



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

Conducted via Zoom Meeting

November 19, 2020, 3:00 p.m.

Minutes

Members present:

Steve Cote, President
Rick Lord, Vice President
Emilio Carmona, Secretary
Steve Phelps
Ernesto Paredes
Salvador Serrano, Jr.

Members Absent:

Marilyn Wilkins, Treasurer

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, Assistant Secretary to PEDC Board
Chad Burke, CEO Economic Alliance Houston Port Region

Call to Order:

The Pre-Board meeting for the November 19, 2020 Pasadena Economic Development Corporation was called to order at 3:01 p.m. by President, Steve Cote.

Item 3a: Public Hearing

Carlos briefly reviewed details of the item for site improvements adjacent to The Strawberry Festival Fairgrounds. Stated that 2/3 of the costs will come from the City's HOT funds and 1/3 is being funded by the EDC.

Steve Phelps asked if he was going to go over the selection project. Carlos responded that it was done through a buy board so it met all legal requirements. The contract has to go to City Council for approval because the City will be funding a majority of it. *Rick Lord asked if this is a long-term plan or if it was just a "band-aid" to which Carlos responded that it's a long-term plan because there is a lot of issues with the parking. This is something that will benefit the whole complex.*

Item 5b

Steve stated that he would be abstaining from vote on this item, as he is the Chairman of the Economic Alliance. Rick Lord asked what we get for the \$45k that is paid.

Carlos stated that they assist with a lot of the things that we don't have the bandwidth for or with connections to industry. They also help with projects when we need help because of the complexity of having the connections with industry we tap into them to get any questions answered. Chad Burke, CEO of Economic Alliance was on the line and hopped on to provide more details and insight on how the Alliance works in partnership with Pasadena EDC to land the projects that help make Pasadena more

competitive. He stated that over the years Pasadena has been one of the most successful and active cities when it comes to being able to land projects. *Steve Phelps then asked Chad to share with the group the opportunity for greater sales tax for the City.* Chad stated that the law that passed in the last legislative session allows Cities to capture delivery sales tax. He gave Seabrook, TX as an example of a City that is taking advantage of this. The point of destination is now the point where sales tax can be collected. He stated that previously that wasn't there before. *Steve Cote asked how we could find out if that is being done by Pasadena* and Chad responded that he would reach out to Carlos to see how they can see if Pasadena is taking advantage of this. Rick Lord asked how the \$45k figure was calculated. Carlos stated that this number existed prior to his arrival, but that we do maximize their services. Chad Burke added that there is a formula used that he could send over to the Board because the same question gets asked every couple of years. He stated that population is the driver that goes into what the annual fees amount to. *Rick Lord asked if there is a way to quantify what has been produced or worked in partnership.* Chad responded that it's typically an annual report presentation, but that he can definitely share numbers of every project win over the last 12 years that landed in Pasadena along with the Capital Investment and what it means to the tax roll. Carlos added that he gets monthly reports that provide project information that is very helpful. Chad responded that he would put several items together and send them over to Carlos to share with Board members.

Item 5c

As Steve went over the item on the Agenda for the BEP applicants, Carlos covered details and pictures on some slides.

Item 5d

Carlos stated that this is going to City Council in the very near future and that this is more to say that we accept the recommendations provided by the Livable Centers Study. He added that there is a lot of stuff that is City specific, but a lot of time was spent with Public Works and Planning Directors to ensure how we spend our funds aligns with what they are doing. There are some recommendations in that study that are being implemented such as the trails and beautification of streets. Our Strategic Plan was a little broader and this study builds on our Strategic Plan and goes more into the weeds, especially regarding Historic Pasadena, which as we heard from Kevin Shepherd is important to get correct to ensure Pasadena thrives for the next 10-20 years.

Item 5e

Carlos added that one of the things he wanted to do was have this organization adopt best practices. This item is one of the steps toward getting the PEDC certified as an Economic Development Organization. Suzette added some comments regarding what the Mission Statement and Vision Statements need to include. *Emilio Carmona asked if the draft statements were thought of by Staff or contracted,* to which Suzette responded that EDC Staff worked as a group to create the statements that were sent to them for review.

Item 5f

Carlos stated that the July meeting is an "as needed" meeting so there is a total of 10 meetings on calendar. He also reminded everyone that he anticipates having Board meetings on Zoom until City Council resumes their regular meeting formats.

Pre-Board meeting Adjourned at 3:27 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Board Meeting
Conducted via Zoom Meeting
November 19, 2020, 3:27 p.m.
Minutes

Agenda Item One: Call to order, roll call

The Board meeting on November 19, 2020 for Pasadena Economic Development Corporation was called to order at 3:27 pm by President, Steve Cote.

Agenda Item Two: Public Comments

No public comments made by attendees.

Agenda Item Three: Public Hearing

- a. Consideration to authorize Staff to negotiate and execute a contract with Construction Masters of Houston, Inc. for site improvements Phase I to the area adjacent to The Strawberry Festival Fairgrounds at the Convention Center Facility (CIP #M025) in the amount not to exceed \$997,980.07. (Subject to City Council approval).
 - No comments made by attendees.

Agenda Item Four: Approval of Minutes

Board President, Steve Cote called for a motion to approve the minutes from the meeting held on October 22, 2020. Ernesto Paredes moved to approve the minutes seconded by Rick Lord, MOTION CARRIED UNANIMOUS.

Agenda Item Five: Board Actions - Resolutions

- a. **PEDC RESOLUTION 20-031** – Consideration to authorize Staff to negotiate and execute a contract with Construction Masters of Houston, Inc. for site improvements Phase I to the area adjacent to The Strawberry Festival Fairgrounds at the Convention Center Facility (CIP #M025) in the amount not to exceed \$997,980.07. (Subject to City Council approval).

Salvador Serrano made a motion to approve, seconded by Rick Lord that PEDC Resolution 20-031 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 20-032** – Consideration to authorize Staff to negotiate and execute an Economic Development Service Agreement with Economic Alliance Houston Port Region in the amount of \$45,000.00.

- *Steve Cote informed the Board that he would be abstaining from vote on this item.*
- *Ernesto Paredes added that they have always been a very helpful and supportive organization to the EDC and he thought the questions asked were valid.*
- *Rick Lord added that any kind of supportive documentation is a good idea to provide at a meeting to have on record.*

Steve Phelps made a motion to approve, seconded by Salvador Serrano that PEDC Resolution 20-028 be passed, approved and adopted. MOTION CARRIED.

- c. **PEDC RESOLUTION 20-033** – Consideration to authorize Staff to take all appropriate action on Business Enhancement Program applications filed by the following:
1. Kiwi Hospitality Houston, LLC, at location the Quality Inn Hotel, 114 Richey St., for exterior painting in the amount of \$20,000.00.

Rick Lord made a motion to approve, seconded by Ernesto Paredes that PEDC Resolution 20-033, Item 1. be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

2. Fabian Ortega, at location Chicharrones El Guero, 1510 Richey St., for exterior painting and lighting in the amount of \$19,780.00.

Salvador Serrano made a motion to approve, seconded by Rick Lord that PEDC Resolution 20-033, Item 2. be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- d. **PEDC RESOLUTION 20-034** – Consideration to approve and adopt the Pasadena Livable Centers Plan to create a vision for future redevelopment of North Pasadena.

Ernesto Paredes made a motion to approve, seconded by Rick Lord that PEDC Resolution 20-034 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- e. **PEDC RESOLUTION 20-035** – Consideration to approve and adopt a Mission Statement and a Vision Statement for the Pasadena Economic Development Corporation.

Steve Phelps made a motion to approve, seconded by Rick Lord that PEDC Resolution 20-035 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- f. **PEDC RESOLUTION 20-036** – Consideration to approve and adopt a proposed Board Meetings schedule for calendar year 2021.

Emilio Carmona made a motion to approve, seconded by Ernesto Paredes that PEDC Resolution 20-036 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Six: Report by Carlos Guzman, Executive Director

Carlos began with the Loves Local Update and turned it over to Suzette for details. Suzette stated that we were able to distribute close to 100 checks to the small business community. She quickly reminded everyone that Phase 2 was currently open and the deadline is November 20th. The next step will be focusing on the Marketing side of the campaign and that component is to get businesses and individuals to change their mindset to their local community. Carlos continued with Shaw Avenue Reconstruction and turned it over to Sheena who has been spearheading the project. Sheena stated that the task is to create safe connections for the area to become what everyone wants it to become. The constituents and participants in the process want to revitalize Shaw Avenue into a local destination for small business and pedestrian activity. Carlos added that all of the improvements that are being seen on the screen would be sizeable so they are not currently in the budget. Sheena continued with the presentation of the mural arts project and the details. There was 7 walls donated and she circulated an RFQ to 12 outlets across TX. 18 artists have responded thus far and the deadline is December 4th. She mentioned that there are very large walls and we are asking for guidance on the size we want to do this pilot project. Ernesto Paredes started by saying he likes the idea and really wants to get something started quickly. Carlos added that he used to drive by EADO and all of the murals out there and that any time of the day he would see people taking pictures at the murals. *Ernesto asked if there is any way to create a theme to make it a place where people hang out or connect it with history.* Sheena added that there is a

theme – Revival and there is an opportunity to bring arts to the masses through this project without them having to go to a museum and brings interest to an area that has only been known for its petrochem and industrial complexes. We’re trying to give the City an identity that respects its past and the theme of revival can be taken in a million different ways. This was just a pilot to see if this is something the City, the board, the chamber and other administrators want to see more of or if they just rather filling potholes. Rick Lord asked what it would take to do the one building on the slide. Sheena stated she enumerated that no 1 mural can cost more than \$10k. She said we could look at it as a stepping-stone to link the history and the future of the City. *Rick Lord added that we should go ahead and do something because regardless it is going to make the whole area look nice. He’s all in favor of getting something and moving forward with it. Steve Cote said he thinks everyone definitely wants to see something, he’s just not sure everyone would see small or large at the same scale. Steve Phelps suggested presenting things in phases.* To finalize his presentation Carlos went into a year-end review. For Business Development one of the big items was the creation of a permit process review team, continued focus on Business Recruitment and of course complementing efforts on Redevelopment and Marketing efforts. For marketing there was official launch of community branding by incorporating the brand in citywide marketing efforts and place making initiatives. The Gold award for the Pasadena Pulse newsletter was a huge accomplishment. The launch of the Shop Local Initiative, Pasadena Loves Local and the focus on shopping small business. For Redevelopment, Sheena’s been instrumental with shepherding the Livable Centers and Strategic Plan for the City. The mural arts program, the Urban Trails that’s a key component of what’s being done on the North Side and the 2 corridors (Shaw Ave. and Richey). Some main initiatives for 2021 are the installation of the 225 Gateway Sign, the mural installation and pedestrian enhancements on Shaw Ave, the revamp of PasadenaEDC.com and opportunities with the ATT building. Additional items are pursuing the AEDO certification, ongoing and new initiatives to increase support of local businesses and finally implementation of Livable Centers and City Strategic Plan. One of the things he will be doing with the budget is a 5-year CIP program to realign some of our resources to some of the recommendations.

Agenda Item Seven: Comments by Board Members

Ernesto Paredes – Congratulated Carlos and the staff on the work they have been doing. The presentation of the checks you can’t put a price on it. The people he met at the check distribution were happy and grateful. He stated it shows a little bit of effort goes a long way. Behind the effort there’s a team that’s doing alot of hard work and he congratulated them on the hard work.

Salvador Serrano Jr. – He wanted to piggy back on the comment from Ernesto that Suzette and the team worked really hard on it and it was nice to see the smiling faces. Wished everyone Happy Holidays and Happy Thanksgiving and commended the Board for doing an awesome job as well.

Emilio Carmona – Wished everyone a Happy Thanksgiving!

Rick Lord – No comments, just wished everyone Happy Holidays!

Steve Phelps – Wanted to say he really likes the mural program and he’s excited about Shaw Street. Couldn’t mention the Strawberry Festival without saying that’s where he met his wife. Wished everyone a happy and safe Thanksgiving!

Steve Cote – Echoed the same for the EDC staff – exceptional job, looks at all the projects and it’s exciting stuff. Loves the Richey Street Phase 2 opportunity, Shaw Street, marketing, and other opportunities going on. He’s really looking forward to 2021. He also thanked all public attendees.

Agenda Item Eight: Executive Session

****NOTE** 4:05 PM** – At this time, President Steve Cote announced that the Board will be going into a separate Zoom meeting for an Executive Session and will return to the meeting upon conclusion to adjourn.

- 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.
- c. Convene in executive session pursuant to Section 551.087, Texas Government Code to deliberate regarding economic development negotiations for Business Attraction/Retention Projects – Project #2003.
- d. Convene in executive session pursuant to Section 551.074, Texas Government Code to deliberate the appointment, employment, evaluation, reassignment, duties – discussion of economic development staff reviews.

Agenda Item Nine: Reconvene into Regular Session

****NOTE** 4:44 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.
 - No deliberation
- b. Deliberation regarding real property – Project #2002.
 - No deliberation
- c. Deliberation regarding economic development negotiations for Business Attraction/Retention Projects – Project #2003.
 - No deliberation
- d. Deliberation regarding the appointment, employment, evaluation, reassignment, duties – discussion of economic development staff reviews.
 - No deliberation

Agenda Item Ten: Adjournment

President, Steve Cote called for a motion to adjourn the November 19, 2020 meeting at 4:45 pm. Emilio Carmona moved, seconded by Rick Lord. MOTION CARRIED UNANIMOUS.