



REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, December 15, 2021 at 7:00 p.m., in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This was an open meeting, subject to the open meeting laws of the State of Texas.

Present:

Board Members: John Kodosky, Vice-President Melody Cooper, Secretary
Greg Hayden Melissa Benavides
Joel Lutz Jeff Felty

Staff: Marian Mendoza, Executive Director
Glenn Goolsby, Assistant Director

Absent: Blaine Lopez, President

1. Call to Order.

Secretary Kodosky called the meeting to order at 7:07 p.m.

OPEN SESSION:

2. Citizens to be heard.

The HEDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the HEDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future HEDC Agenda.

No one signed up to speak on this item.

CONSENT AGENDA (ITEM NOS. 3 – 4):

All items marked with an asterisk (*) on the consent agenda were voted on as a group. Motion was made by Melody Cooper, second by Greg Hayden to approve Items 3 and 4 as written. Motion carried unanimously.

- 3. *Approval of the minutes of the Regular Meeting dated September 15, 2021 and Workshop Meeting dated October 20, 2021 (Staff)**

4. ***Approval of the EDC Fiscal Year Ending (FYE) 2021 Revenue and Expense Report dated December 10, 2021. (Staff)**

ITEMS FOR INDIVIDUAL CONSIDERATION:

5. **Presentation and discussion of Placer.ai Analytic Software (Mike Elrod, Placer Staff)**

Mike Elrod with Placer.ai presented who his firms' location-based analytics can be utilized for recruitment, retention, and municipal efforts.

6. **Discussion of and action on contracting with Placer.ai for local intelligence and traffic data. (Staff)**

Motion made by Joel Lutz, second by Melissa Benavides to contract with Placer.ai. Motion carried unanimously.

7. **Discussion of and action on sponsoring the Helotes Area Chamber of Commerce Gift Card Give Back in 2022. (Staff)**

Motion was made by Greg Hayden, second by Melissa Benavides to discuss and take action. Motion carried 5-ayes, 1-abstain; Joel Lutz.

Lydia McCloskey Vice-President of the Helotes Chamber was grateful to the HEDC Board for considering sponsorship of the gift card program. She stated with the success from last year the Chamber Board is able to match up to \$10,000 in funding. General consensus from the HEDC Board was to allocate \$10,000 to be allocated to businesses located within the City of Helotes.

8. **Discussion of and action on contracting with 360 Zone to provide Google 360 Virtual Tours to businesses located within the City of Helotes. (Staff)**

Motion was made by Jeff Felty, second by Joel Lutz to discuss and take action. Motion carried unanimously.

Glenn Goolsby discussed prior program implementation and success. He recommended the allocation of \$8,000.00 for FYE 2022 program.

9. **Discussion and direction on creating a Tenant Improvement Grant. (Staff)**

Motion was made by Melissa Benavides, second by Greg Hayden to discuss. Motion carried unanimously.

Glenn Goolsby presented a draft incentive program for tenant improvements that would incentive new or expanding businesses types identified in the Strategic Work Plan as a priority.

10. **Discussion and direction on creating a Community Arts Grant Program. (Staff)**

Motion was made by Joel Lutz, second by Melody Cooper to discuss. Motion carried unanimously.

Glenn Goolsby presented a draft inventive program to create an arts grant that could help develop a diverse public arts display across Helotes to include murals, sculptures, and other projects.

11. Discussion of and direction on a Resolution of the City of Helotes Economic Development Corporation, amending the City of Helotes Economic Development Corporation (HEDC) Bylaws by revising Article Three Officers and Corporate Officials, adding a new Section 3.6 Ex Officio Representative of the Board and Section 3.7 Executive Director, removing the City Administrator as Executive Director. (Staff)
12. Discussion of and direction on a Resolution of the City of Helotes Economic Development Corporation, amending the City of Helotes Economic Development Corporation Article of Incorporation Article Ten Board of Directors Section (d) removing the City Administrator as Executive Director. (Staff)

Motion was made by Jeff Felty, second by Greg Hayden to discuss items 11 and 12. Motion carried unanimously.

Marian Mendoza presented the proposed amendments that would remove the City Administrator as the Executive Director and all the HEDC Board to hire another Executive Director. Mayor Whitehead spoke in favor of the proposed changes and encourages collaboration between the City and HEDC. City Attorney Frank Garza spoke on his firms' experience with several Cities and Economic Development Corporations and stated the proposed changes are best practice. Mr. Garza also suggested adding both a hiring and firing clause, along with job performance reviews to the Bylaw amendment.

Vice-President Kodosky after reading the following section, adjourned into closed session at 9:22 p.m.

CLOSED SESSION:

13. Closed Session in accordance with Texas Government Code § 551.072 *Deliberation Regarding Real Property*. In addition to the matters listed below, any matter scheduled for Open Session may be discussed in Closed Session, as appropriate and authorized by law:
 - §551.072 *Deliberation Regarding Real Property* – To consider the purchase of a real property interest for future development purposes.

Vice-President Kodosky reconvened the meeting at 9:51 p.m. and announced that no action had been taken during the closed session.

Adjourn the regular meeting of the EDC Board of Directors.

Vice-President Kodosky adjourned the meeting at 9:52 p.m.


Marian Mendoza Executive Director