

**MINUTES OF THE RIVER OAKS
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
NOVEMBER 3, 2014**

MEMBERS PRESENT:

PRESIDENT JOANN GORDON, PLACE 5 (PRESIDENT)
LINDA MORGAN, PLACE 1
JOANN BUTLER, PLACE 2
HERMAN EARWOOD, PLACE 3
STEVE HOLLAND, PLACE 4 (VICE PRESIDENT)
DON ISTOOK, PLACE 6
GREG HENDRICKSON, PLACE 7

STAFF PRESENT:

CITY SECRETARY MARVIN GREGORY
ASST CITY SECRETARY PAULA LUCK

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 November 3, 2014 at River Oaks City Hall, 4900 River Oaks Blvd., River Oaks, Texas 76114.

2. INVOCATION

Don Istook gave the invocation.

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

Don Istook led the pledge to the United States and Texas Flags.

4. MEMBER ROLL CALL

The roll call was recorded with all members present.

5. CONSIDER APPROVAL OF THE MINUTES FROM THE SEPTEMBER 2, 2014 MEETING.

Member Earwood moved, seconded by Member Hendrickson, to approve the September 2, 2014 minutes. All voted "Aye".

6. APPEARANCE OF NANCY LOVEN REGARDING THE PROPOSED CHANGES TO THE SHOP RIVER OAKS TEXAS WEBSITE.

President Gordon announced that Nancy Loven has agreed to help administer the Shop River Oaks website since Pam Mundo is no longer doing it. **Nancy Loven** stated that she has updated the look and is adding new photos but the information is still incomplete. She is still learning how to use the website. She has reorganized the sub-categories and placed a link on it to the city website. She has added Trinity Trails under the Parks. She hasn't gotten to the social Medias yet, but social media is where it is at. With Chamber Nation, most what she needs at this point is training on how to use it.

Member Holland questioned if she was writing the articles for the school and she responded that she was. The Board told her to keep up her enthusiasm as she has already made great strides with the Shop River Oaks website.

No Action called for.

7. UPDATE ON THE 2ND ANNUAL FUN RUN PLANNED FOR SATURDAY, DECEMBER 6, 2014.

At this time, President Gordon moved to the next agenda item in order to allow time for Jason Martinez and Sal Limas to appear.

8. SPECIAL PRESENTATION BY PATRICIA WARD ON ECONOMIC DEVELOPMENT PLANNING

President Gordon introduced Patricia Ward as tonight's speaker. Ms. Ward has almost 30-years' experience in working with Tarrant County.

Member Istook left the dais at 7:46 P.M.

Patricia Ward provided a handout outlining tonight's presentation. She started off with the Community Economic Development that included revitalizing the SH 183 corridor, reinvestment, branding and expanding business opportunities. There are a lot of cars traveling the SH 183 corridor in River Oaks, but they just aren't stopping. The vision plan for the city hinges on the master plan for the upcoming River Oaks Revival Project.

She introduced planning tools such as Tax Increment Financing (TIF). TIF's reserves tax dollars generated from new development and increased real estate property values within a defined area to fund specific public investments. TIF funds are used to pay for public improvements; roads, parking, drainage, water/sewer and public facilities.

She discussed residential housing stock citing River Oaks had a 2010 average value of \$87,300, whereas state wide it is at \$128,000. One goal of the city could be to get that value up and in so doing that will increase revenues. **Member Holland** felt that houses on the north side of River Oaks Blvd. probably **will average to less than \$87,000**. **President Gordon** questioned how we as an EDC can market River Oaks to developers?

Ms. Ward answered the question of President Gordon by providing business information that would include possibly changing the zoning, creating multi-family uses such as townhomes and condominiums, invite people to the city and with the recent studies done as a part of the PLMC, the city has the opportunity to incorporate that land use plan into their community. **Member Butler** stated she is opposed to apartments. Ms. Ward understands that as many people feel that way since apartments tend to de-value property when they aren't properly maintained, but she is not referring to apartments but rather to high scale multi-family uses. Ms. Ward said River Oaks is sitting on a gold mine but it has to be worked by first looking at their housing stock, future development and sustainability in attracting developers.

She concluded her presentation with the concept that rooftops are the key in attracting developers and River Oaks should concentrate on other types of housing other than just single-family and in so doing that would help jump start the attraction to River Oaks because

developers research the demographics in establishing businesses. The Board thanked Patricia Ward for her being here tonight and the valuable information she has given them.

President Gordon moved to return back to Agenda Item # 7 since both Jason Martinez and Sal Limas are in attendance now.

7. UPDATE ON THE 2ND ANNUAL FUN RUN PLANNED FOR SATURDAY, DECEMBER 6, 2014.

Jason Martinez and Sal Limas presented their plan for this year's fun run to be held on December 6th. They were in agreement that a lot has been learned from last year's event. This year's event will stage at the east parking lot at W.O. Barnes stadium and the route will be presented for approval of the Police Chief. They will start now by getting business donations of which they got 27 businesses last year to contribute. There will be a \$5 entrance fee, but they will still promote the entrants to donate a toy like last year. They will set it up where people can enter on line. They will be working with Super Save to set up a booth at the store where they can further promote the run. They are also working on getting a banner for the start and finish line. **Member Holland** recommended that they contact Runners World who might help in donating numbers. The board thanked them for the update.

No Action was taken.

9. PUBLIC HEARING CONTINUED: TO RECEIVE PUBLIC INPUT ON AMENDING THE 2014-2015 OPERATING ECONOMIC DEVELOPMENT CORPORATION BUDGET IN ORDER TO APPROVE EXPENDITURES FOR A BOULEVARD ENHANCEMENT PROJECT (SIDEWALK EXTENSION ON RIVER OAKS BLVD.) RELATED TO BUSINESS ENTERPRISES THAT IN THE BOARD'S DISCRETION CREATE OR RETAIN PRIMARY JOBS AS BEING QUALIFIED FOR THE PROMOTION OF NEW OR EXPANDED BUSINESS PURSUANT TO THE LOCAL GOVERNMENT CODE TITLE 12 "PLANNING AND DEVELOPMENT", CHAPTER 505 "TYPE B CORPORATIONS".

Public Hearing was continued at 8:35 P.M. There was discussion amongst the board about whether or not this would be a good project to invest EDC funds into. With no further comments, **the Public Hearing was closed at 8:39 P.M.**

10. ACTION FROM PUBLIC HEARING: CONSIDER APPROVAL TO AMEND THE 2014-2015 OPERATING ECONOMIC DEVELOPMENT CORPORATION BUDGET IN ORDER TO EXPEND E.D.C. FUNDS FOR A BOULEVARD ENHANCEMENT PROJECT (SIDEWALK EXTENSION ON RIVER OAKS BLVD.) RELATED TO BUSINESS ENTERPRISES THAT IN THE BOARD'S DISCRETION CREATE OR RETAIN PRIMARY JOBS AS BEING QUALIFIED FOR THE PROMOTION OF NEW OR EXPANDED BUSINESS PURSUANT TO THE LOCAL GOVERNMENT CODE TITLE 12 "PLANNING AND DEVELOPMENT", CHAPTER 505 "TYPE B CORPORATIONS".

Member Earwood made the motion, seconded by Member Butler to abandon this project and not to proceed. All voted "Aye".

11. CONSIDER APPROVAL TO PURCHASE BANNERS OUT OF THE 2014-2015 ECONOMIC DEVELOPMENT CORPORATION BUDGET FOR RIVER OAKS BLVD. AND ROBERTS CUT OFF RD.

President Gordon stated that since we had put \$5,000 again this year in the budget for banners, she would recommend that the Board approve to purchase those banners again. She would like to see about purchasing at least 2 more welcome banners that would be put on each end of River Oaks on Roberts Cut Off. Arnett Marketing had quoted the cost for 24-banners the same as last year for \$4,560.00. We also have received a quote from PSD in the amount of \$5,850. **CS Gregory** stated he had contacted Keith Steele with PSD and notified him that the size he quoted was not the size we have currently installed and asked him to rebid with the correct size. At this time, he has not received the revised quote. **President Gordon** recommended the EDC purchase the banners from Arnett so we can go on and get the banners up.

Member Butler moved, seconded by Member Hendrickson to purchase the banners from Arnett Marketing at a cost of \$4,560.00. All voted "Aye".

12. **EXECUTIVE SESSION:** CONVENE IN EXECUTIVE SESSION PURSUANT TO CHAPTER 551.072, TEXAS GOVERNMENT CODE: THE ECONOMIC DEVELOPMENT CORPORATION RESERVES THE RIGHT TO CONVENE IN EXECUTIVE SESSIONS(S) FROM TIME TO TIME ON A POSTED AGENDA ITEM TO:

- Discuss the possible sale, lease or acquisition of real estate: *A Governmental Body (Economic Development Corporation) may conduct a closed meeting regarding the purchase, exchange, lease or value of real property if the deliberations in an open meeting would have a possible detrimental effect on the position of the Economic Development Corporation in negotiations with a third person.*

None called for.

13. ACTION FROM EXECUTIVE SESSION

None.

14. ADJOURNMENT

Member Holland recommended that Staff talk to the businesses on the west end of the city about putting a sign there. There is no visible signage coming from the other side of the bridge.

At 8:55 P.M. Member Hendrickson moved, seconded by Member Morgan, to adjourn the meeting. All voted "Aye".

APPROVED:

ATTEST:


Marvin Gregory, City Secretary


JoAnn Gordon, President