



## REGULAR MEETING AGENDA

The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, April 20, 2022 at 7:00 p.m. in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This is an open meeting, subject to the open meeting laws of the State of Texas.

1. Call to order.

### **OPEN SESSION:**

2. Citizens to be heard.  
*The EDC 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 EDC 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 EDC Agenda.*

### **CONSENT AGENDA (ITEM NOS. 3 – 4):**

***All Consent Agenda items listed below are considered routine by EDC Staff and are intended to be enacted by one motion. There will be no separate discussion of these items, unless a Director requests it, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the Agenda.***

3. Approval of the minutes of the Regular Meeting dated March 16, 2022. (Staff)
4. Approval of the EDC Fiscal Year Ending (FYE) 2022 Revenue and Expense Report dated April 13, 2022. (Staff)

### **ITEMS FOR INDIVIDUAL CONSIDERATION:**

5. Discussion and action on contracting with YOLO Texas to film an episode highlighting Helotes to Shop, Dine, and Play.
6. Discussion and action on approval of a contract with Ardurra to complete a LOMR for the Helotes Pedestrian Bridge.

### **MAYOR'S REPORT:**

7. Update from city council representative regarding:
  - EDC Board and City Council roles

**CLOSED SESSION:**

8. Closed Session in accordance with Texas Government Code § 551.072 *Deliberation Regarding Real Property* and § 551.074 *Personnel Matters*. 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.
  - § 551.074 *Personnel Matters* – To discuss the qualifications of candidate for the position of Executive Director and salary adjustment for Interim Executive Director for the Economic Development Corporation

***Adjourn into Open Session***

**ITEMS FOR INDIVIDUAL CONSIDERATION:**


9. Approval of a Resolution of the Helotes Economic Development Corporation (EDC) authorizing budget amendment pertaining to the adopted Fiscal Year Ending (FYE) 2022 Budget. (Staff)
10. Discussion and action on approval of a Resolution of the Helotes Economic Development Corporation establishing HEDC ad hoc committees.

***Adjourn.***

The EDC Board of Directors reserves the right to adjourn into Closed Session at any time during the course of this meeting to discuss any of the exceptions to the requirement that a meeting be open to the public, in accordance with Texas Government Code, Chapter 551 *Open Meetings*, Subchapter D *Exceptions to Requirement that Meetings be Open*. No action may be taken in Closed Session.

A quorum of the City Council and/or other City Boards, Committees, or Commissions may be present at this meeting. The City Council and/or other City Boards, Committees, or Commissions may not take action regarding public business or policy.

I certify that this Agenda was posted by April 14, 2022 at 5:00 p.m.



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Glenn Goolsby  
Interim Executive Director  
Helotes Economic Development Corporation



## REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, March 16, 2022 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.**

Vice-President Kodosky called the meeting to order at 7:10 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 Jeff Felty, 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 February 16, 2022. (Staff)**

**4. \*Approval of the EDC Fiscal Year Ending (FYE) 2022 Revenue and Expense Report dated March 10, 2022. (Staff)**

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

5. **Discussion of and action on the Fiscal Year Ending (FYE) 2021 Comprehensive Annual Financial Report (CAFR) for the City of Helotes Economic Development Corporation. (Armstrong, Vaughan, & Associates, P.C., City Auditor) Audit.**

Kim Roach with Armstrong, Vaughan, & Associates, P.C., presented the FYE 2021 Audit. The HEDC received an unmodified opinion, meaning that the statements met the requirements demanded by the regulations and they were prepared in accordance with accounting principles, criteria and standards. She stated revenues were \$550,000 higher than budgeted and the HEDC had seen a 40% net increase over the last 3 years.

Motion was made by Greg Hayden, second by Melissa Benavides to accept the audit as presented. Motion carried unanimously.

6. **Discussion of and action on a request by Greenwing Wealth Management LLC. to approve an application to participate in the Retailer and Commercial Tenant Improvement Grant. (Staff)**

Austin Lane, owner of Greenwing Wealth Management presented his incentive request for consideration under the Retailer and Commercial Tenant Improvement Grant. He stated cost estimates for the finish out are approximately \$18,809 and is requesting the max grant amount of \$9,600.

Motion was made by Jeff Felty, second by Joel Lutz to approve the incentive request is presented. Motion carried unanimously.

Vice-President Kodosky, after reading the following section, adjourned into closed session at 7:24 p.m.

**CLOSED SESSION:**

7. **Closed Session in accordance with Texas Government Code § 551.072 *Deliberation Regarding Real Property* and § 551.074 *Personnel Matters*. 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.**
- **§ 551.074 *Personnel Matters* – To discuss the qualifications of candidate for the position of Executive Director.**

Vice-President Kodosky reconvened the meeting at 8:17 p.m. and announced that no action had been taken during the closed session.

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

8. **RECONVENE INTO OPEN SESSION FOR POSSIBLE ACTION NECESSARY PURSUANT TO EXECUTIVE SESSION.**
- **Discussion of and action on appointing an Interim Executive Director for Economic Development Corporation. (President)**

Motion was made by Joel Lutz, second by Jeff Felty to appoint Glenn Goolsby as Interim Executive Director. Motion carried unanimously.

**Adjourn the regular meeting of the EDC Board of Directors.**

Vice-President Kodosky adjourned the meeting at 8:25 p.m.

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Glenn Goolsby  
Interim Executive Director

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: APRIL 14TH, 2022

05 -ECONOMIC DEVELOPMENT CORP  
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>					
NON-PROPERTY TAXES	1,090,350.00	331,434.12	1,128,703.32 (	38,353.32)	103.52
MISCELLANEOUS REVENUE	<u>186,000.00</u>	<u>0.00</u>	<u>769.29</u>	<u>185,230.71</u>	<u>0.41</u>
TOTAL REVENUES	1,276,350.00	331,434.12	1,129,472.61	146,877.39	88.49
	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	<u>1,227,626.08</u>	<u>11,659.50</u>	<u>830,140.88</u>	<u>397,485.20</u>	<u>67.62</u>
TOTAL EXPENDITURES	1,227,626.08	11,659.50	830,140.88	397,485.20	67.62
	=====	=====	=====	=====	=====
REVENUES OVER/(UNDER) EXPENDITURES	48,723.92	319,774.62	299,331.73 (	250,607.81)	614.34

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: APRIL 14TH, 2022

05 -ECONOMIC DEVELOPMENT CORP

REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>NON-PROPERTY TAXES</u>					
401-3140 SALES TAX	1,079,650.00	331,434.12	1,121,620.40 (	41,970.40)	103.89
401-3150 MIXED BEVERAGE	6,500.00	0.00	4,982.92	1,517.08	76.66
401-3160 SUBLEASE HELOTES CHAMBER	<u>4,200.00</u>	<u>0.00</u>	<u>2,100.00</u>	<u>2,100.00</u>	<u>50.00</u>
TOTAL NON-PROPERTY TAXES	1,090,350.00	331,434.12	1,128,703.32 (	38,353.32)	103.52
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	5,000.00	0.00	769.29	4,230.71	15.39
406-1060 TRANSFERS IN/OUT	<u>181,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>181,000.00</u>	<u>0.00</u>
TOTAL MISCELLANEOUS REVENUE	186,000.00	0.00	769.29	185,230.71	0.41
TOTAL REVENUES	1,276,350.00	331,434.12	1,129,472.61	146,877.39	88.49
	=====	=====	=====	=====	=====

CITY OF HELOTES  
REVENUE & EXPENSE REPORT - UNAUDITED  
AS OF: APRIL 14TH, 2022

05 -ECONOMIC DEVELOPMENT CORP  
ADMINISTRATION  
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>PERSONNEL</u>					
510-5101 SALARIES	75,074.08	5,774.92	43,241.48	31,832.60	57.60
510-5111 LONGEVITY	1,560.00	0.00	1,460.00	100.00	93.59
510-5113 BENEFITS	<u>19,360.00</u>	<u>450.05</u>	<u>9,349.47</u>	<u>10,010.53</u>	<u>48.29</u>
TOTAL PERSONNEL	95,994.08	6,224.97	54,050.95	41,943.13	56.31
<u>CONTRACTUAL SERVICES</u>					
510-5201 MEMBERSHIPS, DUES & LICENSES	16,000.00	0.00	11,200.00	4,800.00	70.00
510-5202 AUDIT FEES	3,500.00	1,750.00	3,500.00	0.00	100.00
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,200.00	0.00	248.03	2,951.97	7.75
510-5204 INTL. CONF. SHOPPING CENTERS	3,200.00	0.00	0.00	3,200.00	0.00
510-5205 BANK FEES	750.00	0.00	0.00	750.00	0.00
510-5206 LEGAL FEES / MDD CREATION	5,000.00	0.00	1,332.80	3,667.20	26.66
510-5207 FACADE/TENANT IMPROVEMENT	150,000.00	0.00	0.00	150,000.00	0.00
510-5208 CONC. DESIGN & LAND USE PLANS	30,000.00	1,450.00	1,450.00	28,550.00	4.83
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	100.00	2,900.00	3.33
510-5211 MARKETING / TOURISM	75,000.00	375.00	28,867.45	46,132.55	38.49
510-5212 WEBSITE DEV. & MAINTENANCE	5,000.00	0.00	3,000.00	2,000.00	60.00
510-5214 MANAGED SVCS. AGREEMENT	36,000.00	0.00	36,000.00	0.00	100.00
510-5215 DEBT SERVICE	322,112.00	0.00	339,560.11 (	17,448.11)	105.42
510-5217 LAND ACQUISITION/DUE DILIGENCE	285,000.00	0.00	285,000.00	0.00	100.00
510-5223 BUSINESS IMPROVEMENT GRANTS	80,000.00	0.00	0.00	80,000.00	0.00
510-5224 OFFICE RENTAL	13,200.00	1,100.00	6,400.00	6,800.00	48.48
510-5225 OTHSD PARKING LOT LEASE	6,120.00	400.00	2,756.79	3,363.21	45.05
510-5230 MARKETING/CITY EVENTS	50,000.00	0.00	50,000.00	0.00	100.00
510-5231 CAPITAL IMPROVEMENTS	<u>25,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>25,000.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	1,112,082.00	5,075.00	769,415.18	342,666.82	69.19
<u>COMMODITIES</u>					
510-5301 OFFICE SUPPLIES	3,000.00	0.00	0.00	3,000.00	0.00
510-5302 OPERATIONAL EXPENSES	15,000.00	214.92	6,169.71	8,830.29	41.13
510-5305 COMMUNICATION EQUIPMENT	1,300.00	144.61	505.04	794.96	38.85
510-5326 EXPENSE REIMBURSEMENT	<u>250.00</u>	<u>0.00</u>	<u>0.00</u>	<u>250.00</u>	<u>0.00</u>
TOTAL COMMODITIES	19,550.00	359.53	6,674.75	12,875.25	34.14
<hr/>					
TOTAL ADMINISTRATION	1,227,626.08	11,659.50	830,140.88	397,485.20	67.62
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TOTAL EXPENDITURES	1,227,626.08	11,659.50	830,140.88	397,485.20	67.62
<hr/>					
REVENUES OVER/(UNDER) EXPENDITURES	48,723.92	319,774.62	299,331.73 (	250,607.81)	614.34
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**City of Helotes EDC  
AGENDA ITEM REQUEST FORM  
DATE: April 20, 2022**

**AGENDA PLACEMENT:**

- PUBLIC HEARING
- RECOGNITION
- UNFINISHED BUSINESS
- CONSENT
- INDIVIDUAL
- CLOSED

**CAPTION:**

Discussion and action on contracting with YOLO Texas to film an episode highlighting Helotes to Shop, Dine, and Play.

**EXECUTIVE SUMMARY:**

Staff has been approached by YOLO Texas a statewide travel show soliciting interest in filming an all about Helotes episode. Episodes are 30 minutes long and are broadcast to approximately 98% of Texas households through various affiliate major networks. A full episode would allow 5 to 6 points of interest to include shopping, dining, and entertainment.

Many area communities such as Boerne, Seguin, San Marcos, and Bandera have utilized the show to promote tourism and highlight places of interests. Each community and/or organization contacted praised the production staff and highly recommend the program for the exposure opportunities.

Sponsoring a full episode cost \$18,000 and includes all production costs. Additional benefits include 6 social media posts, episode hosted on yolotx.com, YouTube, and access to the completed video segment. There is one additional cost of \$800 to obtain b-roll footage that many cities recommended purchasing.

Since this marketing effort is designed to bring in tourism staff has reached out to the City of Helotes to inquire about utilizing some of the Hotel Occupancy Tax funds to help offset the expense. The City Administrator has suggested a 50/50 split with the HEDC. The item would require City Council approval.

**ATTACHMENTS:**

Attachment A – Marketing Kit and Proposal

**PREPARED BY:** Glenn Goolsby, Interim Executive Director



YOU  
ONLY  
LIVE  
ONCE  
IN  
TEXAS



STATEWIDE  
TV SHOW



yoloTX

# SEASON 5: YOLO TX TV Sponsorships Options and Agreement:



- YOLOTX **4-minute TV Feature: \$4,000 net each\*** (Approx. 4-minutes) *Valued at \$10,000*
- YOLOTX **6-minute TV Feature: \$6,000 net each\*** (Approx. 4-minutes) *Valued at \$12,000*
- YOLOTX **8-minute TV Feature: \$7,500 net each\*** (Approx. 8-minutes) *Valued at \$16,000*
  - Two or more, 8-minute TV Features; each feature only \$6,200 net each**
  - 4 or more: only \$5500 each**
- YOLOTX **Full Show/Episode: \$18,000 net each\*** (Approx. 20-minutes) *Valued at \$28,000*

**Travel Cost:** Destinations 4+ hours from YOLOTX Studios will incur a cost of \$200 each way per hour.

**Hotel/Accommodations:** Client provides lodging for the YOLO TX crew if an overnight stay is required, a maximum of 5 (five) including the host. Lodging destination will be mentioned in show for their complimentary rooms. (typically, 4-5 hotel rooms for 1-2 nights-determined by producer & client based on # of days for filming)

**Social Media Packages (net) Post options below include Facebook and Instagram:**

- \$250 photo post
- \$350 video post
- \$400 Reels post
- \$700 still photos post, video post, reels post
- \$1000 still photos post, video post, reels post and ticket giveaway

**Optional Add-ons to TV features:**

- :30 sec tv spots (creative provided by client) to air on all stations: \$1,500 for airing TV spot statewide
- B-Roll from shoot, excluding talent in shots: \$800 net
- 728x90 and 300x250: Monthly digital banners only \$500/mo for yolotx.com

Segment for:



By signing, I agree to the non-cancellable sponsorship package above and the terms below:

- All client sponsorships are non-cancellable once a YOLO TX production contract is signed. Filming: 2022 segment filming dates not available are December 21-31
- Client provides: Lodging for the YOLO TX crew if an overnight stay is required, a maximum of 5 (five) including the host. Lodging destination will be mentioned in show for their complimentary rooms. (typically, 4-5 double rooms for 1-2 nights-determined by producer & client based on # of days for filming)
- Full length segments will include up to maximum 4 topics for 8min segment; 3 topics for 6-minutes and 2 topics for 4-minute features. If clients would like more topics covered, sponsor may purchase additional segment for that show or additional segment for future show.
- Any YOLO TX shoot schedules submitted to client will be considered approved if we get no response 7 days prior to shooting. All DECISIONS & FINAL APPROVAL of YOLO TX segments remain with the executive producer/Quarter Moon Productions at all times to ensure the continuity and integrity of the show.
- Due to programming being on Network Affiliates, program may and can be preempted due to Live Breaking News, Breaking Network News and/or Station's Programming changes. In this event, YOLO TX will endeavor to makegood segment in an upcoming week. In the event that your segment is date specific and/or promoting an event, YOLO TX may not be able to re-air segment in specific market with programming changes due to time sensitive audio in segment. Please ask a YOLO TX representative for further explanation.
- We will endeavor to honor all segment sponsors wishes within the capabilities of the show and the production crew timelines and on-site filming & audio recording capabilities.
- Raw footage without talent will remain property of Quarter Moon Production and will not be available for release unless purchased at the above cost.
- Payment- net 30 terms: Segments will be billed 50% before filming which must be paid before crew is sent out. Additional 50% will be billed before airing and must be paid in full before airdate. (W9 available) Please Make Checks Payable to Quarter Moon Productions and send checks to 7550 IH 10 West, Suite 100 San Antonio, TX 78229**

\_\_\_\_\_  
Client Approval / Company Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Erika Grimm, VP Marketing

\_\_\_\_\_  
Date

**For more information please contact:**  
Erika Grimm | PHONE: 210-771-0083 | erika.grimm@3qmp.com





# YOLO TX TV SHOW: 2022 Where to Watch

**NEW**

**ADDED TIME:  
YOLO TX GOES  
PRIMETIME IN  
DALLAS/FTW**



Abilene-Sweetwater  
Saturdays 4:30 pm



Abilene-Sweetwater  
Saturdays 11:30 pm



San Antonio  
Saturdays 10:00am



San Antonio  
Saturdays 6:30pm



Beaumont / Port Arthur  
Saturdays 6:00 am



Beaumont / Port Arthur  
Saturdays 11:00pm



Dallas/Fort Worth  
Saturdays 9:00 pm



Corpus Christi  
Saturday 10:00 pm



Corpus Christi  
Sundays 10:00 pm



Dallas/Fort Worth  
Sundays 12:30 pm



El Paso  
Saturdays 5:30 pm



El Paso  
Saturdays 3:00 am



Harlingen/Rio Grande Valley  
Sundays 11:00 pm



Houston  
Sundays 8:30am



Midland/Odessa  
Saturdays 5:00 am



Midland/Odessa  
Sundays 1:00am



Sherman  
Sundays 6:00am



San Antonio  
Saturdays 1:30pm



Amarillo  
Sundays 12:00 noon



Amarillo  
Saturdays 3:00 am



San Angelo  
Saturdays 4:30 pm



San Angelo  
Saturdays 11:30 pm



Austin  
Saturdays 11:00pm



Midland/Odessa  
Sundays  
11:30am



Corpus Christi  
Sundays 10:00pm



Sherman  
Sundays 6:00am



Waco-Temple  
Sundays 5:00pm



Bryan-College Station  
Sundays 5:00pm



Tyler-Longview  
Saturdays 11:30-12 noon



Victoria  
Saturdays 3:30 am



Tyler-Longview  
Saturdays 11am-11:30am



Amarillo  
Sundays 12noon



Abilene-Sweetwater  
Sundays 10:30am



Lubbock  
Saturdays 11:30pm



Wichita Falls  
Saturdays 8:00am



Harlingen/Rio Grande Valley  
Saturdays 7:00pm on 5.3

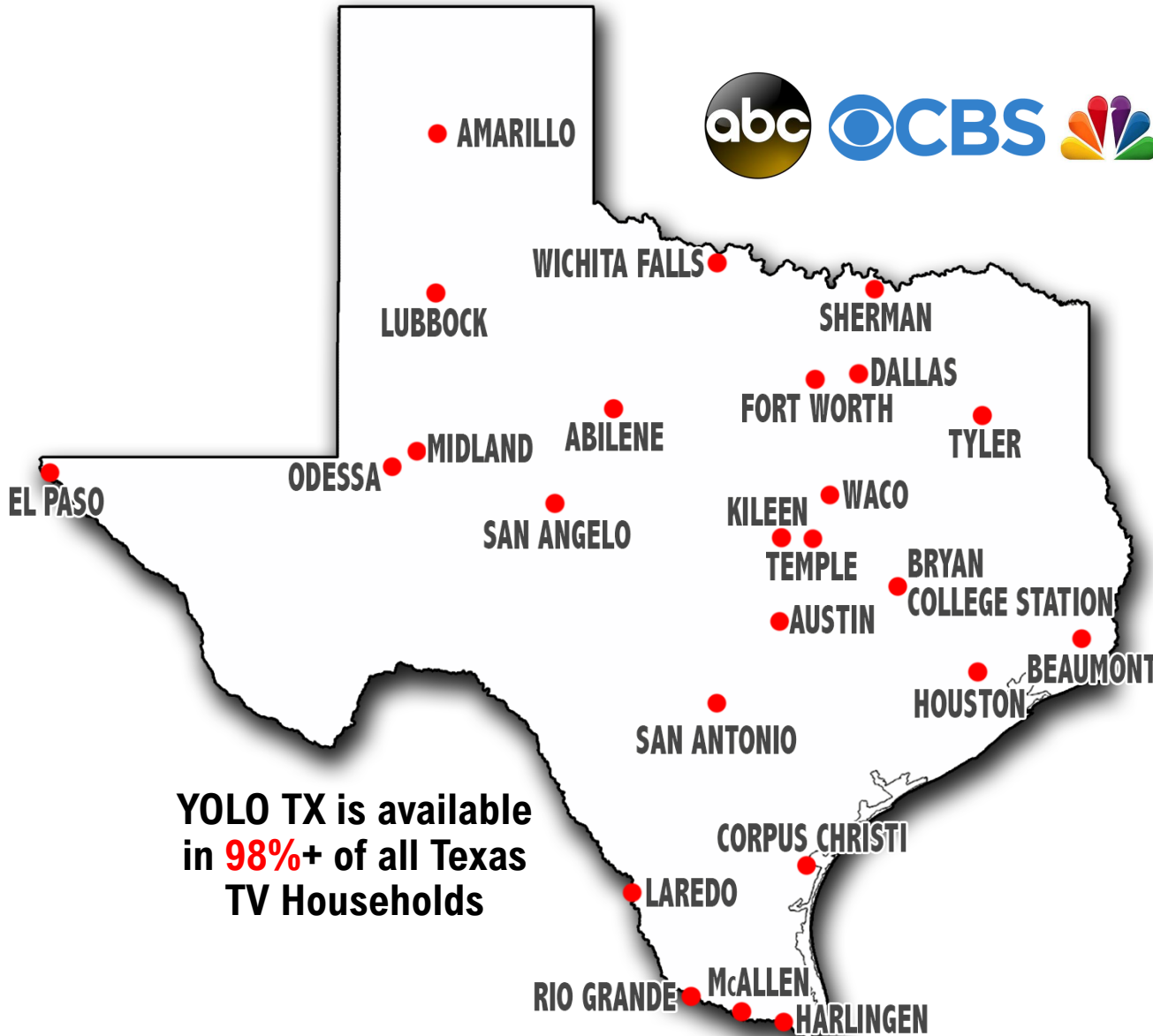


**QMP** \*All times subject to change based on Network Programming, Live Sports and Breaking News

# YOLO TX Statewide Reach



We've built a network of television affiliates across the Lone Star State for your city/business/attraction to have the opportunity to be on major broadcast affiliates in one weekend across the state when you partner with **YOLO TX TV**.



## Affiliate TV Markets:

- Abilene -
- Sweetwater
- Amarillo
- Austin
- Beaumont
- Bryan-College Station
- Corpus Christi
- Dallas/Ft Worth
- El Paso
- Harlingen/Rio Grande Valley
- Houston
- Lubbock
- McAllen
- Midland-Odessa
- San Angelo
- San Antonio
- Sherman
- Tyler-Longview
- Victoria
- Waco-Temple-Bryan
- Wichita Falls

**YOLO TX is available in 98%+ of all Texas TV Households**

# What is included in your YOLOTX TV Feature?



## Sponsor Receives:

- Your TV Segment airs on **30+ times over one weekend of your choice** (TBD by you and our team-based on availability)
- Filmed on-location and includes all production (Travel Fee and overnight stay cost depending on location- see agreement page on pg2)

## + plus....

### 6 Social Media postings + segments posted online indefinitely:

1. Posting to **Facebook** – while we are there filming
  2. Posting to **Instagram** – while we are there filming
  3. Posting to **Twitter** – while we are there filming
  4. Posting to **Facebook** – post the week leading up-to the segment airing
  5. Posting to **Instagram** – post the week leading up-to the segment airing
  6. Posting to **Twitter** – post the week leading up-to the segment airing
- **Your TV Segment** is posted on [www.yolotx.com](http://www.yolotx.com)
  - **Your TV Segment** is posted to YOLO YouTube Channel
  - Full Episode with **your TV segment** in it is posted to [www.yolotx.com](http://www.yolotx.com)
  - Full Episode with **your TV segment** in it is posted to YOLO YouTube Channel
- After Segment airs on TV:
    - You will **receive completed video** which you may use on your website and social media platforms. We ask that you please link/hashtag YOLO when posting (#yolotx and #yolotxinspired)



Just a FEW of the Cities featured on YOLOTX and many many more.... on [www.yolotx.com](http://www.yolotx.com)



# What are people saying about YOLOTX?



I think I speak for all when I say the experience was great. The crew was professional and personable to everyone they came in contact with. We are beyond excited to see the finished product. Thanks again for everything. We appreciate the newly formed relationship with YOLOTX. - **Executive Director, CVB**



Thank you, Erika. We could not be more pleased. YOLO TX rocks and we'll most likely be working with you again. -**Executive Director, CVB**



"The exposure and the audience reach that YOLO provides is by far one of the best returns on our investment hands down. Equally, the professionalism by Erika Grimm and her production crew was one of the best experiences from our first show to now, our fifth. Any destination wishing to reach the Texas travel market should consider YOLO as one of their priorities. We love YOLO!" **Executive Director, CVB**



When we first started working with YOLO we were not sure exactly what to expect and it has turned out to be a wonderful experience. We had such a great response, especially from the show and again on social media after it was over, and our community just really loved it, so much so that we wanted you back. I think everyone would really be pleased and we wanted you back, because all the convention and visitor's bureau are trying to increase their tourism efforts. This was a wonderful avenue for us to do that and we have been super pleased with everybody with YOLO Texas. -**Executive Director, CVB**



From the beginning of planning the YOLO TX crew's visit here until the airing of the show (and even afterward), we experienced complete professionalism with plenty of fun thrown in. They were extremely flexible – things were changing regularly, thanks to COVID – and despite a few changes along the way, the crew was laid -back and easy to work with. All of our businesses that we featured loved working with the crew, too. The segments turned out great, and the best part is that we've already seen some visitors to our downtown square who said they saw the episode and had to come check it out! Throw in the buzz from social media coverage while they were here and when the episode was coming up and we couldn't be happier with our decision to have YOLO TX come film here. - **Communications Manager, CVB**



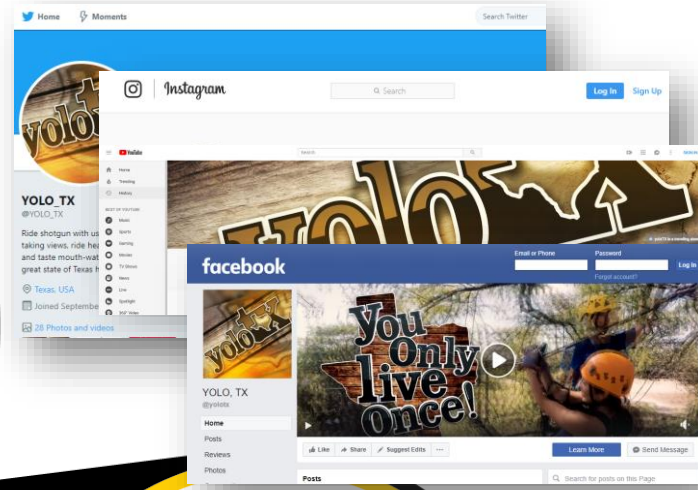
I just wanted to say the team that came out here were fantastic just wanted to let you all know, they were great to work with and can't wait to see the filming. It's not very often when you pay to have something done that you brag on the working team but they are great! - **Executive Director, CVB & President Alvin Rotary**





## YOLO TX ON TV

➤ Broadcast Stations state-wide



## YOLO TX.COM

- Episodes
- Photos
- Videos, videos and more videos

Reaching over 500,000 impression per month!



## SOCIAL MEDIA

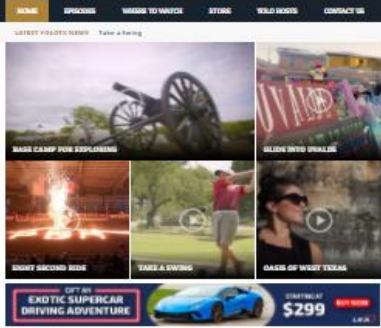
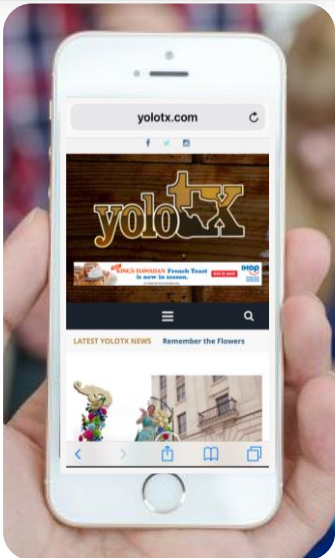
- Facebook followers
- Instagram followers
- Twitter followers
- YouTube Subscribers

## YOLO TX MOBILE

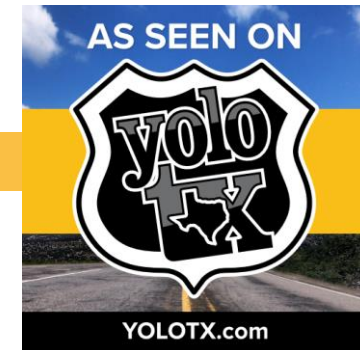
- Photos
- Videos
- Where to Watch
- Latest YOLO TX News

## COMMUNITY

- On the Road
- Festivals
- Fairs
- Events



# YOLO TEXAS Television Show Overview



**YOLO TX (Statewide Travel Show)** entered its 5th Season September 2021 and continues to grow as the #1 Texas travel show in Texas! YOLOTX now has more more cities, towns and attractions than ever before participating on the show.

We invite you to join us as we travel across the Lone Star State each week featuring the sights, sounds, events, fairs, festivals, unique cities and towns, restaurants, museums, attractions and seasonal happenings available throughout Texas any given time of the year.

**This 30-minute television show** features everything Texas, hosted by our **YOLO TX** team: Aerin Carreno, Ariel Monte, Jay B Saucedo (Texas Humor), Tessa Andrade and Valerie Lopez.

This **52-weeks, year-round show will air Saturdays or Sundays** across the state of Texas with custom pre-produced segments on-location. You have the opportunity to be part of dynamic programming that is specifically designed to drive visitors to your destination, website and social media sites.

**YOLO TX** is the only show of its kind that produces over **40 original episodes per year!** Fresh content is what truly differentiates our show from other travel shows and keeps audiences tuning in each weekend.



## Origin of YOLO [yoh-loh]: You Only Live Once

(expressing the view that one should make the most of the present moment without worrying about the future)

# YOLO TX Program Overview-continued



## Dynamic Programming:

**YOLO TX** will tell your story, with a dynamic feature shot-on-location that promotes your business objectives; whether its awareness or a new attraction, **YOLO TX** is the place to get your destination to many households.

## Targeted Audience Demo and Interest Level:

The program will be produced to target adults 25-64 with a female 25-64 skew and an emphasis on leisure activities that Texans would enjoy.

## Target Audience:

The program will have broad appeal to people that enjoy:

- Weekend getaways
- GNO Trip
- Taking day trips
- Experiencing unique places, festivals and events
- Learning about things they have never heard of or known about before
- Watching foodie videos (food enthusiast)

# Sponsor Content







YOLO TX offers the unprecedented opportunity for you to become a local and regional known destination with extensive exposure on all media platforms. YOLO TX producers will work with you to produce compelling editorial content for our entire media platform: TV show, online exposure and all social media platforms.

- **Guaranteed positive public relations**
- **Brand exposure and consumer awareness**
- **Your unique story**
- **Every feature is designed to engage consumers with your marketing message**
- **Talent/show endorsement**
- **You become a must-visit destination/attraction/city**

YOLO TX is a marketing-friendly show  
dedicated to delivering results!



# YOLOTX & TALENT ON SOCIAL MEDIA

SOCIAL SITE		YOLO TX Followers	Talent Followers <i>(Combination of Aerin Carreno, JB Saucedo &amp; Texas Humor, Valerie Lopez, Jackie Delgado, Tessa Andrade and Ariel Monte)</i>
	Facebook	24,902	906,822
	Instagram	11,300	459,968
	Twitter	1,002	878,125
	YouTube	4,660	438
<b>TOTAL</b>		<b>41,864</b>	<b>2,245,353</b>



# ON-LOCATION FILMING



# Host of YOLO TX Statewide TV Show

Aerin “A.C.” Carreno is a sports girl turned TV personality, who enters her 5th season as the Host of YOLO TX.

A San Antonio native, Aerin jump started her career with the San Antonio Spurs before making the transition to Quarter Moon Productions. Since then, A.C. has served as a sports reporter, content producer, show editor, copy writer, camera operator, and social media coordinator for various shows at QMP. She now travels the Lone Star State - and beyond - with YOLO TX.

A.C. loves a good competition and since filming the show, quickly found out she’s the ultimate “YES” woman! Can you show us someone who is a bigger Selena fan? We seriously doubt it. What makes her “muy excited” is grillin’ with family, two-steppin’ with her husband Rhodie, and cheering on the Spurs with her dog Parker.

Aerin and her husband now reside in Dallas. They love exploring the “Big D” and taking their son Nolan to SMU Football games. #PonyUp

Keep up-to-date with A.C. through Facebook, Instagram and Twitter.

Facebook: <https://www.facebook.com/AerinNCarreno/>

Instagram: <https://www.instagram.com/aerincarrenotv>

Twitter: <https://twitter.com/AerinCarr11>



# YOLO TX CO-HOSTS



## ARIEL TAWIL

A former Miss San Antonio and Miss Corpus Christi, Ariel Tawil is a year-round Christmas lover. She's been known to live her life like an episode of the show, traveling the world and visiting every continent except Antarctica. A native of Corpus Christi, Ariel received her Master's degree from the University of Incarnate Word in San Antonio. Ariel now lives in Austin, where she dreams about the next time she'll be able to cover events come the Christmas holiday season. You can usually find her munching on popcorn and trying not to cry at the latest Hallmark Christmas movies year-round.

Follow Ariel on [Instagram](#) and [Twitter](#)



## VALERIE LOPEZ

From Converse, TX Valerie Lopez started her career in broadcasting at the University of the Incarnate Word at UIWtv where she obtained her bachelor's degree. While in school, she was a professional dancer for Spurs Sports & Entertainment. She went on to dance for the Stars WNBA team, Rampage and Spurs. After graduation she made the move to Quarter Moon productions as a technical director, UTSA feature reporter and as the on-air talent for daily news and weather updates across south Texas in both English and Spanish. Now, you can catch this Texas native take on everything the great state has to offer on YOLO TX! Outside of QMP, she's hosting all sports! She started off as the spokesperson for IHOP. Then emceed the San Antonio Missions, San Antonio Rampage and now is on the San Antonio Spurs emcee roster. You can catch this Texas gal in Austin, TX during football season as the emcee for the Texas Longhorns & Austin Trail of lights. Valerie is a foodie and loves spending time with her fiancé and big familia with a nice carne asada!

Follow Val on [Facebook](#), [Instagram](#) and [Twitter](#)



## JAY B SAUCEDA

If you see Jay B Saucedo on the street, more than likely, he'll tell you a joke. Jay B is the funny man behind Texas Humor and CEO of Saucedo Industries – an e-commerce logistics and shipping company. After a decade in the advertising industry working as a photographer for numerous brands – such as Texas monthly, The New York Times, YETI, and BMW – he found the laughs behind the Lone Star state and decided to dedicate his life to showing people why everything is bigger (and funnier) in Texas. Jay B is the author of "Y'all Need This Book" and "A Mile Above Texas". He currently resides in Austin with his family.

Follow Jay B on [Instagram](#) and [Twitter](#). And check out [TxHumor.com](#) as well as their [Facebook](#), [Instagram](#) and [Twitter](#) pages.







# Next Steps:

- Finalize partnership agreement- Sign and send back. Interview Prep Form and Talent Release forms will be sent to you for completion
- Executive Producer & Erika will host a Pre-Production Conference Call prior to film day to discuss goals of segment, locations to film, hotel accommodations you provide if crew is staying overnight, etc.
- Time and date will be set for shoot & Talent for segment confirmed. Jackie, Executive Producer, will create a Timeline/Rundown of the day of filming for your review and approval (you are welcome to adjust if needed)
- Editing is typically approx. 2-week process (we do offer a rush fee if you want segment to be turned around within a week)
- Client will receive video file via We Transfer after segment has been edited and aired

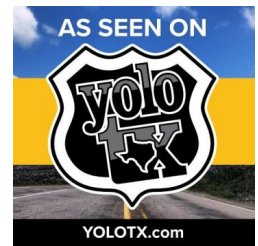
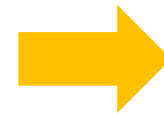
## Spreading the Word & Social Media Channels:

- YOLOTX will post to Social Media while on-location filming to Facebook, Instagram and Twitter
- Week leading up to Airing on TV, YOLO will post to Facebook, Instagram and Twitter, teasing audience that segment is coming out over the upcoming weekend
- Friday before Weekend airing, YOLOTX production crew will create a city specific Promotional Video that will be posted to social media site, again promoting the upcoming weekend show
- We will also send you a High-Res YOLO logo for use
- Please feel free to share that link on your social media pages, as well.
- You can also post the link on your website



## Client Distribution & Use:

QMP will send the completed segment to you via WeTransfer for full download. Clients of show are welcome to use segments on company website, social media sites, trade shows and in-office monitors. QMP Media only request is that credit is given to YOLO TX for segment with hashtag **#yoloTX** and link **www.yolotx.com**



## Payment:

- 50% of segment cost is due month before shoot/film day
- Other 50% due month before air date

# Contact Information:

## Erika Larson Grimm

VP Partnership Marketing and TV Segment Booking

210-771-0083 direct line/cell

[Erika.grimm@3qmp.com](mailto:Erika.grimm@3qmp.com)

Studio: 7550 Interstate Hwy 10 West, Suite 100 San Antonio, TX 78229

## [YOLOTX TV show](#) a *QUARTER MOON PRODUCTION*

Facebook: <https://www.facebook.com/yolotx/>

Instagram: <https://www.instagram.com/yolotexas/>

Twitter: [https://twitter.com/yolo\\_tx](https://twitter.com/yolo_tx)

YouTube: <https://youtube.com/c/YOLOTXTV>

Website: [www.yolotx.com](http://www.yolotx.com)





# Who is Quarter Moon Productions?

Over 10 years Ago, Quarter Moon Productions started as a full-service television production studio in San Antonio, and today not only do we do video production, but we specialize in **TV commercials, broadcast show production** and “live” **event/sports production**. When it comes to quality video production, QMP staff are experts!

**QUARTER MOON  
PRODUCTIONS**

[10-year Anniversary Video](#)

Follow QUARTER MOON PRODUCTIONS on social:

- Facebook: <https://www.facebook.com/QuarterMoonProductions/>
- Instagram: <https://www.instagram.com/3qmpsa/>
- YouTube: [Quarter Moon Productions Channel](#)
- Website: <http://www.3qmp.com/>

## A few of QMP Clients' Video Production examples from QMP's work:

- [Food Reel](#)
- [Thomas J Henry](#)
- [Six Flags Fiesta Texas](#)
- [City of Grapevine](#)
- [City of Winnsboro](#)
- [Generations Federal Credit Union](#)
- [Mercedes Benz of Boerne](#)
- [Planet Fitness](#)
- [Movie Trailer for "The Equalizer" NBA Finals TV spot](#)
- [American Payroll Association](#)
- [Rudy's BBQ](#)
- [YMCA](#)
- [Texas Orthodontics](#)
- [SWBC Financial](#)
- [Silo's Elevated Cuisine](#)
- [Natural Bridge Caverns](#)
- [San Antonio Museum of Arts](#)
- [SA Car Show](#)
- [Methodist Hospital Systems](#)
- [Gunn Automotive](#)
- [San Antonio Express News](#)
- [Santikos Theatre](#)
- [Stowers Furniture](#)
- [Celebrity Fan Fest Event](#)
- [Big Texas Fun Festival](#)
- [Brighton Center](#)
- [Cordillera Ranch Community](#)
- [Babe's Old-Fashioned Food](#)
- [Big Game Poker Event](#)

Quarter Moon Productions  
[Video production service in San Antonio, Texas](#)

Located in: Northwest Center

Address: 7550 Frontage Rd #100, San Antonio, TX 78229

Phone: (210) 572-7570

TV Shows produced by QMP:



**STATEWIDE  
TV SHOW**





**City of Helotes EDC  
AGENDA ITEM REQUEST FORM  
DATE: April 20, 2022**

**AGENDA PLACEMENT:**

- PUBLIC HEARING**
- RECOGNITION**
- UNFINISHED BUSINESS**
- CONSENT**
- INDIVIDUAL**
- CLOSED**

**CAPTION:**

Discussion and action on approval of a contract with Ardurra to complete a Letter of Map Revision (LOMR) for the Helotes Pedestrian Bridge.

**EXECUTIVE SUMMARY:**

The OTH Pedestrian Bridge was completed in 2019 and was constructed within a 100 year flood zone which requires the submission of a LOMR to the San Antonio River Authority and FEMA for review. Ardurra will perform the following tasks in the creation of the LOMR:

- Conduct as-built survey of pedestrian bridge;
- Update HEC-RAS model based on as-built survey;
- Develop Letter of Map Revision (LOMR) Report based on the approved CLOMR Report;
- Fill out the required MT-2 FEMA forms;
- Revise the annotated floodplain map and Topographic Work Map developed for the CLOMR;
- Revise the additional required exhibits for the LOMR submittal including the location map, H&H
- model results and the pedestrian bridge drawings developed for the CLOMR;
- Perform an internal QA/QC review;
- Submit the LOMR to SARA along with the required FEMA review fee (to be paid by the City);
- Respond to technical comments returned by SARA/FEMA and provide revisions as required until
- the LOMR is approved;
- Prepare and mail any required floodplain revision notification letters required by SARA/FEMA.

The fee is not to exceed \$24,000.00.

**ATTACHMENTS:**

Attachment A – Proposal

**PREPARED BY:** Glenn Goolsby, Interim Executive Director



engineers | architects | surveyors

Solutions Today with a  
**Vision for Tomorrow**

March 21, 2022

Marian Mendoza  
City Administrator  
City of Helotes  
12951 Bandera Road  
Helotes, Texas 78023

Re: Old Bandera Pedestrian Bridge Letter of Map Revision (LOMR)  
Fee Proposal

Dear Ms. Mendoza:

LNV, LLC. (LNV) is pleased to submit this not to exceed lump sum proposal for engineering services to the City of Helotes for the above referenced project.

**Project Understanding**

This project includes the following:

- LNV will prepare and submit a LOMR to the San Antonio River Authority and FEMA to revise the flood maps for Helotes Creek based on the approved CLOMR and Record Drawings.

**Project Tasks**

The following describes the project tasks and deliverables:

***LOMR***

LNV will prepare a Letter of Map Revision (LOMR) for the City of Helotes and submit the LOMR to the San Antonio River Authority (SARA) and FEMA based on the as-built pedestrian bridge over Helotes Creek, if the pedestrian bridge affects the existing effective floodplain for Helotes Creek.

LNV will perform the following tasks in the creation of the LOMR:

- Conduct as-built survey of pedestrian bridge;
- Update HEC-RAS model based on as-built survey;
- Develop Letter of Map Revision (LOMR) Report based on the approved CLOMR Report;
- Fill out the required MT-2 FEMA forms;
- Revise the annotated floodplain map and Topographic Work Map developed for the CLOMR;
- Revise the additional required exhibits for the LOMR submittal including the location map, H&H model results and the pedestrian bridge drawings developed for the CLOMR;
- Perform an internal QA/QC review;
- Submit the LOMR to SARA along with the required FEMA review fee (to be paid by the City);
- Respond to technical comments returned by SARA/FEMA and provide revisions as required until the LOMR is approved;
- Prepare and mail any required floodplain revision notification letters required by SARA/FEMA.

**Project Duration and Proposed Fee**

Task	Task Duration
<b>Design Services</b>	
LOMR	45 Calendar days from NTP. LOMR Approval may take 3-9 months.

The attached Fee Estimate is summarized below:

Task	Task Fee
<b>Basic Services</b>	
LOMR	\$24,000.00

**Project Scope Clarifications**

Please note that this fee proposal only includes the tasks and fees for the work described above. This fee proposal does not include tasks and fees for any of the following at this time:

- Civil Engineering or Structural Design Services;
- Subsurface Engineering Services;
- Utility Coordination;
- Environmental Engineering Services;
- Hydrology Modeling of Helotes Creek;
- Geotechnical Services;
- FEMA Permit or Review Fees

LNV's team is however, capable of and can provide these, and other related services, if any are determined to be needed during the course of the project. A separate fee proposal can be developed if and when these services are needed.

We look forward to working with you on this important project. If you have any questions or comments, please feel free to contact me at 210-822-2232.

Sincerely,  
LNV, LLC.  
TBPE Firm No. F-366



Byron Sanderfer, P.E., CFM  
Regional Public Works Practice Director



**City of Helotes EDC  
AGENDA ITEM REQUEST FORM  
DATE: April 20, 2022**

**AGENDA PLACEMENT:**

- PUBLIC HEARING
- RECOGNITION
- UNFINISHED BUSINESS
- CONSENT
- INDIVIDUAL
- CLOSED

**CAPTION:**

Approval of a Resolution of the Helotes Economic Development Corporation (EDC) authorizing budget amendment pertaining to the adopted Fiscal Year Ending (FYE) 2022 Budget. (Staff)

**EXECUTIVE SUMMARY:**

Sections 102.010 of the Texas Local Government Code authorize the governing body to amend the annual budget for municipal purposes.

On March 24, 2022, the City Council approved the HEDC Board appointment of the Assistant Director to Interim Executive Director while the HEDC Board of Directors finalize the full scope of duties and responsibilities of this position.

The Board of Directors are recommending an incremental salary adjustment to supplement the extra duties that will be assigned. A budget amendment in personnel cost is required to cover the recommended salary adjustment.

**ATTACHMENTS:**

Attachment A – Resolution

**PREPARED BY:** Marian V. Mendoza, City Administrator

Resolution No. \_\_\_\_

**A RESOLUTION**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION (“EDC”) AUTHORIZING CERTAIN BUDGET AMENDMENTS PERTAINING TO THE ADOPTED FISCAL YEAR ENDING (FYE) 2022 BUDGET IN ACCORDANCE WITH §102.008(1) OF THE TEXAS LOCAL GOVERNMENT CODE; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE, AND TAKE ALL NECESSARY STEPS TO IMPLEMENT THE PROVISIONS OF THIS RESOLUTION.**

**WHEREAS**, on September 15, 2021, Board of Directors adopted Resolution No. 21-011, setting forth the FYE 2022 Budget for the operating period beginning on October 1, 2021, and ending on September 30, 2022; and

**WHEREAS**, the Executive Director has submitted to the Board of Directors certain budget amendments on revenue and expenditure accounts pertaining to the adopted FYE 2022 Budget; and

**WHEREAS**, Board of Directors has determined that the certain budget amendments are necessary and desire to amend the adopted FYE 2022 Budget in accordance with §102.008(1) of the Texas Local Government Code. The City Council will approve the EDC amendments on April 14, 2022.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION THAT:**

**SECTION 1: Recitals.** The EDC Board of Directors hereby find as facts the recitals contained in the preamble to this Resolution, and hereby incorporates them herein by reference.

**SECTION 2: Authorization.** THE EDC Board of Directors hereby authorizes and directs the Executive Director to take all necessary steps to implement the provisions of this Resolution.

**SECTION 3: Severability.** If any section, subsection, sentence, clause, or phrase of this Resolution is for any reason held to be unconstitutional or illegal, such decision shall not affect the validity of the remaining sections of this Resolution. The EDC Board of Directors hereby declares that it would have passed this Resolution, and each section, subsection, clause, or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared void.



**SECTION 4: Effective Date.** This Resolution shall be effective immediately from and after its passage and approval.

**PASSED AND APPROVED** by the Board of Directors of the City of Helotes Economic Development Corporation this 20 day of April 2022.

---

Blaine Lopez  
President  
Helotes Economic Development Corporation

**ATTEST:**

---

Glenn Goolsby  
Interim Executive Director  
Helotes Economic Development Corporation



**City of Helotes EDC  
AGENDA ITEM REQUEST FORM  
DATE: April 20, 2022**

**AGENDA PLACEMENT:**

- PUBLIC HEARING
- RECOGNITION
- UNFINISHED BUSINESS
- CONSENT
- INDIVIDUAL
- CLOSED

**CAPTION:**

Discussion and action on approval of a Resolution of the Helotes Economic Development Corporation establishing HEDC ad hoc committees.

**EXECUTIVE SUMMARY:**

In accordance with Section 2.6: Committees of the Board the HEDC Board of Directors may create ad hoc committees to exercise such authority, as approved by resolution of the Board. Provided however, that all final, official actions of the Corporation be exercised only be a majority vote of the Board.

Staff is proposing the Board create 3 ad hoc committees to include and executive, governance, and finance committee. The committee purpose and responsibilities are outlined in Attachment A.

**ATTACHMENTS:**

Attachment A – Resolution

**PREPARED BY:** Glenn Goolsby, Interim Executive Director

Resolution No. \_\_\_\_

**A RESOLUTION**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION (“HEDC”) ESTABLISHING HEDC AD HOC COMMITTEES; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE, AND TAKE ALL NECESSARY STEPS TO IMPLEMENT THE PROVISIONS OF THIS RESOLUTION.**

**WHEREAS**, Section 2.6: Committees of the Board in the HEDC Bylaws allows for the creation of ad hoc committees and requires that the Board assign duties by resolution; and

**WHEREAS**, Board of Directors desires to establish the following ad hoc committees executive, governance, and finance; and

**WHEREAS**, the ad hoc committees is tasked with the authority and responsibilities as outlined in attachment A; and

**WHEREAS**, the purpose of the ad hoc committees is to research and discuss the topics and generate policy considerations to be presented to the Board of Directors; and

**WHEREAS**, the work of the ad hoc committees will

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION THAT:**

**SECTION 1: Recitals.** The EDC Board of Directors hereby find as facts the recitals contained in the preamble to this Resolution, and hereby incorporates them herein by reference.

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**PASSED AND APPROVED** by the Board of Directors of the City of Helotes Economic Development Corporation this 20 day of April 2022.

---

Blain Lopez, President

**ATTEST:**

---

Glenn Goolsby  
Interim Executive Director  
Helotes Economic Development Corporation

## **EXECUTIVE COMMITTEE**

### **PURPOSE**

The Executive Committee is to assist in the orderly and fair governance of the HEDC by, among other things, acting on behalf of the Board within the scope of the Committee's authority and overseeing the functions, operations and activities of the Board and its committees.

### **KEY RESPONSIBILITIES**

The Executive Committee shall perform all duties as requested or required by the Board of Directors. The committee will be responsible for the following:

1. Act on behalf of the Board between Board meetings, pursuant to the HEDC Bylaws and subject to policies established by the Board;
2. Act on behalf of the Board for the purpose of responding to urgent situations, pursuant to the HEDC Bylaws and subject to policies established by the Board;
3. Meet prior to each Board meeting to discuss the agenda for such Board meeting and any other related matters as the Committee deems necessary or appropriate;
4. Provide guidance to and oversight of the other committees of the Board with respect to such committees' respective purposes, goals, functions, duties and responsibilities;
5. Monitor the performance of the Executive Director, conduct the Executive Director's annual performance review, and make recommendations to the Board regarding the Executive Director's performance goals for the subsequent year;
6. Obtain and evaluate relevant compensation information and make a recommendation to the Board regarding the Executive Director's compensation (including all benefits) in line with the Compensation Review Policy; and
7. Provide a sounding board to the Executive Director and serve as a source of ready advice on operating and personnel matters.

### **AUTHORIZATION AND LIMITATION OF POWER**

The Executive Committee is established by the Bylaws and has no power or authority to act on behalf of the board without a majority vote of the full Board.

## **GOVERNANCE COMMITTEE**

### **PURPOSE**

The Governance Committee will assist the Board of Directors of the Helotes Economic Development Corporation to fulfill its responsibilities regarding matters that relate to governing the organization and in identifying and making recommendations to the board.

### **KEY RESPONSIBILITIES**

The Governance Committee shall perform all duties as requested or required by the Board of Directors. The committee will be responsible for the following:

1. Develop a board member, committee member, and officer recruitment strategy, taking into account desired skill sets and diverse perspectives;
2. Continually identify and recruit candidates for the board, committee and officer positions consistent with such strategy;
3. Develop and implement a plan for continually educating the board, committees, and officers, and continually strengthening the bonds among such individuals to encourage independent expression of ideas and collaborative decision-making;
4. Periodically review the governing documents of the organization and whether they are consistent with applicable laws and actual or desired organizational practices; amend such governing documents, as necessary;
5. Develop and review other governance policies to guide effective oversight and thoughtful planning;
6. Review the performance of the board and committees, including the effectiveness of meetings, and make recommendations, as appropriate;
7. Ensure compliance reports are prepared and presented to the board for approval before presenting to City Council.

### **AUTHORIZATION AND LIMITATION OF POWER**

The Governance Committee is established by the Bylaws and has no power or authority to act on behalf of the board without a majority vote of the full Board.

## **FINANCE COMMITTEE**

### **PURPOSE**

The Finance Committee provides financial analysis, advice, and oversight of the organizations budget. Their sole responsibility is to ensure the organization is operating with the financial resources it needs to provide programs and services to the city.

### **KEY RESPONSIBILITIES**

The Finance Committee shall perform all duties as requested or required by the Board of Directors. The committee will be responsible for the following:

1. Ensure that accurate and complete financial records are maintained;
2. Oversee budget preparation and financial planning;
3. Propose for board approval a budget that reflects the organization's goals and board policies;
4. Ensure that the budget accurately reflects the needs, expenses, and revenue of the organization;
5. Ensure that the board as a whole is well informed about the organization's finances.

### **AUTHORIZATION AND LIMITATION OF POWER**

The Finance Committee is established by the Bylaws and has no power or authority to act on behalf of the board without a majority vote of the full Board.