

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
JANUARY 7, 2013**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON
LINDA MORGAN
JOANN BUTLER
STEVE HOLLAND (AT 7:07 P.M.)
LEIGH TURNER
GREG HENDRICKSON

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
RECORDING SECRETARY SUSAN STEWART
PUBLIC WORKS DIRECTOR JAMES HATLEY

MEMBERS ABSENT:

VICE-PRESIDENT JOE CREWS (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 Monday, January 7, 2013 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

2. INVOCATION

PWD Hatley delivered the Invocation.

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

Member Turner led the pledges of allegiance to the United States and the Texas Flags.

4. MEMBER ROLL CALL

Member roll call was recorded with VP Crews out of town and Member Holland with no response (Member Holland arrived at 7:07 p.m.).

5. CONSIDER APPROVAL OF MINUTES FROM THE OCTOBER 23, 2012 SPECIAL MEETING

Member Butler moved, seconded by Member Hendrickson, to approve the minutes for the meeting on October 23, 2012 and the meeting on December 11, 2012 as presented. All voted "Aye".

6. CONSIDER APPROVAL OF MINUTES FROM THE DECEMBER 11, 2012 JOINT MEETING.

Member Butler moved, seconded by Member Hendrickson, to approve the minutes for the meeting on August 20, 2012 and the meeting on December 11, 2012 as presented. All voted "Aye".

7. CONSIDER APPROVAL OF EXPENDITURES TO PRINT DOOR DECALS FOR SHOP RIVER OAKS PARTICIPATING BUSINESSES.

Pam Mundo presented the option to purchase door decals for business that participate in the Shop River Oaks Campaign in order to attract shoppers and reward business owners.

Board Members briefly mentioned purchasing decals for the retailers to give to shoppers.

Member Hendrickson moved, seconded by Member Holland, to approve the expenditures for door decals for Shop River Oaks Participating Businesses in the amount of \$112.50. All voted "Aye."

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

- i. Reviewing the Strengths, Weaknesses, Opportunities and Threats
- ii. Establishing the top 4 goals of the River Oaks EDC to achieve in 2013
- iii. Actions to be taken in 2013 to achieve the goals set.

Pam Mundo facilitated the workshop that lead to the following:

Re: This workshop was to bring out ideas that will generate the goals and directions of economic development for 2013.

GOAL # 1:

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

1. Developing inventory of commercial and residential property
2. Eliminate barriers to quality developments
3. Look for block demonstration project

BRANDING:

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

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

BUSINESS RETENTION & EXPANSION:

1. Obtain 50 businesses within the year on SKED's (Shop River Oaks web site) (Currently there are 11)
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. Obtain 2 key retail types in one year
4. Education: Take advantage of TCC small business classes that could be held at Reach/Truce (CISD bldg.)

ENTERTAINMENT INVESTMENTS:

1. Strengthening retail businesses in River Oaks by:
 - Pursuing demonstration project
 - Hold at least 4 low cost modest retail events:
 - i. Evening event involving multiple retail businesses in the parking lot like on a Thursday night with outdoor vendors
 - ii. Saturday Farmers Markets/Craft Fair
 - iii. Expand All American Celebration held annually
 - iv. Have a unique event like healthy runs.

It was recommended that the Board come back to the next workshop with some objectives in achieving these goals.

No action was taken.

9. ADJOURN

At 9:05 pm, Member Butler moved, seconded by Member Holland to adjourn the meeting. All voted "Aye".

APPROVED:


JoAnn Gordon, President

ATTEST:


Marvin Gregory, City Secretary