

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS
HELD ON JULY 12, 2022**

The Board of Directors of the Olmos Park Economic Development Corporation met on Tuesday, July 12, 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 Vice-President Dr. Kenneth Kirlin; Angela Clark, Councilwoman Dusek, Ronald Hornberger, Councilwoman Plant, Tess Harden and Madison Wilson. Also present was City Manager, Celia DeLeon; City Secretary, Kyndra Munoz; Nicole Greenberg, 107 Paseo Encinal; Rebecca Garcia, Paredes Marketing; and Kyra Zander, Digital Marketing/Paredes Marketing.

Call meeting to order and determination of quorum.

The meeting was called to order at 6:00 p.m. by Vice-President Dr. Kenneth Kirlin; roll call was taken, and a quorum was announced.

Administer Oath of Office to newly appointed member

City Secretary Kyndra Munoz administered Oath of Office to newly appointed member Ronald Hornberger.

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 Chairman to the Board

Dr. Kenneth Kirlin nominated Ronald Hornberger as Chairman to the Economic Development Corporation.

Councilwoman Plant second the motion.

The vote in favor of the motion was unanimous.

Review and discuss minutes of June 10, 2022 Board meeting; take possible action.

Dr. Kenneth Kirlin moved to approve the minutes of June 10, 2022 Board meeting.

Councilwoman Plant 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.

Councilwoman Dusek moved to approve the financial Reports, including EDC expenditures, invoices and allocations and monthly treasurer report.

Councilwoman Plant seconded the motion.

The vote in favor of the motion was unanimous.

PUBLIC HEARING on proposal to undertake a project to engage professional services for the 5005-5007 McCullough Lighting Project, to include the installation and purchase of three lights not to exceed \$85,000.00, contingent to City Council approval

Chairman Hornberger opened the public hearing at 6:07 p.m.

Councilwoman Plant stated we have a project taking place on McCullough across from Mandalay. They

are completing their own landscaping and irrigation but to keep continuity with the lights with the demonstration project, the EDC would like to help out with the installation of the lighting. We would also like to install a light at Joyeux (same block) but I am not sure if there is a conduit located here; if there isn't, this might have to be re-designed. Also, it is taking approximately 3-6 months to receive the lights. We are seeking approval from City Council for the installation of these three lights.

Councilwoman Dusek asked can we use the lights that are on reserve for installation to keep McCullough lit faster?

City Manager Celia DeLeon stated we could use the lights on reserve. I wanted to mention Barry increased the bid from \$75,000 to \$85,000 as a cushion. This might cover the re-design for the light if needed.

Councilwoman Plant stated I am okay with using the two lights we have on reserve but we would still be one light short. We can coordinate with Barry and E-ZBel regarding using the two reserve lights to see what would be the best way for installation of the three lights.

Chairman Hornberger closed the public hearing at 6:14 p.m.

Discussion and possible action on proposal to undertake a project to engage professional services for the 5005-5007 McCullough Lighting Project, to include the installation and purchase of three lights not to exceed \$85,000.00, contingent to City Council approval

Councilwoman Dusek stated if we want to plan this out for the future and we are worried about the lights changing, would it make sense to go to the company and see if we can work together on ordering the lights in advance?

Councilwoman Plant stated that is a big concern of mine. I asked that question specifically since this is an ongoing project. Carl Bain stated these lights are very industry standard and aren't going anywhere. My other concern is cost and storage of these lights because of their size; do we want to tie up all the EDC budget on just lights alone? This was the reason we went for two extra lights, and it was more of a concern of the possibility of a light being hit or damaged.

Councilwoman Dusek stated I was curious on the process because we have had 6 lights come up since we have ordered the two reserve lights.

Councilwoman Plant stated we can find out. We will have Dr. Cross' project coming up as well.

Chairman Hornberger stated we will ask Barry how long it will take to receive the lights once we have placed the order so we can have an idea on how to move forward. We can also ask if there is any idea on cost increases on this kind of product.

Dr. Kenneth Kirlin stated we should ask how long they think this style of lights will be available.

Councilwoman Plant stated when we discussed the vision and master plan, we did not create an ordinance for lighting because of the expense. I did not anticipate to get pushback from business owners who did not like the style of the lights or did not want to install lighting when the EDC would be paying for it. I have asked for this item to be placed on the City Council agenda for discussion.

Councilwoman Plant moved to approve a proposal to undertake a project to engage professional services for the 5005-5007 McCullough Lighting Project, to include the installation and purchase of three lights not to exceed \$85,000.00, contingent to City Council approval.

Dr. Kenneth Kirlin seconded the motion.

The vote in favor of the motion was unanimous.

Discussion and possible action on the annual Sip and Shop event to include a possible budget amendment.

Tess Harden stated moving forward with the Shop Local event, we are looking at engaging the services of visual and print media to promote this event. We have Rebecca and Kyra present who are bringing this proposal to us and would like to discuss their vision and services for this event.

Rebecca Garcia, Paredes Marketing stated we have had experience with last years Ship and Shop event and worked pretty closely with some of the event coordinators. We made mental notes on how we could make this event bigger. Together, Kyra and I have 37 years of experience within the San Antonio area ranging from BBQ cookoffs to events held at the San Antonio Convention Center. We thought about where the revenue streams are coming from and how we can achieve these revenue streams. You will see we are asking a little bit more from the businesses. We feel the key is how we can promote this more and get the word out as much as we can. Social media is an important element and every business has to have it. We have a lot of ideas that we can implement such as mass media, television and local shows. We will have to find sponsors if we can't get enough from the businesses. I would like to evaluate some of the things that were done last year and see what we can save and put into this year's promotion. Our job and what we are good at is analyzing how we can make the most out of every vendor that we are currently using. If we were to get a car dealer involved, they would want to be in front of the Olmos Park Community and I wanted to get your opinion on this. For instance, we could ask for a \$5,000 donation from the car dealership and at the event, they could set up a couple of cars with their sales team. This \$5,000 would then go to promoting the event. We can ask for as many sponsors as we can to see if they would like to be a part of the Olmos Park Community event. I am trying to look for as many revenue streams as I can because I know the budget is small.

Chairman Hornberger asked who would be in charge of finding an open area location for the placement of the dealership vehicles on McCullough?

Rebecca Garcia stated I would work with a point of contact who would let me know what locations will be available to offer.

Tess Harden stated we would be discussing this with the business. We have open spaces like the Yard which have a little more room for parking and could ask if they would be willing to let us use that space.

Rebecca Garcia stated these are ideas that have to be implemented. You have to have someone who is very strong that can walk into that car dealership and implement these ideas. I have the background, I have the knowledge and Kyra has the digital background. I can't guarantee these things until you contract me. I will start hitting the streets and making this work. I will also have conversations with the business about promoting even further.

Kyra Zander stated our retainer fee will include providing our services and liaison with the business. At the end of the event we plan on pulling the analytics to see how many people showed up and how many businesses participated. This event has gone on for about 5 years now and each year it has gotten a little bigger. We are anticipating we can make it quite a bit bigger.

Rebecca Garcia stated anyone who has done this before or been a part of it can be featured on 2 morning local shows. We would be able to show enthusiasm for the event and get people to come out here. If we can use some of these dollars to get that type of exposure, that is what we are talking about when we say we can make it bigger.

Councilwoman Plant stated I am going to be honest, I am not in for a \$20,000 event. I am okay with the retainer fee, but anything other than that will have to come from sponsors.

Dr. Kenneth Kirlin asked the website will be promoting this event until the end of December. What happens to the website after the event?

Kyra Zander stated we can leave the website up, it will just not get regular maintenance. It will basically be a landing page for the event and the main hub for the digital strategy. Every advertising logo and news media we do will lead viewers back to this website; it will also advertise the businesses. It can stay up after the event because you will be paying for the annual subscription, it will just not be updated after the event.

Chairman Hornberger asked will there be a link on the City's webpage to the Shop Olmos Park website?

Celia DeLeon stated I can add a link to the Shop Olmos Park website.

Councilwoman Plant stated we have \$3,200 allocated for the summer Ship and Shop, but we will not be having this event. We will take the cost of the retainer fee of \$6,850 and subtract \$3,200; that will leave us with \$3,650. We are able to do a budget amendment without going before City Council because it is less than \$5,000. Since there will no longer be a summer Ship and Shop event, we also need to change this to Shop Local.

Councilwoman Plant moved to amend the budget by changing the line item name from Sip and Shop/OP Youth Commission to Shop Local. Add \$3,650 to the already budgeted amount of \$3,200 for the summer Sip and Shop Event for a total of \$6,850 for the December Shop Local Event.

Councilwoman Dusek seconded the motion.

The vote in favor of the motion was unanimous.

Councilwoman Plant moved to hire Paredes Marketing for print and social media services for the Shop Local December event to include a retainer for all social media from July to the second week of December in the amount of \$4,125; website page in the amount of \$450; website management from July to the second week of December in the amount of \$175; social media campaign in the week of November 20th in the amount of \$300; additional costs for paid ads \$1,800; for a total cost of \$6,850. This agreement includes actively seeking donations and sponsorships for the Shop Local December event.

Councilwoman Dusek seconded the motion.

The vote in favor of the motion was unanimous.

Chairman Hornberger stated any contract submitted by Paredes Marketing should have a separate confidentiality agreement where your creative proprietary information is to remain confidential and confidentiality for any information supplied by the City of Olmos Park Economic Development Corporation or the City of Olmos Park.

Rebecca Garcia stated I will include that. I will also send out an agreement form for signature and will issue a letter stating I am the agency of record that is handling the event.

Discuss liaison issues with businesses; take possible action

There were no other liaison issues to discuss.

Discuss administrative items and future agenda items.

Chairman Hornberger stated we will place the McCullough lighting project on the next agenda.

There was no other business and the meeting adjourned at 6:58 p.m.

Ronald Hornberger
President

Kyndra Munoz
City Secretary