

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION  
MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS  
HELD ON NOVEMBER 10, 2020**

The Board of Directors of the Olmos Park Economic Development Corporation will meet on Tuesday, November 10, 2020, 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, Donna McElroy, Pat Meier, Councilwoman Sharon Plant, Madison Wilson and Richard Wolf. Also present was City Manager, Celia DeLeon and Carl Bain from Bain Medina Bain.

In order to advance the public health goal of limiting face-to-face meetings (also called social-distancing) to slow the spread of the Coronavirus (COVID-19). Please be advised that due to COVID-19, some members of the Economic Development Corporation will attend the meeting by videoconference using Zoom, other members will be present. If the number of people who appear in-person to speak exceeds the capacity of the meeting space, some may be asked to wait outside the building until they are called to speak.

Call meeting to order and determination of quorum.

The meeting was called to order at 6:00 p.m. by President Hornberger; roll call was taken, and a quorum was announced.

Citizens to be heard. (This is the time provided for citizens to address the Board on issues and concerns. No action can or will be taken on issues raised under this portion of the meeting. Please limit remarks to a period not to exceed three minutes. Please state your name and address for the record.) After these 3 minutes have ended, please note that no other comments or questions will be entertained unless an individual is granted permission to speak on the request of the EDC President or other presiding officer. Please state your name and address for the record)".

There were no citizens to be heard.

Review and discuss funding application for the Sip and Shop event; take possible action

Eli Greenberg who serves as the Olmos Park Youth Commission Enterprise Co-Chair stated the Olmos Park Sip and Shop event would take place on December 5<sup>th</sup> and December 6<sup>th</sup> and also on December 12<sup>th</sup> and December 13<sup>th</sup>. He thanked Mayor Hornberger for being one of the Youth Commission first speakers once it launched in 2018. He also thanked Pat Meier for giving the Youth Commission the opportunity to help at last year's Sip and Shop event. He stated their goal is to learn how businesses in economic development impact our City and for the Sip and Shop, the Youth Commission currently serves on a planning committee. Currently seventeen businesses are participating in the event. The marketing budget is \$1,600.00 and includes a design and postcard mail out to 3,350 homes in Olmos Park, Alamo Heights, Terrell Hills and Monte Vista. We will also reach out by posters, yard signs, window coverings, emails and social media. EDC funding would greatly help in this initiative. In years to come once we are passed this pandemic, we hope to have music and dance groups at the event.

Fedra Chapa joined the meeting at 6:05 p.m.

Pat Meier stated last year the EDC asked for the banner, which was about \$2,000 dollars and the year before that the EDC spent \$1,600. Mrs. Meier stated she would like to request that \$1,875 be given to each participating business to cover the costs of the event. You can look at the business's income from March to October, and the EDC can pick up the \$125.00 that each of these businesses were going to spend and take out of the EDC funds as "Good Will". We show the businesses that we support them and as an incentive towards the Youth Commission cause.

Nicole Greenburg stated each business is getting charged \$125.00 for their participation because of

Covid-19 and the negative impact the businesses have experienced. In order to get to a cost-effective way to do this mail out we are having to look at an income level to send to selected homes. Any additional funds that are provided allow us to reach more customers.

Councilwoman Plant asked where is the \$2,000 banner located that was used last year?

Pat Meier stated it is stored here at City Hall, it is a heavy vinyl, and we will have a reserved spot to place it. The other banner will be a type of mesh to meet the requirements to be hung on the CPS poles.

Councilwoman Plant stated we need to have a line item on the budget for the Sip and Shop event since it will be an annual event and asked if the Youth Commission could send out some cost figures once the pandemic is over to the EDC so we can plan for it in our budget such as the banner, signage, postage, and music. Currently in our budget, we have \$1,000 under marketing expense, which we probably won't use this year, and we also have \$4,500 under postage.

Nicole Greenberg asked what would be the allocation for 2021 if we were looking at \$1,875 this year?

Pat Meier stated to send the EDC an itemized cost of putting all of this together and that would be the budget for 2021.

Donna McElroy stated for next year she recommended spending less money on direct mail and more on social media.

Nicole Greenberg stated one of the things that the businesses looked at was we are including a QR code this year and it customizes the offers on a day to day basis from December 5<sup>th</sup> to the 6<sup>th</sup> and from December 12<sup>th</sup> to the 13<sup>th</sup>. This requires people to bring the card in certain offers at different times and to allow those businesses that may not be open every hour on those days to expand the opportunity to reach new customers.

Donna McElroy moved to approve the \$1,600.00 for the funding application. Councilwoman Plant seconded the motion. The motion was approved unanimously.

City Manager DeLeon stated last year's budget had \$1,000 from the marketing and \$4,500 from postage. The \$1,600 will have to come out of the reserves account and she will bring back the budget amendment at next month's meeting.

Nicole Greenberg asked when they send out the postcards can she acknowledge that the EDC was one of the supporters of the event?

Mayor Hornberger stated yes, that would be great.

#### Update on Holiday decorations on the McCullough Corridor; take possible action

Fedra Chapa stated this year banners were the only items bought and some will be personalized with Olmos Park on them for the McCullough Corridor and hung where there was a pole and no electrical for a future angel. The total cost of the banners was \$1,185.00 and they will be delivered to City Hall on November 16<sup>th</sup> or 17<sup>th</sup>. The budget is \$7,000.00 and we came in under budget. Dixie Flags was the lowest bid on the storage fees and this year the total was \$2,528.50, which includes the install and the storage. The install for the banners will be November 20<sup>th</sup> and she will have volunteers to help with the tree decorations.

City Manager DeLeon stated for Carl Electric who installs and stores the angels 50% of the invoice will be about \$3,400 which is EDC's responsibility to pay and the City's responsibility pays the other 50%.

We needed to refurbish the angels so all the repair has been done and approved. She stated all three expenses total \$7,113.50 and mentioned to Fedra Chapa she is over budget by \$113.50.

Donna McElroy moved to recommend that the City absorb the additional cost of \$113.50 for the holiday decorations. Councilwoman Plant seconded the motion. The motion was approved unanimously.

Review and discuss minutes of September 8, 2020 Board meeting; take possible action.

Councilwoman Sharon Plant moved to accept the September 8, 2020 Minutes. Pat Meier seconded the motion. The motion was approved unanimously.

Review and discuss Financial Reports, including EDC expenditures, review invoices and allocations and monthly treasurer report; take possible action.

Treasurer Wolf stated the report for this month includes two months because we did not have a meeting in October. The balance from August was \$625,302.18 and the revenue collected from sales tax in September was \$8,986.73 and the only expenditure was \$25.00 to Diane Gonzales for typing the minutes so the balance at the end of September was \$634,263.81. During October, the revenue collected from sales tax was \$9,133.07 so the ending balance at the end of October was \$643,396.88. We have six invoices that have been submitted for payment so if approved the balance as of today is \$639,950.01.

Pat Meier moved to accept the Financial Reports, EDC expenditures, allocations and monthly Treasurer Report as presented. Donna McElroy seconded the motion. The motion was approved unanimously.

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 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 recommended combining the next two agenda items which has been done in the past meetings.

Discussion and possible action on accepting a bid from a bidder for the Task 2 project of 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; awarding the Task 2 project work to and approving a contract for the Task 2 project with the selected bidder; authorizing the President of the Olmos Park Economic Development Corporation Board of Directors to negotiate, finalize and execute (i) a contract with the selected bidder, and (ii) any other required documents; and to carry out all of the Olmos Park Economic Development Corporation's obligations under the contract.

Mayor Hornberger stated we did receive the bids with a committee made up of Donna McElroy and Barry Sturrock who is our Consultant on this project and Carl Bain of Bain Medina Bain met and reviewed the bids and have a recommendation on accepting a bid.

Donna McElroy stated her recommendation is that the EDC go to City Council and ask them to approve additional funds for this project. At the time this project got started prices have now gone up and Mr.

Sturrock said we will not get a better price on the striping and if we go back out for bids, the rates will go up significantly. We need to rely on his counsel and experience and if we continue to show the businesses in Olmos Park that we are supporting them and help the businesses grow we need to get a project started. There has been \$50,000 allocated from the City's budget for this project. Her recommendation is to ask City Council to approve this budget and authorize additional funds to be spent so we can get this project going.

President Hornberger stated yes, that is assuming the City gives the EDC \$50,000.

Councilwoman Sharon Plant asked a question regarding the landscaping, how are we watering, are we putting in irrigation system?

Carl Bain stated yes we did not have that in the budget but we added this additional during the design phase. The contractor stated it is better to spend your money by adding drip irrigation.

President Hornberger asked is this irrigation system something that will operate with almost no labor?

Carl Bain stated correct, there is an irrigator controller which will need to be programmed.

Councilwoman Plant asked when would this project start?

Carl Bain stated the Contractor is EZ-Bel and they have done work for the City before and as soon as we get a contract signed and they get their insurance and submittals then they can start. If they get all the paperwork done they could start in December. He recommends the project get started in January after the holidays.

City Manager DeLeon asked Mr. Bain if there was a contingency built into the bid and Mr. Bain said there is not, so she asked how does that affect the bottom line?

Carl Bain stated there is no contingency and there would have to be a change order.

President Hornberger stated that affects the ability of the EDC to pay for things because it must ask authorization from City Council in the event the EDC tries to pay for something over \$5,000. He asked Carl Bain if he would not recommend at this point that the EDC try to add a contingency?

Carl Bain said no it is not necessarily, if we do have change orders and we go through the process then the EDC could present that to the City Council.

Councilwoman Plant moved to approve the total contract of \$506,510.58 and ask the City for authority to allocate and spend which would be the extra \$144,635.58, which is the "amount over authorized budget" and allow the City's reserve of \$50,000 to remain in the reserve account to use against any contingency situation that arises. Madison Wilson seconded the motion.

Pat Meier abstained because she stated this would leave the EDC with a balance of \$137,000.

Fedra Chapa - Aye  
Pat Meir – Abstain  
Donna McElroy – Aye  
Councilwoman Plant - Aye  
Madison Wilson – Aye  
Richard Wolf - Aye

The motion was approved.

Discuss liaison issues with businesses.

No further business to discuss.

Excuse Councilwoman/Board member Sharon Plant from attending the December 8, 2020 Board meeting; take possible action

Donna McElroy moved to excuse Sharon Plant from attending the December 8, 2020 Board meeting. Fedra Chapa seconded the motion. The motion was approved unanimously.

Discuss administrative items and future agenda items

Invite someone to be the business liaison

Discussion on the McCullough Corridor Sidewalks and Landscaping Demonstration Project

The meeting adjourned at 6:57 pm.

---

Ronald Hornberger  
President

---

Kyndra Munoz  
City Secretary