLACE 7).

CS Marvin Gregory gave the Statement of Appointed Official and Oath of Office to Joe Ashton, JoAnn Gordon and Greg Hendrickson. Linda Morgan was absent and unable to take the Statement of Appointed Official and Oath of Office.

7. **ANNUAL MEETING:** ELECTION OF PRESIDENT AND VICE-PRESIDENT

Director JoAnn Butler moved, seconded by Director Don Istook, to elect JoAnn Gordon President and Steve Holland Vice-President. All voted "Aye".

8. UPDATE ON E.D.C. WEBSITE AS PRESENTED BY FLYROCK MEDIA

Jarod O'Flaherty of Fly Rock Media gave an overview of the website development. He questioned from amongst the Board how they wanted to notify businesses so they could contact Fly Rock Media in order to put their business on the site. **President Gordon** stated she would want the authentication numbers to be included on the postcard that would be delivered to the businesses. **Jarod O'Flaherty** stated that there would be a soft level of security in providing each business their own authentication code.

Jarod O'Flaherty would include a Submit button where businesses could update their information. **Vice-President Steve Holland** asked him to add a means for the business site to go back to coupon site. Jarod stated there would be a button coupon availability. **President Gordon** commented on how impressed she was with the site.

EMC Myrick questioned if the shopriveroaks website could be claimed by anybody else. **Jarod O'Flaherty** stated that the city had exclusive ownership of the website.

No further action was taken.

9. **WORKSHOP: FY 2016 BUDGET PROPOSAL FOR THE ECONOMIC DEVELOPMENT CORP.**

CS Gregory overviewed the projected revenues and expenditures that he had put in the proposal. He left the projects open for the EDC to consider the budgeted amounts. The EDC Directors included \$75,000 for property incentives, \$1,000 for Banners, \$30,350 for Boulevard enhancements earmarked for an entrance sign, \$50,000 for sewer system improvements that impact commercial and \$9,000 for the River Oaks Run and fireworks.

Director Istook questioned sewer line improvements and how that would qualify for economic development? **CS Gregory** answered that sewer line transmission mains impact the commercial businesses and that infrastructure improvements are a viable expenditure of EDC funds when related to business enterprises that create or help retain jobs.

CS Gregory summarized the proposal after the EDC Director's recommendation to be \$186,200 in revenues and \$186,200 in expenditures resulting in a balanced budget proposal.

10. ACTION FROM WORKSHOP, IF ANY

{SEE AGENDA ITEM # 12}

11. **STAFF REPORTING:**

- **MONTHLY REPORT FROM WARD AND ASSOCIATES-----Patricia Ward of Ward and Associates** handed out her report to the Board. She is continuing setting up meetings with developers and has met with some local business owners. Her goal is to continue marketing the city for economic development. Again the key to economic

development comes from enhancing roof tops. **Both Directors Ashton and Istook** brought up about the struck off houses in getting them back on the tax roll. **Director Istook** mentioned that for instance there is a property on Taylor with about \$26,000 in delinquent taxes. **President Gordon** mentioned that she is planning for a future agenda about discussing EDC investing funds in purchasing properties for resale.

- UPDATE ON PUBLIC MEETING # 1 HELD ON JUNE 29, 2015 IN COMMUNITY CENTER FOR THE HWY. 183 CORRIDOR MASTER PLANNING PROJECT (RIVER OAKS REVIVAL)-----President Gordon reported that as many as 180 citizens were at the meeting held on June 29th regarding the master planning project. She stated people are excited about making River Oaks Blvd. a real boulevard.

No Action Taken.

12. SCHEDULE PUBLIC HEARING FOR FY 2016 EDC OPERATING BUDGET

Vice-President Steve Holland moved, seconded by Director Don Istook, to schedule the Public Hearing for the FY 2016 EDC Operating Budget on August 25, 2015 at 6:00 P.M. All voted "Aye".

13. ADJOURNMENT

President Gordon announced the upcoming session "Hot Topics for Cities" in Richardson that both her and Director JoAnn Butler will be attending. She encouraged the other Directors to attend and felt it was very beneficial to EDC Boards to attend. Anybody else that is interested needs to contact CS Gregory.

At 8:37 P.M. Vice-President Holland moved, seconded by Director Ashton, to adjourn the meeting. All voted "Aye".

APPROVED:


JoAnn Gordon, President

ATTEST:


Marvin Gregory, City Secretary