

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
SPECIAL CALLED MEETING
APRIL 30, 2012**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON
VICE-PRESIDENT JOE CREWS
LINDA MORGAN
LEIGH ANN TURNER
STEVE HOLLAND

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
OFFICE MANAGER PAULA LUCK
PW DIRECTOR JAMES HATLEY

MEMBERS ABSENT:

JOANN BUTLER-EXCUSED (ILLNESS)
GREG HENDRICKSON-UNEXCUSED (NO RESPONSE)

1. CALL TO ORDER

With a quorum present, President Gordon called the Special Called Meeting of the Economic Development Corporation to order at 7:01 p.m. on Monday, April 30, 2012 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

2. INVOCATION

Vice-President Crews gave the Invocation.

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

Member Turner led the Pledge of Allegiance to the United States Flag & the Texas Flag.

4. MEMBER ROLL CALL

President Gordon stated that all members are in attendance except Member Butler whom is an excused absence and Member Hendrickson whom is an unexcused absence.

5. CONSIDER APPROVAL OF MINUTES FROM THE APRIL 24, 2012 SPECIAL CALLED MEETING.

VP Crews moved, seconded by Member Turner to approve the minutes of the Special Called Meeting on April 24, 2012 as presented. All voted "Aye".

6. WORKSHOP: CONSIDER REVISING THE BUSINESS IMPROVEMENT GRANT (B.I.G.) PROGRAM UNDER RESOLUTION 647-09 AS ADOPTED AND AS AMENDED.

At 7:05 pm, President Gordon opened the workshop.

VP Crews stated the issue is the linear footage and what amount is going to be applied to the linear footage. Member Holland explained that he and VP Crews were tasked to

bring something back to the board and together they came up with a recommended plan for basing funding on the amount of linear feet of store frontage using the linear frontage measurements of each individual business within the city as compiled by Staff.

It was mentioned that this program is a privilege not a right and that applicants need to be more clearer on the front end rather than on the back end which is what they have been doing. It was noted that not every structure is worthy of a BIG Grant investment. Some businesses frontage will be different than other businesses and some businesses on corner lots may have more than one-side of the building visible to the public that could also be considered frontage. VP Crews said Member Holland has reworked the spreadsheet on what can be done with the frontage.

Member Holland took CS Gregory's spreadsheet and sorted it. The items in the green are the strip centers which are identified by number. Non strip centers are not colored but are also identified by number. Member Holland explained in detail all columns of the spreadsheet. A suggestion would be to apply a flat amount per category:

Category 6	250-feet & above	\$30,000
Category 5	201 feet to 249 feet	\$20,000
Category 4	150 feet to 200 feet	\$15,000
Category 3	100 feet to 149 feet	\$10,000
Category 2	50 feet to 99 feet	\$ 7,500
Category 1	49 feet or less	\$ 5,000

It was suggested that the Board needs to consider whether or not if an individual business in a strip center wants to apply for the BIG Grant, does the board fund the individual business? Member Holland went over the strip center numbers and explained them. Member Holland suggested that the Board possibly consider allowing Keith Steele to finish the project since he has been caught in between rule changes. President Gordon questioned the unfinished end piece at Keith Steele's building and since there is one side that faces River Oaks Blvd.; should the board include the end piece in the BIG Grant? Some Board Members suggested only the front side be included, not the side. Some Board Members suggest they need to improve all sides of the building.

Member Crews stated we cannot put a formula on everyone. We have to look at each case individually and also more than a pencil drawing will need to be turned into us. Member Turner asked if there is any sort of basis that one is given priority over another. Member Morgan suggested limiting grants to only River Oaks Blvd. President Gordon stated since we have not received a major increase in revenue and with the committed expenses, we may need to look at River Oaks Blvd. only.

All members agree that the sides of a building should not be counted as frontage. Member Turner suggested telling businesses that this is what fits into the vision of River Oaks. President Gordon commended Member Holland and VP Crews on the spreadsheet. Member Holland suggested negotiating the side of the building but not factor it into the figures. Member Turner suggested having a spreadsheet listing of sides only.

At this time, since all members agree on the spreadsheet, President Gordon wants to talk a little about vision. She asked the questions to all members: What would you like to see the boulevard look like? Answers: green space, clean, color, consistent & complimentary.

Second question: Define a theme for the boulevard? Answers: quaint, western, garden & bistro, authentic.

VP Crews suggested targeting the owner of the strip center not the individual shops. Member Turner would like to see clean, classy & as neutral as possible. VP Crews said the Chamber of Commerce is trying to provide a website to advertise businesses. President Gordon said in her opinion it appears that the problem is property owners do not want to invest in their properties.

VP Crews said there is a tremendous amount of work that needs to be done on the grant. A suggestion also would be to maintain the look of the limestone to tie the other surrounding cities together.

President Gordon would like two board members to read over the current BIG Grant and make suggestions. But we will need to wait until after Monday night's meeting to discuss it further.

7. ACTION FROM WORKSHOP, IF ANY.

None.

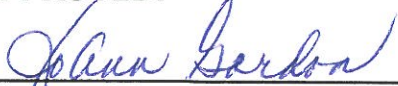
8. UPDATE ON MAY 7TH SPECIAL CALLED MEETING REGARDING WORKSHOP ON E.D.C. PROJECT PLANNING FUNDAMENTALS.

CS Gregory reported that Pam Mundo of Mundo & Associates has confirmed she will be present at the May 7th, 2012 Meeting.

9. ADJOURN

At 8:46 pm, Member Holland moved, seconded by Member Morgan to adjourn the meeting. All voted "Aye".

APPROVED:


JoAnn Gordon, President

ATTEST:


Marvin Gregory, City Secretary