



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

Conducted via Zoom Meeting

August 27, 2020, 3:00 p.m.

Minutes

Members present:

Steve Cote, President
Rick Lord, Vice President
Marilyn Wilkins, Treasurer
Ernesto Paredes
Salvador Serrano, Jr.
Steve Phelps

Members Absent:

Emilio Carmona, Secretary

Others Present:

Jeff Moore, Brown & Hofmeister, LLP
Carlos Guzman, Pasadena EDC Executive Director
Rick Guerrero, Pasadena EDC Manager
Suzette McDowell, Pasadena EDC Marketing Manager
Sheena Salvino, Pasadena EDC Redevelopment Manager
Karina Tomlinson, PEDC Assistant Secretary
Robin Green, Public Works Director
Mike Halde, HR Green

Call to Order:

The Pre-Board meeting for the August 27, 2020 Pasadena Economic Development Corporation was called to order at 3:06 p.m. by President, Steve Cote.

- Steve stated that he would read through all of the Board Action resolutions and asked Carlos if there were no questions if the items could be voted on a consent agenda. *Carlos responded that they could do that, but that he would be providing more details on the first 3 items.*

4, a), b), and c):

Carlos provided a recap on Shop Local Initiatives that will help small businesses in Pasadena. He went through 3 components which include Promotion & Programming; the Pasadena Cares Grant Program; and a Digital Marketing Campaign.

- Board member Serrano who is co-chair of the Task Force for the Pasadena Cares Grant program provided some comments stating that the task force compared existing programs in Texas and across the US. He stated that as a small business owner himself

it's important to show support and that the project would also show community pride. There was a lot of research involved, but he thinks it's a great program that they were able to finalize.

- Board Treasurer Wilkins also added that one of the long term goals of the program is to encourage the participants to get involved with the business community. She'd like to help find a way to help the businesses with business development going forward and asked the Board to share any ideas with them to help reach their goal of further assisting small businesses in Pasadena. *Carlos added that as part of the program, surveys will be taken and that Rick in the office will be compiling the responses and they will return in 6 months to get a sense of how we can help the small business community.*
- Steve Cote thanked Salvador and Marilyn for their time assisting with the Task Force. He added that one of the big things local citizens may not realize is how revenue is generated and how they can pay themselves back by just shopping local to keep those revenue dollars local.
- Steve Phelps asked Carlos to comment on the fact that the grants would be awarded through a lottery process in order to be fair. *Carlos said they wanted to make sure that businesses on the North side who are typically not as plugged in with City Hall or the Chamber had the opportunity to obtain a grant. Doing first come, first served would probably not have had equal participation. Grading applications was also not chosen because they would be too subjective as far as why did one applicant get a 93 and another a 92. The compromise was a lottery so that once there are "x" amount of applicants the window will close and the lottery will choose the grant recipients.*

4 d) Carlos stated that there are a lot of water pressure problems in the Industrial District. If any new business asks for bigger than a 1" connection, the City has a 2 year moratorium and that is going to start hurting any future expansion. Robin was unable to chime in at the moment, but Mike Halde with HR Green jumped in to provide some details and answer any questions from the Board.

- Mike Halde stated the project is to improve the water pressure along Bay Area Blvd. in the industrial area. The City has increasingly sold water for demand needs. The area is supplied by a 24" water line from the Rodeo grounds water plant. The increased water use has impacted the pressure due to the long pipeline. The City has engaged with HR Green to evaluate multiple alternatives to improve water pressure to that area. This current recommendation is to include a well for water supply and then use storage and boosting facilities in that area on the North end of Bay Area Blvd. This project will reduce the amount of water to pumped down rodeo grounds because that storage will be there. The 24" water line was installed in the 1980's and this project will provide the benefit of having a redundant supply of water in case there is maintenance required on the larger line. So, there are 2 benefits to this project that will provide additional supply to the area and provide redundancy and resiliency for the 24" line. They will also be sizing this for additional needs so that if there is additional capacity needs this project will address those as well. This project is the most cost effective of all the ones that were looked at and can be done with less encumbrances. Because of that, there will be better control of schedules so that it can be done in a timely manner. The fee on the current proposal is at around \$560k, but it could adjust slightly based on property acquisition and site issues. The anticipated schedule is 1 year for design and 2 years for construction. With that, he summed up the project summary.

- Robin then was able to connect and added some comments. He added that we are lucky to have more demand in the industrial district and right now, we can't really satisfy it. He stated that the fee is in line with production cost estimate.

Carlos then asked if there are any other items they would like him to discuss specifically.

Steve Cote asked the Board if there were any questions on the other items to which the Board members answered, no. He stated that they would be approving all the items with one vote.

Pre-Board meeting Adjourned at 3:23 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Board Meeting
Conducted via Zoom Meeting
August 27, 2020, 3:24 p.m.
Minutes

Agenda Item One: Call to order, roll call

The Board meeting on August 27, 2020 for Pasadena Economic Development Corporation was called to order at 3:24 pm by President, Steve Cote.

Agenda Item Two: Public Comments

No public comments made by attendees.

Agenda Item Three: Approval of Minutes

Board President, Steve Cote called for a motion to approve the minutes from the meeting held on June 25, 2020. Ernesto Paredes moved to approve the minutes seconded by Steve Phelps, MOTION CARRIED UNANIMOUS.

Agenda Item Four: Board Actions - Resolutions

- a. **PEDC RESOLUTION 20-013** – Consideration to approve and adopt the Pasadena Cares Financial Assistance Grant Program Guidelines, Application and Grant agreement for release and circulation and authorize Staff to award the grants per program guidelines.
- b. **PEDC RESOLUTION 20-014** – Consideration to authorize Staff to negotiate and execute an agreement with Multiview for a digital ad campaign (“Pasadena Loves Local”) in the amount of \$35,000.00
- c. **PEDC RESOLUTION 20-015** – Consideration to authorize Staff to negotiate and execute a marketing services agreement with the Pasadena Chamber of Commerce in relation to the “Pasadena Loves Local” promotional campaign in the amount of \$30,000.00.
- d. **PEDC RESOLUTION 20-016** – Consideration to authorize Staff to negotiate and execute an agreement with HR Green, Inc., to provide design, bid and construction phase services for the Bay Area Blvd Water System Pressure Improvement Project (CIP # W062) in the amount not to exceed \$558,960.00.
- e. **PEDC RESOLUTION 20-017** – Consideration to authorize Staff to negotiate and execute an agreement with Hdl Companies in the amount of \$6,000.00.
- f. **PEDC RESOLUTION 20-018** – Consideration to approve a Memorandum of Understanding (“MOU”) made by and between Pasadena Economic Development Corporation and John A Campbell Lumber Company & Partners (JALCO).

- g. **PEDC RESOLUTION 20-019** – Consideration to authorize Staff to negotiate and execute an agreement with AECOM to provide design and engineering services for the Richey Street Phase II Project in the amount of \$62,500.00.
- h. **PEDC RESOLUTION 20-020** – Consideration to amend PSCC Resolution No. 18-031, Contract with Siemens Mobility, Inc. for the Traffic Mobility Improvements Project (CIP # T014), by authorizing additional funding of \$10,136.71 to close out the project.
- i. **PEDC RESOLUTION 20-021** – Consideration to authorize Staff to negotiate and execute a professional services agreement with Verdunity in the amount of \$119,960.00 for the evaluation of Strategic Plan Implementation Initiatives.
- j. **PEDC RESOLUTION 20-022** – Consideration to authorize Staff to negotiate and execute a professional landscape architectural services agreement with Clark Condon in the amount of \$38,500.00 for Preston-Crenshaw Park.
- k. **PEDC RESOLUTION 20-023** – Consideration to approve the Financial Report of Investment Activities for the Fiscal Quarter ended June 30, 2020.

For Board Action - Resolutions Items 4 (a) – (k) - Marilyn Wilkins made a motion to approve, seconded by Ernesto Paredes that PEDC Resolutions 20-013 through 20-023 be passed, approved and adopted. MOTIONS CARRIED UNANIMOUS.

Agenda Item Five: Report by Carlos Guzman, Executive Director

Carlos provided a quick Redevelopment Update – Shaw Ave: Work will begin to take place in the next 30 days. The delay was because we wanted to include input from the Livable Centers study. Robin added that they already met with the contractor and they are finishing up Lafferty and Pansy so they anticipate to begin Shaw in 30 days. The pavement has been narrowed down to allow for a more walkable environment. This is the first project to use this concept and they are optimistic. *Steve C. added that he likes that there is more walking space, parking and he's excited to see it.* Richey St. Phase II: We just approved some items relevant to this project and hope to see work begin in the 1st quarter of 2021. We will be implementing recommendations from the Livable Centers. *Steve C. added that he likes that we are working with the local business owners.* Livable Centers: Asked Board members to provide any feedback to fine tune the recommendations. AEDO Application: Currently pending a Mission and Vision for PEDC and we are asking for input from the Board. *Steve C. suggested pulling a committee together with 3 Board members to come up with both of these items.* Upcoming Items for Consideration: If not at the September meeting, at the October meeting there will be an item for the Monument sign at Richey/225. There will also be an item for an RFQ for the Trails Master Plan coming soon. Upcoming Virtual Events: Carlos asked Board Members to let the office know if they are interested in attending the Gulf Coast Industry Forum, the TEDC Annual Conference or the IEDC Annual Conference.

Suzette briefly provided the board with some instructions on entering into the Executive Session zoom meeting.

Agenda Item Six: Comments by Board Members

Steve Phelps – Grateful today, but concerned about neighbors to the East and wanted to second his comments on Space City weather and thanked them.

Salvador Serrano, Jr. – Grateful that everyone is okay and asked for prayers for East Texas and Louisiana.

Marilyn Wilkins – Commented that the silver lining may be that we just went through a hurricane preparedness training and if we have to do it again we will have it all down. Added that we are certainly blessed.

Ernesto Paredes – Wanted to thank Salvador and Marilyn for the effort they put into the project because he knows that it takes more energy and time besides our normal work.

Rick Lord – No comments.

Steve Cote – Echoed all the blessed comments and Ernesto’s comments thanking Salvador and Marilyn for their work. Stated it’s a good program to help local businesses.

Agenda Item Seven: Executive Session

****NOTE** 3:43 PM** – At this time, President Steve Cote announced that the Board would be going into a separate Zoom meeting for an Executive Session.

○ *Suzette announced to attendees that the current meeting would be ending, but to stand by for about 45 minutes and re-enter for meeting adjournment.*

- a. Convene in executive session pursuant to Section 551.087, Texas Government Code to deliberate regarding economic development negotiations for Business Attraction/Retention Projects.
- b. Convene in executive session pursuant to Section 551.072 and 551.087, Texas Government Code to deliberate the purchase, exchange, lease or value of real property and to deliberate regarding economic development incentives – Project #2002.

Agenda Item Eight: Reconvene into Regular Session

****NOTE** 4:43 PM** – At this time, President Steve Cote reconvened the Regular Board Meeting.

The Board will reconvene into Regular Session, pursuant to the provisions of Chapter 551 of the Texas Government Code, to take any action necessary regarding:

- a. Deliberation regarding economic development negotiations for Business Attraction/Retention Projects.
- b. Deliberation regarding real property – Project #2002.

PEDC RESOLUTION 20-024 – Ernesto Paredes made a motion to authorize PEDC Staff to enter into a real estate sales contract, option contract or right of first refusal agreement, and to execute any and all documents and agreements for the real property on the terms as discussed in Executive Session. Salvador Serrano seconded that PEDC Resolution 20-024 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Nine: Adjournment

President, Steve Cote called for a motion to adjourn the June 25, 2020 meeting at 4:44 pm. Marilyn Wilkins moved, seconded by Steve Phelps. MOTION CARRIED UNANIMOUS.