

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS
HELD ON APRIL 13, 2021**

The Board of Directors of the Olmos Park Economic Development Corporation met on Tuesday April 13, 2021, 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 President Ronald Hornberger, Fedra Chapa, Councilwoman Dusek, Dr. Kenneth Kirlin, Donna McElroy, Councilwoman Plant and Madison Wilson. Also present was City Manager, Celia DeLeon; City Secretary, Kyndra Munoz; Carl Bain, Bain Medina Bain; Adam Shrek, E-Z Bell Construction; Tess Harden, 415 Devine; Nicole Greenberg and Eli Greenberg, OPYC; Jill Golden, Pinky's Boutique; Oliva Flores, Bloom Salon; Pat Meier, 140 Stanford; and Steve Craft, Olmos Park Living.

Call meeting to order and determination of quorum.

The meeting was called to order at 6:02 p.m. by President Hornberger; roll call was taken, and a quorum was announced.

Excuse Board member Sharon Plant from the February 9, 2021 meeting

Donna McElroy moved to excuse Board member Sharon Plant from the February 9, 2021 meeting. Dr. Kenneth Kirlin seconded the motion. The vote in favor of the motion was unanimous.

Review and discuss minutes of February 9, 2021 Board meeting; take possible action.

Councilwoman Plant moved to accept the February 9, 2021 Board meeting minutes. Donna McElroy seconded the motion. The vote in favor of the motion was unanimous.

Discussion and possible action on the Olmos Park Youth Commission Sip and Shop Project Budget

Nicole Greenberg, Olmos Park Youth Commission stated after meeting with retailers, we are considering introducing a Shop Local design to focus on Olmos Park. The packet includes a budget, a list of businesses and examples of marking pieces that would be implemented for a June 12th - June 13th Sip and Shop Event. The genesis of the summer Sip and Shop was to occur with the completion of the McCullough Corridor Project and attract customers to the newly improved McCullough Avenue.

Eli Greenberg stated some of the participants for the June 12th- June 13th Sip and Shop Even include: Hunt Gallery, Bloom Salon and Studio, Julian Gold, Meadow, Otra Vez Couture Consignment, Pinky's Boutique, Edward Jones, Schnabel's Hardware, San Antonio Plastic Bricks, Citrine Home, Feliz Modern, Joyeux Home Décor, Period Modern, SNIPSA, Glass and Plate, Pesto Ristorante, PB&J with Tay and Volare Pizza.

President Hornberger stated the marketing examples included a Sip and Shop lawn sign, are citizens allowed to purchase those signs for their residence?

Nicole Greenberg stated that is a great idea and opportunity. There will also be signage that will go along McCullough and Olmos Drive. We are exploring the idea of having music and a snow cone truck. Our goal today is to finalize funding. For the December event, we approached and presented the businesses with an annual Sip and Shop with contributions from the businesses. What we would like to do is get the summer event fully funded by the Economic Development Corporation and submit invoices as we incur costs. We would then take the costs from the December and June Sip and Shop events and come up with a budget for two events a year.

Councilwoman Plant stated if we are looking into advertising costs and scheduling two events a year,

I would like a defined line item in our budget. I am concerned about the branding and changing to Shop Local, we have already purchased a pricy banner for the Sip and Shop logo.

Nicole Greenberg stated we will continue to use the Sip and Shop banner, which we are able to interchange lettering and dates. Also, the QR code worked well and we will continue to move forward with that aspect to allow businesses to offer promotions. The businesses enjoy the support the EDC has given to continue to promote themselves.

Donna McElroy stated I like the idea of the June Sip and Shop. We are doing this event as partners and typically would expect to see them have some minor skin in the game.

Councilwoman Plant stated Nicole and I have discussed this. In light of coordinating this event with the McCullough Corridor project we can move forward this year. But we are a partnership and this is for the businesses, and our EDC is not large enough to fund these big events.

Dr. Kenneth Kirlin asked have the businesses been polled to see how often they would like to have the Sip and Shop event?

Nicole Greenberg stated not that specific question. They have been polled to see if they would like to participate in the June event, but we can send out a clear-cut survey.

President Hornberger asked are the businesses who have confirmed ready to donate to help support this event?

Nicole Greenberg stated we told the businesses we would wait to hear back from this meeting to find out what was approved. The discussion back to the businesses would be whether or not to cut the budget and certain promotional pieces or fill the gap.

President Hornberger stated whether we do this once or twice a year, if the of each business would contribute \$125, this would be a significant amount towards a second budget. Then the businesses, EDC and Youth Commission could decide on what they want to do and what they can afford to do.

Councilwoman Dusek stated this reminds me of a trade show. Being that you are already using the QR code you can scan and provide the number of people that walk in to each business. The way we would bring people into our booths is by an indoor raffle. A business could offer a service to bring people in, scan their QR code and show how many people walked into the business that day. Do you have a package together of what the businesses would receive for participating and paying the fee? For instance, a Youth Commission volunteer to stand at the door and count the number of customers walking into the business.

Nicole Greenberg stated this idea was an outgrowth of the fact that there were some improvements happening along McCullough. That is a great idea and we can certainly ask them if that is something they would like to participate in.

President Hornberger stated we committed \$1,600 in the current budget year, and anything we do right now will require us to amend the budget. In December, which will be the next budget year, hopefully by then the businesses will decide on how many times a year to hold the event. The purpose of the June event is to hold it with the finished McCullough project and I think our businesses should welcome any kind of group marketing effort that tries to bring revenue to the business district. I think it is money well spent for the EDC to allocate more money this budget year for this event. I also think it is money well spent to budget money next year for at least one event.

Nicole Greenberg stated we can come back to the EDC to present how the June event went. At that

time, we can present a budget depending on if the retailers would like one event or two so you can consider this for your fiscal planning.

Councilwoman Plant moved to approve the June 12- 13, 2021 Sip and Shop Project budget amount of \$3660.

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

Dr. Kenneth Kirlin seconded the motion.

The vote in favor of the motion was unanimous.

Discussion on the McCullough Corridor Sidewalks and Landscaping Demonstration Project (referred to as the "McCullough Corridor Project") including Task 1 as well as Phases A – G of Task 1 which involve civil & electrical engineering design, surveying and landscaping design services by Bain Medina Bain, Inc. and its subcontractors Bender Wells Clark Design and HM3 Engineering Consultants for sidewalk and landscaping improvements to undertake the McCullough Corridor Project ("Task 1 project") as this Task 1 project will promote new or expanded business/economic development and commercial activity in the City and specifically along the McCullough Business Corridor; possible action involving the McCullough Corridor Project including the Task 1 project and Phases A-G of the Task 1 project.

President Hornberger combined this agenda item and the next agenda item, which has been done in the past meetings.

Discussion and possible action on the McCullough Corridor Sidewalks and Landscaping Demonstration Project (referred to as the "McCullough Corridor Project") which involves constructing sidewalk and landscaping improvements to undertake the McCullough Corridor Project as this Task 2 project of the McCullough Corridor Project will promote new or expanded business/economic development and commercial activity in the City and specifically along the McCullough Business Corridor.

President Hornberger stated in looking at the report, and having driven by the project several times, I have a question concerning the April 7, 2021 observation report from Bain Medina Bain. On the first page is a picture of about half the foundation for one of the light poles which is located between the curb and the sidewalk. Is that placement acceptable for Olmos Park ordinances, or any kind of State and national standards?

Carl Bain, Bain Medina Bain stated the light poles can be placed and are acceptable anywhere behind the curb.

Adam Shrek, E-Z Bell Construction stated in this photo is a pre-finish in which the foundation was poured but not yet erect. What confirms the acceptance is the testing reports provided by our testing labs to show we conformed to the specifications provided by the City of San Antonio and Tx. Dot meeting the 3600-psi required for the concrete. For the location, this is based on the survey information provided to us and we are pretty precise in terms of tolerance for survey layout.

President Hornberger asked once the poles are attached properly to the base foundation, are they designed to give way or break away on impact should a vehicle collide with the pole?

Adam Shrek stated yes, they are designed to break away.

Celia DeLeon stated there is a pavement pad for the dumpster for Mrs. Kirlin in which Tiger Sanitation has concerns regarding placement and reversing of the garbage truck.

Dr. Kirlin stated there are overhead lines that Tiger Sanitation is particularly concerned about when they raise that dumpster up.

Adam Shrek stated there are options we can entertain if the angle is an issue.

Celia DeLeon asked how is the address verification letter coming along? We have contacted the City CPS contact and are getting bounced back between CPS and SAWS. We have been trying to get this resolved so we can install the water meter and move forward with irrigation.

Adam Shrek stated at this point we are at a total standstill waiting to hear back. We could attempt a temporary permit with an inspection to proceed with the work while the permitting is done on the side.

Donna McElroy stated my concern with a temporary permit is it could potentially cause us a problem down the road when it doesn't become permanent. Do you think there is anything else that would delay the project or put us behind schedule?

Adam Shrek stated no, this is the only item we are waiting on. We are installing light poles starting Monday.

Councilwoman Plant stated I had a concern about getting the same type of poles for this project if one of the poles should get hit and needs to be replaced. In case the EDC needs to pay to have the light pole replaced, we will need a dollar amount for the replacement to include in the budget. I spoke to Barry who is confident we will be able to purchase the same poles later on for the remainder of the project.

Carl Bain stated we can provide a proposal for a couple of replacement poles. I think this is a better option than purchasing a large number of replacement poles for the remainder of the project.

Adam Shrek stated I can provide you the information of the supplier to purchase the light poles directly from the vendor.

Dr. Kenneth Kirlin stated with the pavement pad and dumpster located at Cowboy Kennels, are you able to coordinate with Tiger Sanitation to be sure the placement will work?

Adam Shrek stated I would have no problem doing that, it would just be a matter of scheduling time for the driver to come out and do a mockup.

Dr. Kenneth Kirlin stated the invoices from Bain Medina Bain lists incorporate additional alternative re-stripping of Cowboy Kennels parking lot in the amount of \$4,200. Does this include work and design?

Carl Bain stated this includes the design of the work around Cowboy Kennels and the roadway and not construction.

Discuss liaison issues with businesses and receive update from Board member Chapa; take possible action

Fedra Chapa stated I briefly circled around with Steve Kraft and there aren't any issues to discuss as on now. I would happy to work with the Youth Commission regarding Sip and Shop event.

Discuss administrative items and future agenda items.

There was no other business and the meeting adjourned at 6:57 pm.

Ronald Hornberger
President

Kyndra Munoz
City Secretary