



The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, May 15, 2024 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 Work Session and Regular Meeting Minutes dated April 17, 2024. [Agenda Item](#)
4. Approval of the HEDC (FYE) 2024 Revenue and Expense Report dated May 10, 2024. [Agenda Item](#)

**COMMITTEE REPORTS:**

5. Update from HEDC standing committees to include the following:
  - Executive Committee;
  - Finance Committee;
  - Governance Committee;
  - Building Evaluation Committee; and
  - Community Enhancement Committee.

**NOTICE OF ASSISTANCE AT THE PUBLIC MEETING**

This meeting site is wheelchair-accessible and accessible parking spaces are available in front of the office. In compliance with the Americans with Disabilities Act, the Helotes EDC will provide reasonable accommodations for persons attending the meeting. To better serve you, requests should be received seventy-two (72) hours prior to the meeting. For assistance, contact the Interim Executive Director at 210-695-5910.

**CLOSED SESSTION:**

6. Closed Session in accordance with Texas Government Code §551.071 *Consultation with Attorney*. 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:
  - §551.071 *Consultation with Attorney* concerning sales tax legislation and audits of local businesses and actions that can be taken by the HEDC.

**ITEMS FOR INDIVIDUAL CONSIDERATION:**

7. Discussion of and action on amending the FYE 2025 Strategic Work Plan. [Agenda Item](#)

**STAFF REPORT:**

8. Update on HEDC projects to include the following:
  - Helotes Visitor and Business Center.

***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 on May 10, 2024 at 5:00 p.m.

  
\_\_\_\_\_  
Glenn Goolsby  
Executive Director



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

##### **4. Approval of the HEDC (FYE) 2023 Revenue and Expense Report dated April 11, 2024**

Motion was made by Jeff Felty, second by Greg Hayden to discuss and act on Item 4.

Jeff asked for clarification from staff on when the Texas Comptroller remits sales tax to the City and HEDC. Marian stated it is paid monthly. Mr. Felty asserted that the HEDC appears to be approximately \$1.3 million short for fiscal year 2024. Marian acknowledged the discrepancy and stated it was due to City staffing issues which have been resolved. She assured the board that all accounts would be updated by the end of the week.

Motion to approve carried unanimously.

#### **COMMITTEE REPORTS:**

##### **5. Update from HEDC standing committees to include the following:**

- **Executive Committee;** - Blaine stated the committee had met to review a reimbursement request for the tenant improvement grant.
- **Finance Committee;** - Joel stated all expenditures had been reviewed and approved.
- **Governance Committee;** - No update.
- **Building Evaluation Committee** – No update.
- **Community Enhancement Committee** – No update.

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

##### **6. Discussion of and action on approval of an application made by RJ Fite Construction to qualify for a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program.**

Motion was made by Joel Lutz, second Austin Lane to discuss and act on Item 6 as written.

Joel stated the board was confronted with a new issue in that the tenant and the contractor are the same entity and asked how we should address any possible concerns of a conflict of interest.

Robert Fite addressed the board stating he uses an estimation program that utilizes standard construction pricing to bid on all projects. He also made known he is currently the contractor for another project in Helotes with similar specifications and pricing.

Joel asked that the contractor provide additional detailed receipts and account for all expenditures to receive reimbursement.

Motion to amend approval in an amount not to exceed \$20,000 and to require the applicant to submit additional documentation for reimbursement was made by Joel Lutz, second by Austin Lane. The motion carried unanimously.

**STAFF REPORT:**

**7. Update on HEDC projects to include the following:**

- **Helotes Visitor and Business Center;**
- **Brick Paver Program; and**
- **Art Grant.**

Glenn Goolsby stated the demolition is temporarily on hold until the HEDC offices can be relocated. He also informed the board that the Brick Paver program website was up and running and that he was working on other marketing material to advertise the program. Lastly, he stated the artist is currently on track to complete the sculpture around September and was working to host an early preview in July.

President Lopez adjourned the meeting at 7:32 p.m.

---

**Glenn Goolsby**  
Executive Director

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: MAY 10TH, 2024

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	3,255,000.00	500.00	1,217,490.52	2,037,509.48	37.40
MISCELLANEOUS REVENUE	<u>421,000.00</u>	<u>0.00</u>	<u>49,269.21</u>	<u>371,730.79</u>	<u>11.70</u>
TOTAL REVENUES	3,676,000.00	500.00	1,266,759.73	2,409,240.27	34.46
	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	<u>3,676,000.00</u>	<u>40,223.38</u>	<u>472,979.43</u>	<u>3,203,020.57</u>	<u>12.87</u>
TOTAL EXPENDITURES	3,676,000.00	40,223.38	472,979.43	3,203,020.57	12.87
	=====	=====	=====	=====	=====
REVENUES OVER/(UNDER) EXPENDITURES	0.00 (	39,723.38)	793,780.30 (	793,780.30)	0.00

CITY OF HELOTES  
 REVENUE & EXPENSE REPORT - UNAUDITED  
 AS OF: MAY 10TH, 2024

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	3,200,000.00	0.00	1,210,050.12	1,989,949.88	37.81
401-3150 MIXED BEVERAGE	10,000.00	0.00	3,940.40	6,059.60	39.40
401-3160 SUBLEASE HELOTES CHAMBER	<u>45,000.00</u>	<u>500.00</u>	<u>3,500.00</u>	<u>41,500.00</u>	<u>7.78</u>
TOTAL NON-PROPERTY TAXES	3,255,000.00	500.00	1,217,490.52	2,037,509.48	37.40
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	120,000.00	0.00	17,510.36	102,489.64	14.59
406-1011 MISCELLANEOUS	1,000.00	0.00	31,758.85	( 30,758.85)	3,175.89
406-1035 USE OF FUND BALANCE	300,000.00	0.00	0.00	300,000.00	0.00
406-1060 TRANSFERS IN/OUT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL MISCELLANEOUS REVENUE	421,000.00	0.00	49,269.21	371,730.79	11.70
<hr/>					
TOTAL REVENUES	3,676,000.00	500.00	1,266,759.73	2,409,240.27	34.46
	=====	=====	=====	=====	=====

CITY OF HELOTES  
REVENUE & EXPENSE REPORT - UNAUDITED  
AS OF: MAY 10TH, 2024

05 -ECONOMIC DEVELOPMENT CORP  
ADMINISTRATION  
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>PERSONNEL</u>					
510-5101 SALARIES	93,975.00	3,614.42	57,830.72	36,144.28	61.54
510-5111 LONGEVITY	1,700.00	0.00	1,700.00	0.00	100.00
510-5113 BENEFITS	<u>27,000.00</u>	<u>0.00</u>	<u>8,340.63</u>	<u>18,659.37</u>	<u>30.89</u>
TOTAL PERSONNEL	122,675.00	3,614.42	67,871.35	54,803.65	55.33
<u>CONTRACTUAL SERVICES</u>					
510-5201 MEMBERSHIPS, DUES & LICENSES	24,000.00	0.00	14,300.00	9,700.00	59.58
510-5202 AUDIT FEES	3,700.00	0.00	3,700.00	0.00	100.00
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,500.00	0.00	0.00	3,500.00	0.00
510-5204 INTL. CONF. SHOPPING CENTERS	2,500.00	0.00	0.00	2,500.00	0.00
510-5205 BANK FEES	1,000.00	0.00	0.00	1,000.00	0.00
510-5206 LEGAL FEES / MDD CREATION	7,000.00	0.00	176.00	6,824.00	2.51
510-5207 FACADE/TENANT IMPROVEMENT	190,000.00	0.00	14,366.98	175,633.02	7.56
510-5208 CONC. DESIGN & LAND USE PLANS	10,000.00	0.00	0.00	10,000.00	0.00
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	0.00	3,000.00	0.00
510-5211 MARKETING / TOURISM	64,000.00	1,000.00	19,918.93	44,081.07	31.12
510-5212 WEBSITE DEV. & MAINTENANCE	16,000.00	0.00	2,544.34	13,455.66	15.90
510-5214 MANAGED SVCS. AGREEMENT	30,000.00	0.00	0.00	30,000.00	0.00
510-5215 DEBT SERVICE	330,683.00	0.00	0.00	330,683.00	0.00
510-5217 LAND ACQUISITION/DUE DILIGENCE	0.00	0.00	0.00	0.00	0.00
510-5223 BUSINESS IMPROVEMENT GRANTS	65,000.00	0.00	11,411.85	53,588.15	17.56
510-5224 OFFICE RENTAL	38,400.00	0.00	22,400.00	16,000.00	58.33
510-5225 OTHSD PARKING LOT LEASE	6,000.00	0.00	3,149.49	2,850.51	52.49
510-5228 VISITOR CENTER	330,000.00	0.00	17,271.30	312,728.70	5.23
510-5230 MARKETING/CITY EVENTS	50,000.00	0.00	0.00	50,000.00	0.00
510-5231 CAPITAL IMPROVEMENTS	64,292.00	26,551.00	26,551.00	37,741.00	41.30
510-5232 ARTS GRANT	85,000.00	0.00	0.00	85,000.00	0.00
510-5233 NEW DEVELOPMENT INCENTIVE	<u>300,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>300,000.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	1,624,075.00	27,551.00	135,789.89	1,488,285.11	8.36
<u>COMMODITIES</u>					
510-5301 OFFICE SUPPLIES	5,000.00	0.00	65.44	4,934.56	1.31
510-5302 OPERATIONAL EXPENSES	40,000.00	9,021.11	23,897.94	16,102.06	59.74
510-5305 COMMUNICATION EQUIPMENT	1,500.00	0.00	416.00	1,084.00	27.73
510-5326 EXPENSE REIMBURSEMENT	250.00	36.85	36.85	213.15	14.74
510-5333 380 AGREEMENT REIMBURSEMENTS	<u>1,500,000.00</u>	<u>0.00</u>	<u>244,901.96</u>	<u>1,255,098.04</u>	<u>16.33</u>
TOTAL COMMODITIES	1,546,750.00	9,057.96	269,318.19	1,277,431.81	17.41
<u>CAPITAL OUTLAY</u>					
510-5503 TRANSFER OUT	325,000.00	0.00	0.00	325,000.00	0.00
510-5504 PARK & PLAYGROUND EQUIPMENT	<u>57,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>57,500.00</u>	<u>0.00</u>
TOTAL CAPITAL OUTLAY	382,500.00	0.00	0.00	382,500.00	0.00
<hr/>					
TOTAL ADMINISTRATION	3,676,000.00	40,223.38	472,979.43	3,203,020.57	12.87
<hr/>					
TOTAL EXPENDITURES	3,676,000.00	40,223.38	472,979.43	3,203,020.57	12.87
<hr/>					
REVENUES OVER/(UNDER) EXPENDITURES	0.00	( 40,223.38)	793,789.30	( 793,789.30)	0.00



**City of Helotes EDC**  
**AGENDA ITEM REQUEST FORM**  
**DATE: May 15, 2024**

**AGENDA PLACEMENT:**  PUBLIC HEARING  
 CONSENT  
 STAFF/COMMITTEE REPORT  
 INDIVIDUAL  
 CLOSED

**CAPTION:**

Discussion of and action on amending the FYE 2025 Strategic Work Plan.

**EXECUTIVE SUMMARY:**

The HEDC Board of Directors met on March 20, 2024, to deliberate and ultimately approve the Fiscal Year Ending (FYE) 2025 Strategic Work Plan. This plan outlines the strategic initiatives and objectives discussed during the work planning session.

Key Events:

- Board Approval: On March 20, 2024, the HEDC Board of Directors approved the FYE 2025 Strategic Work Plan after thorough consideration.
- City Council Review: Subsequently, the plan was presented to the City Council during their Regular Meeting on May 9, 2024. Regrettably, the plan was denied.

Council Feedback:

The City Council expressed a desire for further elaboration on the specific projects or tasks associated with each outlined goal within the strategic plan. Additionally, they requested the inclusion of quarterly progress reports to ensure transparency and accountability in achieving the established objectives.

**ATTACHMENTS:** FYE 2025 Strategic Work Plan

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

City of Helotes  
Economic Development Corporation  
**FYE 2025 STRATEGIC WORK PLAN**

ADMINISTERED BY:



**BOARD OF DIRECTORS**

Blaine Lopez, President, Place Four  
John Kodosky, Vice-President, Place Three  
TBD, Secretary, Place Two  
Melissa Benavides, Place One  
Jeff Felty, Place Five  
Gregory Hayden, Place Six  
Joel Lutz, Place Seven  
Marian Mendoza, Ex-Officio Board Member

**TECHNICAL SUPPORT**

Glenn Goolsby, Executive Director

Approved by the HEDC Board of Directors on March \_\_\_\_, 2024

Approved by the City Council on April \_\_\_\_, 2024

## TABLE OF CONTENTS

<b>PAGE 3  </b>	<b>EXECUTIVE SUMMARY</b> Mission & Vision Statements and History
<b>PAGE 4  </b>	<b>GOAL 1:</b> Assess and Implement a Targeted Development Program
<b>PAGE 5  </b>	<b>GOAL 2:</b> Business Improvement
<b>PAGE 6  </b>	<b>GOAL 3:</b> Develop a Visitor & Business Center
<b>PAGE 7  </b>	<b>GOAL 4:</b> Implement and Enhance Economic Development Marketing
<b>PAGE 8  </b>	<b>GOAL 5:</b> Advance Local Education and Workforce Development
<b>PAGE 9  </b>	<b>GOAL 6:</b> Community Enhancement

## EXECUTIVE SUMMARY

The **Work Plan** is a living document created by the Helotes Economic Development Corporation (HEDC) Board of Directors to guide future policy decisions and Staff actions. Each year, the HEDC Board of Directors revisits the document to remind itself of the Corporation's mission, vision, history, and goals. The Work Plan constitutes the Annual Plan of the HEDC, mandated by Article IV, Section 4.1 of the HEDC Bylaws, and the Plan must be approved by the City Council on an annual basis.

### MISSION STATEMENT

To promote, encourage, and enhance the creation of jobs, the expansion of the local tax base, and our quality of life through projects that assist in the retention and expansion of existing employers and which attract new employers and aid in their development and growth.

### VISION STATEMENT

Our vision for Helotes includes a balance of sales and property taxes that takes into account our town's historic roots and unique environment, resulting in an improved quality of life for all Helotes citizens.

### HISTORY

The City of Helotes was incorporated in 1981 in an effort by local residents to avoid annexation by the City of San Antonio. The newly-organized City of 1,535 residents rapidly transitioned from a small rural town to a suburban community. The City Council appointed an Economic Development Committee in 1997 to ensure positive growth. In 2002, Helotes citizens approved a ballot initiative to add a half-cent 4B Economic Development Sales Tax. The Helotes Economic Development Corporation (HEDC) was formed in 2003, and the HEDC Board of Directors was tasked with the administration of the dedicated 4B sales tax fund.

Today, the HEDC remains dedicated to thoughtful economic growth and supports public and private investment in projects that improve the City's economic outlook and enhance the quality of life for more than 9,500 Helotes citizens.

**GOAL 1 | ASSESS AND IMPLEMENT A TARGETED DEVELOPMENT PROGRAM**  
**long-term term goal (2024 – 2029)****PRIORITY ONE:**

Assess current market trends and identify opportunities for attracting new developments.

**PROJECTS**

- Monitor development trends and identify any opportunities.
- Evaluate unmet community needs and target those sectors.
  - Determine community needs and wants through public outreach efforts.
  - Identified needs include (casual/fine dining restaurants, breweries, distilleries, entertainment, office, etc.)
- Work with property owners, brokers, and developers to attract desired investments.

**PRIORITY TWO:**

Implement programs to encourage targeted development of restaurants, entertainment concepts, breweries, distilleries, hotels, mixed-use concepts, or other uses as identified outreach efforts.

**PROJECTS**

- Designate and coordinate investments into opportunity areas.
- Develop a toolbox to support economic development efforts.
  - Targeted incentives to attract desired developments
  - Continue the Tenant Improvement Grant Program
  - Infrastructure grants
  - Utilize the City's impact fee credits
- Identify specific brands/concepts expanding in the surrounding area.
- Connect businesses with local banks and other capital resources.

## **GOAL 2 | BUSINESS IMPROVEMENT**

### **short-term term goal (2024 – 2026)**

#### **PRIORITY ONE:**

Coordinate economic growth efforts by aggregating information and allocating resources to top priorities.

#### **PROJECTS**

- Continue communicating with local business leaders to understand those businesses' short-term and long-term needs.
  - Coordinate with Development Services to obtain new business owner contact info.
  - Communicate with business owners when relevant information becomes available.
- Stay informed of regional and national resources to assist business recovery efforts.
  - Continue to monitor available business resources and disseminate the information.
  - Work with regional partners to learn of new initiatives.
- Continue funding a digital marketing grant to assist small businesses develop or improve their digital presence/website.
- Continue funding for the Helotes Area Chamber of Commerce local gift card give-back program.
- Continue funding for the Google 360 Virtual Tour Program.

**GOAL 3 | DEVELOP A VISITOR & BUSINESS CENTER**  
**Short-term goal (2024 – 2025)****PRIORITY ONE:**

Establish a Helotes Visitor & Business Center consisting of office space for the HEDC, Helotes Area Chamber of Commerce, Historical Society of Helotes, and coworking space to use as a business incubator to grow the local economy.

**PROJECTS**

- Oversee construction and finish-out for the new center.
- Develop a marketing plan to promote the new center.
- Manage operations of the coworking space.
- Monitor business needs and provide accommodation when feasible.

**GOAL 4 | IMPLEMENT AND ENHANCE ECONOMIC DEVELOPMENT MARKETING  
short-term goal (2024 – 2026)****PRIORITY ONE:**

Enhance external communication of development opportunities in Helotes.

**PROJECTS**

- Attend tradeshow and similar events to distribute information directly to the development and real estate community.
- Ensure easy access to complete and pertinent development information on City and HEDC websites and through other electronic mediums.
  - Continue to improve HEDC website for a better user experience.
  - Continue utilizing ReSimplifi to update our commercial property database.
- Use the City's Public Relations Department to assist with social media outreach.
  - Create posts to promote development/lease opportunities in Helotes.

**PRIORITY TWO:**

Brand and promote Helotes as a tourist destination.

**PROJECTS**

- Use social media, video advertising, area partnerships, and other mediums to promote local businesses and events to the surrounding area.
- Create a campaign that promotes what to see/do/eat in Helotes.
- Continue efforts to support and fund signature festivals and events that encourage both local and visitor participation.



## GOAL 5 | ADVANCE LOCAL EDUCATION AND WORKFORCE DEVELOPMENT short-term goal (2024 – 2026)

### PRIORITY ONE:

Foster and manage partnerships to ensure leadership and workforce development needs are met.

### PROJECTS

- Maintain partnerships with area affiliates.
- Assist and/or coordinate educational programs that support existing business owners. Partners may include the following:
  - Helotes Area Chamber of Commerce;
  - Northside ISD
  - UTSA Small Business Development Center;
  - Bexar County Small Business & Entrepreneurship Dept.
  - Alamo Workforce Solutions;
  - Alamo Area Council of Governments;
  - National Association of the Self-Employed;
  - National Association of Women Business Owners; and
  - U.S. Small Business Administration.
- Guide area business owners to tools and resources that will help them grow their business.

**GOAL 6 | COMMUNITY ENHANCEMENT**  
**mid-term goal (2024 – 2027)****PRIORITY ONE:**

Coordinate efforts to enhance the community parks system throughout Helotes.

**PROJECTS**

- Develop a Master Plan for the expansion of the Helotes Fitness Park and Disc Golf Course.
- Support funding for identified needs in the community.

**PRIORITY TWO:**

Encourage investment in the arts to beautify the community

**PROJECTS**

- Continue supporting the Community Arts Grant Program.
- Complete the installation of a major sculpture in Old Town Helotes.
- Identify areas for murals around Helotes.