

MINUTES
REGULAR MEETING
HELOTES ECONOMIC DEVELOPMENT CORPORATION (HEDC)
BOARD OF DIRECTORS
November 20, 2024

The City of Helotes Economic Development Corporation (HEDC) Board of Directors met for a regular meeting on Wednesday, November 20, 2024, at 7:00 p.m. in the City Hall Council Chamber, 12951 Bandera Road, Helotes, Texas. This was an open meeting, subject to the open meeting laws of the State of Texas.

Present: Blaine Lopez, President
Jeff Felty, Vice President
Joel Lutz, Secretary
Austin Lane
Gregory Hayden

Staff Present: Glenn Goolsby, Executive Director
Henry L. Hayes, Jr., Interim City Administrator

1. Call to Order.

President Lopez called the meeting to order at 7:02 p.m., noting there were currently two vacant seats on the Board; however, they still had a quorum.

OPEN SESSION:

2. Citizens to be Heard.

No one signed up to speak.

CONSENT AGENDA: All items marked with an asterisk (*) on the consent agenda were voted on by one motion. Motion was made by Director Felty, second by Director Hayden, to approve Items 3 and 4 on the Consent Agenda. Motion to approve carried unanimously.

3.* Approval of the minutes of the Regular Meeting dated October 16, 2024, and Special Meeting dated October 29, 2024.

4.* Approval of the HEDC FYE25 Revenue and Expense Report dated November 15, 2024.

COMMITTEE REPORTS:

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

- **Executive Committee** – No updates.

- **Finance Committee** – Director Lutz expressed frustration about not receiving invoices in a timely manner from ESD Marketing, which had been brought to their attention already. Another item of significant cost was the GIS planning expense, which was for the demographic and property listing plugins that are on the EDC website.
- **Community Enhancement Committee** – President Lopez reported a Zoom meeting was held with Burditt Consulting, where preliminary findings were presented. The Board will discuss this later in the meeting (Agenda Item No. 11).

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. Discussion of and action on approval of an application made by Helotes Development Group, LLC to qualify for a grant reimbursement under the Retailer and Commercial Tenant Improvement Program.

Motion was made by Director Felty, second by Director Hayden, to discuss and act on this item as written.

Motion to approve the item as written carried unanimously.

7. Discussion of and action on rescinding approval of an Agreement with McCrossen Marketing and Consulting and directing the HEDC Executive Director to create and issue an RFP for marketing services.

Motion was made by Director Lane, second by Director Hayden, to discuss and act on this item as written.

Motion to approve the item as written carried unanimously.

8. Discussion of and action on renewal of an Agreement with Placer.ai for local intelligence and mobile traffic data.

Motion was made by Director Hayden, second by Director Felty, to discuss and act on this item as written.

Majority of the Board believed the \$5,000.00 one-year renewal cost, although reduced slightly, was still costly, especially since the software isn't used enough.

Motion to approve the item as written failed unanimously.

9. Discussion of and action on approval of the purchase of promotional marketing items to include stress balls and fiesta medals.

Motion was made by Director Felty, second by Director Lane, to discuss and act on this item as written.

November 20, 2024

The Board supported purchasing corn stress balls for distribution during the Cornyval Parade; however, there was debate on purchasing Fiesta Medals, let alone two designs.

Amended motion made by Director Felty to approve the purchase of corn stress balls at a cost of \$1,890.00 (quantity 500) and design one Fiesta Medal at a cost not to exceed \$1,650.00 (quantity 300). Second by Director Hayden.

Amended motion to approve carried: 3 Ayes – Director Felty, Director Lutz, and Director Hayden; 1 Nay – Director Lane.

10. Discussion of and action on approval of expenditures related to the Helotes Business and Visitor Center to include a mailbox, a/v equipment, furniture, and window treatments.

Motion was made by Director Hayden, second by Director Felty, to discuss and act on this item as written.

Glenn Goolsby, Executive Director, reported that the approved funding amount for the renovation project was \$330,000.00, and the cost came under budget at \$311,843.26. He requested to utilize approximately \$18,140.00 for additional improvements, not to exceed the remaining balance of \$18,156.74. The additional improvements include:

- USPS Mailbox for the tenants – \$2,700.00;
- Conference Room A/V to make it a Zoom Meeting Room - \$5,940.00;
- Furniture, which would be used - \$7,000.00;
- Front window tint treatment - \$1,480.00; and
- Acoustic treatment in the common areas to help with reverberation - \$1,020.00.

President Lopez invited Cynthia Massey, Historical Society of Helotes (HSH) President, to speak about displays for the Business & Visitor Center. President Massey stated it's difficult to know where historical artifacts and panels can be placed until the Center is furnished; however, HSH is ready to help the HEDC.

After rounds of discussion, and Glenn confirming these were the last items for the renovation, the Board agreed to move forward with a vote.

Motion to approve the item as presented carried unanimously.

11. Discussion of and direction on findings from community surveys and stakeholder input sessions performed by Burditt Consulting for the Helotes Fitness Park and Disc Golf Course Master Plan.

Glenn Goolsby, Executive Director, displayed the community survey data and a conceptual design plan by Burditt Consulting.

November 20, 2024

The Board agreed that price points would need to be known first by to make improvements. The improvements would be made in phases and by order of priority. The Executive Director was directed to ask Burditt Consulting to assign costs to all the elements listed in the conceptual design plan.

12. Discussion of and action on approval of an advertising campaign with Kens5 to promote tourism and events within the City of Helotes.

Motion was made by Director Lane, second by Director Hayden, to discuss and act on this item as written.

After some discussion, the Board agreed it would be in the best interest to table this item.

Amended motion by Director Lane to table this item to February 2025. Second by Director Hayden.

Amended motion to approve carried unanimously.

13. Discussion of and action on nominating up to two candidates to fill each vacancy on the HEDC Board of Directors for Place One and Place Three as required by Article Two: Section 2.1 (c) & (e) of the HEDC Bylaws.

Motion was made by Director Lane, second by Director Lutz, to discuss and act on this item as written.

Director Lane commented that the candidate applications and resumes were not included, making it difficult to consider a candidate. The Board ultimately agreed more effort needed to be made to solicit the best possible candidates.

Amended motion made by Director Lane to repost a solicitation notice for 30 days and plan to schedule a special meeting to vet the candidates. Second by Director Lutz.

Amended motion to approve carried.

There being no other comments, President Lopez read the caption below and adjourned into closed session at 8:50 p.m.

CLOSED SESSION:

14. Closed Session in accordance with the provisions of Chapter 551, Subchapter D, Texas Local Government Code to include the following:

- **Section 551.072 *Deliberation about Real Property***
 - i. **Discussion of purchasing improved commercial property.**

November 20, 2024

- **Section 551.074 *Personnel Matters* related to the duties and performance of the Executive Director.**
- **Section 551.087 *Deliberation Regarding Economic Development Negotiations***
 - i. **Request from Bandera Ranch for a commercial development.**

President Lopez convened the meeting into open session at 11:30 p.m. and announced no action had been taken in closed session.

ITEMS FOR INDIVIDUAL CONSIDERATION:

15. Discussion of and take possible action of matters discussed in Closed Session.

Motion was made by Director Felty, second by Director Hayden, to proceed with an appraisal of the commercial property discussed in closed session.

Motion to approve carried: 3 Ayes – Director Felty, Director Hayden, and Director Lane; 1 Abstain – Director Lutz.

STAFF REPORT:

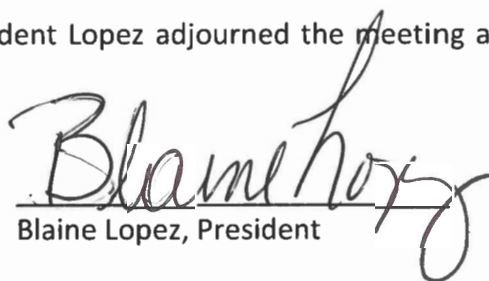
16. Update on HEDC projects to include the following:

- **Business and Visitor Center; and**
- **Art Installation.**

The Staff Report was not given.

Adjourn.

With no more business to come before the Board, President Lopez adjourned the meeting at 11:31 p.m.


Blaine Lopez, President

ATTEST:


Celina Perez, City Secretary