

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS
HELD ON DECEMBER 13, 2022**

The Board of Directors of the Olmos Park Economic Development Corporation met on Tuesday, December 13, 2022, at 6:00 p.m. at City Hall in the City of Olmos Park at 120 West El Prado Drive, Olmos Park, Texas for considering the following agenda. Members of the Board of Directors present were President Ronald Hornberger, Dr. Travis Block, Angela Clark, Councilwoman Dusek, Dr. Kenneth Kirlin. Member not present was Tess Harden. Also present were City Manager, Celia DeLeon; City Secretary, Kyndra Munoz; Rebecca Parades, Parades Marketing and Kyra Zander, Kiwi Online Marketing.

Call meeting to order and determination of quorum.

The meeting was called to order at 6:04 p.m. by President Hornberger; roll call was taken, and a quorum was announced.

Councilwoman Dusek joined the meeting at 6:05 p.m.

Citizens to be heard. (This is the time provided for citizens to address the Board on issues and concerns. No action can or will be taken on issues raised under this portion of the meeting. Please limit remarks to a period not to exceed three minutes. Please state your name and address for the record.) After these 3 minutes have ended, please note that no other comments or questions will be entertained unless an individual is granted permission to speak on the request of the EDC President or other presiding officer. Please state your name and address for the record).

There were no citizens to be heard.

Appoint a Treasurer to the Board

Dr. Travis Block volunteered to serve as treasure to the Board.

Dr. Kenneth Kirlin moved to appoint Dr. Travis Block to serve as treasure to the Board.

President Hornberger seconded the motion.

The vote in favor of the motion was unanimous.

Review and discuss minutes of November 9, 2022 Board meeting; take possible action.

President Hornberger moved to approve the minutes of November 9, 2022 Board meeting.

Dr. Travis Block seconded the motion.

The vote in favor of the motion was unanimous.

Review and discuss Financial Reports, including EDC expenditures, review invoices and allocations and monthly treasurer report; take possible action.

President Hornberger moved to approve the financial reports including EDC expenditures and reviewed invoices.

Angela Clark seconded the motion.

The vote in favor of the motion was unanimous.

Discussion and possible action on the 5005-5007 McCullough Lighting Project

Barry Sturrock stated the two lights will be placed right in front of Jenny Woods' project and Joyeux. The project is for 2 lights with the infrastructure to accept a third light. The engineer designed for 3 lights that will eventually be on this block, but when Joyeux's building was built there wasn't an ordinance in place to move the curb out. The ordinance was in place when Jenny Woods built her building, so two lights will be put in here with provisions to put in a third light in the future when we get around to moving the curb out. The engineer will submit their drawings on the 21st for review and approval. We will then

advertise for bids and move forward.

Councilwoman Dusek stated we might want to look into the triggers that require these ordinance standards. I am very excited about the animal hospital project and I think it will look great, but it did not trigger the beautification standards.

Barry Sturrock stated 50% of the replacement cost of the structure triggers the ordinance.

President Hornberger stated we might want to take a look at the cost involved if the EDC were to consider moving the rest of the curb out in front of animal hospital.

City Manager Celia DeLeon stated that would need to be a different project before we start taking a look at prices. First it would come in front of the Board for approval of the project.

Barry Sturrock stated to me, it would make sense for the EDC to consider moving the curb out in front of Joyeux first because then you would have a whole block where the curb was out. It would be interesting to see if there is political will to do larger pieces of McCullough at one time.

President Hornberger stated I think that is a good idea. We know our revenues are approximately \$100,000 or more. I believe this is a safe number to finance a 5- or 10-year note. What are your thoughts on next stretch of curb on McCullough for the Board to look at?

Barry Sturrock stated there is also federal money available through TxDOT. I think you want to look at connecting as much as you can. The Yard was first because it was easier and a long meticulous piece. First would be connecting the curb in front of Joyeux then move further south. The Frog Car wash project will be changing soon and you can look at connecting this as well. The closer you get to the round-about, it will become more difficult.

Celia DeLeon stated I will place this on the January agenda for further discussion.

Discussion and possible action on the City Public Service request for an Easement Encroachment Agreement or Easement Release for flag pole installation

Celia DeLeon stated I have contacted CPS with regard to installation of the flag pole. This will involve an easement encroachment agreement, survey and sketch. I spoke to Barry about this who suggested Carl could help with the survey/sketch and Ruben could help with the easement encroachment agreement. This will cost additional legal and engineering fees and I would like to know if the Board wishes to move forward.

Dr. Kenneth Kirlin asked will this delay change the unit with Dixie Flag?

Celia DeLeon stated have spoken to Dixie Flag, they understand and are aware of the CPS process. He informed me it will not change but I will check with him again.

Dr. Kenneth Kirlin moved to direct Celia DeLeon to move forward with the process of an easement encroachment agreement and survey/sketch for installation of the flag pole.

President Hornberger seconded the motion.

The vote in favor of the motion was unanimous.

Receive and discuss update on Shop Local event; take possible action

Kyra Zander, Kiwi Online Marketing stated the Shop Local Event that took place on December 10th was a success. We had 35 participating businesses this year. The total number of businesses participating including the surrounding area was 95.

Rebecca Parades, Parades Marketing stated in the past, the participating fee has been \$125. In order to promote this event through TV and radio, we needed more money and started to ask the businesses for more money.

Kyra Zander stated after we got a business to sign on, we stayed in communication where we sent emails with marketing tips, updates and specific images to promote the event. We also organized a raffle in which 17 businesses participated in; we gathered and marketed the prizes for the raffle. The feedback from the businesses has been largely positive, mainly saying this was a great business day for them. Specifically, Period Modern, Pinky's, and Bloom Salon Studio came to us and said they saw a significant increase in sales than before. Each business had their own deals and discounts and some did slightly larger events with LaHood Law hosting a Santa event. Feliz Modern and Buffalo Exchange had an outdoor Christmas market. Bloom Salon had a DJ event and Urth Juice Bar had an art walk. We had 37% of all of the businesses in Olmos Park participating this year. We also ran some radio ads where we picked up some major sponsors. Lone Star Dodge had some cars out at the event and donated a considerable amount of money; we used these funds towards multiple TV ads. We had printable marketing materials, a direct mail piece to local households, 51 total radio spots as well as 65 TV spots. We had a full website to include a business directory where each business had their own page highlighted. Additional pieces included the yards signs that we re-purposed from last year, a banner from Dixie Flags and additional graphics we designed for the businesses. Another major success was the night before the Shop Local Event we had a kick off mixer at Panchito's where approximately 80 people attended in which we had some amazing donations come from this. All of this was us scraping together to get more and more money because the budget was so small.

Rebecca Parades stated the most important part of this is we were trying to brand this area. We need to brand this area to make people understand they need to come shop at Olmos Park. The whole point was to gather the businesses together, collaborate and contribute more money. This was a very small budget that honestly, I couldn't do anything with.

Kyra Zander stated something that would help with this is the website. The shop Olmos Park website is owned by the EDC, is this something you would consider budgeting money for to develop a brand?

Councilwoman Duske stated the shop Olmos Park website is owned by the Youth Commission.

Kyra Zander stated I can speak to Nicole on this. I think it would be a great opportunity to put some money into shopolmospark.com and turn it into an online resource for your businesses. I could revamp the website for you and redesign it so the businesses could use it as a community calendar and resource; I would want to pull it off Word Press and move it over to the host.

Rebecca Parades stated with the TV promotions, it is hard for me to explain all of the elements I got for extra value. I won't be able to do this again next year and the vendors will expect payment. If I were to put a dollar amount on this event, it would be \$50,000. That is what it costs to build something like this. We have learned from this event and I can do anything you guys want me to do.

Kyra Zander stated we would need to see a minimum of \$15,000 to \$20,000 if we want to do this event again. Is it a possibility to do one event a year at this cost?

President Hornberger stated from what I can see from the report, I think the businesses should be happy with the way the event turned out. The question is whether or not they are interested enough to really buy into keeping the event going. The City can't spend their entire budget on paying for the event. We can consider placing this back on the agenda for a more in-depth discussion about what another event would look like and cost.

Councilwoman Dusek stated we should wait at least 2-3 months before deciding on another event. The revenue that comes in will affect what we can spend. We need to take a look at sales tax numbers to see if they have changed and if there is value in doing this event again.

Kyra stated we can gather some data from the businesses and how this day is compared to other days if that will help.

President Hornberger stated we will place this on the February agenda for follow-up discussion.

Discuss liaison issues with businesses; take possible action

Dr. Kenneth Kirlin stated we should consider inviting the business to a meeting where we get feedback from them and ask if they would like to pursue this event.

Councilwoman Dusek stated it seems out of the 95 business, there is a small number of Olmos Park businesses. We can reach out to these businesses directly to get their feedback.

Celia DeLeon stated I can work on a survey to send out to the businesses to get their feedback on the Shop Local event.

Discussion and possible action on Holiday decorations

Celia DeLeon stated we had 3 accidents at the round-a-bout this weekend which damaged some of our Holiday decorations. We have reached out to Carl Electric to assess the damages.

President Hornberger stated we will place this item back on the January agenda for discussion.

Discuss administrative items and future agenda items.

Celia DeLeon stated the January agenda will include an item to discuss options of a future project and the CPS easement encroachment agreement. The February agenda will include the Shop Local event item.

There was no other business and the meeting adjourned at 7:07 p.m.

Ronald Hornberger
President

Kyndra Munoz
City Secretary