



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

Conducted via Zoom Meeting

May 27, 2021, 3:00 p.m.

Minutes

Members present:

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

Members Absent:

Marilyn Wilkins, Treasurer
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, Assistant Secretary to PEDC Board

Call to order:

The Pre-Board meeting for the May 27, 2021 Pasadena Economic Development Corporation was called to order at 3:02 p.m. by President Steve Cote.

Agenda Item Four: Presentations

a. Vince Bayou Greenway Study Final Report by Houston Parks Board

Lisa Graiff of the Houston Parks Board provided a planning study report for the Board. She began by reviewing some of the project goals. Short term goals included: connecting Strawberry Park and Memorial Park with a trail along Vince Bayou, Connect other key locations to the trail, create new linear park space and involve the community in the design. Long Term goals included: building community trail stewards, improve health by providing access to hike and bike trail, educate the community about its benefits and to provide safe pedestrian/bicycle routes to the new trail. She then showed a trail diagram showing some connections starting with Memorial Park near 225 ending at Strawberry Park. The next slide covered some of the benefits of the Bayou which include community and health, connectivity and the environment. Altogether, this would raise the quality of life in Pasadena therefore attracting new residents and is good for the economy. Next she covered the process. First they identified opportunities and constraints, then they met with the steering committee and conducted a public meeting to identify projects and to obtain feedback about current needs and wants. The site was analyzed and they went back to the Steering Committee as well as another Public Meeting to review the analysis and preliminary design concepts to gather community input. They then established a program, reviewed the program, looked into the details with engineer and updated alignments

and cost estimate and then put an implementation plan together. Throughout the process they coordinated with the City of Pasadena as well as the Harris County Flood Control District. Public input is that they are generally excited about the project, concerned with safety and security on the trail. They had questions about the maintenance of the trail and we informed them that the City of Pasadena Parks Dept. would be doing that. They want to make sure that once the trail is there that there are safe pedestrian and bicycle routes as well as exercise stations, educational events and maybe some exercise clubs that the public can join. The next slide is of the proposed route identified from all of the feedback and analysis. They looked at implementing it in 3 phases with a total mileage of 3.7 miles and a total estimated cost of \$7.62M for the trail portion. At the very North & Southern end they suggested a pedestrian and bike bridge. Those are Jackson St. bridge and Kalmer St. bridge. They are not essential to the project, but would add to the connectivity. This could be added at a later date. With the 2 bridges, the grand total estimated cost is about \$11M. This preferred proposed route would require some trail easements that are donated or acquired or land acquisition. If doing that is not possible they would have to look at alternate routes along roadways and certain areas. Next she reviewed the proposed trail and amenities. 2 pedestrian-bike bridges, 5 neighborhood road crossings (striping and signage), 3 fitness stations and 7 trail heads where the public can easily access the trail (landscape, lighting, trash receptacles, benches & signage). Along the entire trail there would be more signage as well as 911 mile markers that are coordinated with the 911 system. Steve Cote asked if there is any lighting throughout the trail away from the trailheads. Lisa responded that typically there is no lighting because greenways are considered parks so those are usually only open from dawn til dusk. They don't want to encourage use of the trail when it's dark and it also passes through neighborhoods so the people that live there don't want extra lighting in their area. Lisa stated that the next steps are to continue to work with the Parks Department and the City of Pasadena on the Harris County Flood Control District agreement so that Pasadena can build trails on their land. Also to look at the trail easement donation process which is needed in each of the segments.

Agenda Item Five: Board Actions - Resolutions

- b. **Choice Partners:** Carlos stated that Karen Wallace, Purchasing Director would be chiming in regarding the Cooperative Program that the Board would be voting on. He started by stating that the Convention Center area is one of the catalyst projects identified in the ED strategic plan. He reviewed the original designs that was provided when the Master Plan was done by Hawes-Hill. He proceeded to show the board a more detailed look at the roads around the convention center. He reminded the board that in November the EDC partnered with the City on parking improvements. This is the next step to implement the strategic plan. When the first phase was done, the City approved the item be done through a co-op. In order for the EDC to do this phase we would have to also be part of the co-op. Karen briefly explained what a co-op is and how it works. She stated that basically, an entity solicits formal sealed proposals or bids. They go through the same process that the City does with advertising, receiving, evaluation and scores. Based on scores the higher scored companies may be interviewed and at the end they award a contract. By doing this, local government code allows the city to take advantage of that contract process to utilize the contract (pricing and whatever other terms are in the contract). *Steve Cote asked if there were any questions and then asked for Jeff Moore to comment. Jeff added that you may hear the term "piggy back" like you piggy back onto someone else's bid process. One community bids it out and you enter into an interlocal agreement with that other city to piggy back onto their bid process. He stated that the Interlocal Cooperation act allows city's and EDC's to enter into interlocal agreements to take advantage of that bid. Somebody has bid it out, going through the state required process and has obtained the lowest priced responsible bid based on that bid spec and another city or EDC is capable of taking advantage of that. Steve Cote asked if there were any questions. Rick Lord asked if this is for just this project.*

He expressed that he did not want to get into a situation where this would blanket everything the EDC does. He feels it has it's good and bad side. Carlos responded that this is only for this specific project and that other projects would still have to be approved by the board whether the EDC goes through the bidding process directly or through the cooperative purchasing program. Rick Lord added that he has stated before that using local or putting priority on local contractors is a good thing. He feels that not everybody local will be a part of this so we would be excluding a lot of people. He just wanted to make everyone aware of that. Steve C. added that it's a good point and that it would not be in the best interest to do this all the time because we would be cutting out some good local contractors. Ernesto stated that he had a concern, but that the prior responses explained it. Steve Phelps added that this is similar to what HGAC does as well. Steve C. stated that we could get very efficient using something like this, but at the same time we want to give back as much work to local contractors as possible. He doesn't think this is how we should always do things going forward.

- c. *Construction Masters: Carlos again stated that the item is mainly concentrating on the roads and that Mike Cade was on the line and available for any questions. Steve C. added that if you go back to the master plan at the convention center, roadways are critical parts of the infrastructure to support something like this that would expand commerce, the convention center eventually. The key thing is that the roadways need to be built up or improved upon. He just wants to make sure that they don't do something that has to be redone later and he asked if we spend this money now it does it go into the plan long term and can that be built upon. Carlos confirmed that it is something that can be built upon from there.*

Pre-board meeting adjourned at 3:29 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Board Meeting
Conducted via Zoom Meeting
May 27, 2021, 3:30 p.m.
Minutes

Agenda Item One: Call to order

The Board meeting on May 27, 2021 for Pasadena Economic Development Corporation was called to order at 3:30 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 April 22, 2021. Salvador Serrano, Jr. moved to approve the minutes seconded by Ernesto Paredes, MOTION CARRIED UNANIMOUS.

Agenda Item Four: Presentations

- a. Vince Bayou Greenway Study Final Report by Houston Parks Board
 - This presentation was given during Pre-board.

Agenda Item Five: Board Actions - Resolutions

- a. **PEDC RESOLUTION 21-016** – Consideration for the Board to call a public hearing on June 24, 2021 to allow public comment regarding the FY 2022 Budget.

Steve Phelps made a motion to approve, seconded by Salvador Serrano, Jr. that PEDC Resolution 21-016 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 21-017** – Consideration to authorize Staff to execute an interlocal agreement with Harris County Department of Education (HCDE) for participation in the cooperative purchasing program, Choice Partners.

Ernesto Paredes made a motion to approve, seconded by Steve Phelps that PEDC Resolution 21-017 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. **PEDC RESOLUTION 21-018** – Consideration to authorize Staff to negotiate and execute a contract with Construction Masters of Houston, Inc. for road and parking improvements (Phase II) at the Convention Center Facility (CIP #M025) in the amount not to exceed \$2,798,038.36.

Salvador Serrano, Jr. made a motion to approve, seconded by Rick Lord that PEDC Resolution 21-018, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Six: Report by Carlos Guzman, Executive Director

Suzette McDowell, PEDC Marketing Manager briefly went over a few slides informing the Board that the new Pasadena EDC website is now live. Through the contract with Golden Shovel every 3 years, we are given the opportunity to refresh the site and chose to go ahead and do that. The new website offers

higher functionality and is more user friendly. She pointed out the biggest addition to the website is SizeUp Pasadena that provides small businesses in the area with data that they would otherwise not have access to. You can compare where your business ranks, where customers are located, as well as where potential suppliers are located. The last component is advertising. The tool offers the opportunity for businesses to see where they should invest their marketing dollars and get the most out of their investment. The plan is to do a training with regional partners and also an online webinar with local businesses so that they can get a first hand training from the developers of the software.

Carlos shared that some upcoming items are a Convention Center Drainage Study, IMPACT Pasadena, and the FY 2022 Budget. He then continued with some numbers to support the proposed FY22 Budget and stated that money would be a little bit tight compared to previous years due to the impact of the pandemic. The estimated fund balance at the end of FY21 is \$20M, current revenue guidance for FY22 is \$10.2M. What this tells us is that we're in a good position to continue implementing the ED Strategic Plan, the Livable Centers Plan and some other initiatives. He stated that staff is seeking guidance on what those new initiatives should be. He will be requesting over \$10M for CIP projects, but the Operating budget will be decreasing. There will be a continued focus on redevelopment on the north side and collaboration with other City Departments to leverage resources. There will be a continued focus on Small Business and for Pasadena Loves Local 2.0 we're looking for ways to evolve the program to continue helping small businesses. If everything looks okay we will be approving the FY22 budget at next month's meeting. Carlos continued with the Operating Budget stating that it will be flat to decrease in expenditures with no major changes. He then moved on to the Operating accounts where most of the money is spoken for and reminded them that he will be bringing things to the board for approval. Typically it will be from the line items highlighted on the slides being presented. He then provided some more detail and highlighted that 7124 the account for Incentives Committed will be a big change in operating budget because the Emerson incentive will be eliminated. He continued by providing some detail for Account 7107 which covers Admin fees & salaries as well as contracts that were open a year ago, but have since been completed. Every year \$1M is set aside for incentives and every dollar is approved by the board. The 925k is for consulting projects or other projects. Other than legal fees, everything is subject to Board approval. Again, he compared the FY21 and FY22 budgets to show which accounts are flat and which ones are decreasing. He then moved on to CIP projects and reminded the Board that for FY21 there were no changes to the CIP budget. Now that the Livable Centers has had more time there will be recommendations for over \$10M in new projects. There is a strong focus on North Pasadena, specifically the strategic corridors and Quality of Life projects. He then brought up a project that was brought up a few months back and asked Sheena to provide some details. This project is the Underpass Placemaking and Connectivity. Sheena provided some background on the Shaw Revitalization project and the need for safe connections to that area. In an effort to do that this is the project being presented. The proposed location is the Shaver-Munger-Main underpass which is the core business district being worked on currently. It's approximately 77k sq. ft. of space and the project would create a safe and accommodating environment for pedestrians and nonmotorized vehicles. This is also part of the Livable Centers recommendations. Specifically # 8 and #9 which are a safe corridor on Main Street and creating a safe connecting space that support the business community. What she is proposing is a project with the business community goal of being a safe, connected, illuminated parking; a community goal of revitalizing the Shaw Ave. District and a City goal of improving public safety and connectivity. She went through a few slides with different examples of projects in different locations with these similar goals. There is an ongoing project funded by TXDOT set to begin Fall 2021 that would kick-off the revitalization of the Pasadena Blvd. corridor and would connect Pasadena Blvd. corridor with Shaw Ave. corridor. This gateway wouldn't come first, but EDC can coordinate with the County and the City. The proposed location of the Pasadena Blvd. gateway project is approximately 23k sq. ft. and it would be secondary to the Shaw placemaking project. She continued with details of the process for the Underpass Placemaking Projects. She's suggesting a budget allocation of \$1M for both projects. She stated that the Shaver-Munger-Main project would be more expensive given the size of it than the one for Pasadena Blvd. *Steve C. added that he likes doing something with the underpasses, especially the Shaver-Munger-Main. Ernesto asked who*

they are considering for the working groups. Sheena responded that it would probably be more folks that have done large installations of public art projects. They wouldn't make the vetting group larger than 7 or 9 because it would make it too onerous. It will still be put out for community input. Ernesto added that he thought the working group was more of a group of volunteers doing work, but Sheena cleared up his question. Sheena added that the group will focus on administering the project and vetting the project. Carlos then continued with his presentation recapping the redevelopment projects and those numbers on the following slide. Again, the operating budget has limited changes, CIP will have over \$10M in requests, and the opportunity for EDC budget to fully implement ED strategic plan and Livable Centers. If the Board is okay this will be brought to the next meeting for approval. Steve P. had a question, but not on the budget. He asked if there is anything coming out of the legislature that the Board needs to be made aware of. Jeff Moore responded that there is nothing significant and none of the bills he saw are going to "kill" economic development. Salvador commented on the underpass project stating that his kids would want him to drive through it every day to see it lit up. He has seen something like it in other Cities and he thinks it looks really nice and would bring a lot of people to the area which is what we want. Steve finalized by saying that it might look like we have a lot of money, but it will get spent fast once some of the projects start to push through.

Agenda Item Seven: Comments by Board Members

Steve Phelps – Passed with no comment.

Salvador Serrano, Jr. – Stated that everyone is doing a good job, there's a lot of good projects going on and is excited for this year and the next.

Ernesto Paredes – Commended Carlos and staff on a good job.

Rick Lord – Also commended staff on an excellent job and appreciates everything.

Steve Cote – Stated we have some good things working and that it's good to see some sense of normalcy without masks. He likes to see that commerce is coming back and hopes to see local foot traffic come back to Pasadena to limit the impact our local businesses have seen by online purchases. He also hopes everyone is ready for summer time!

Carlos mentioned at this time that just in case anyone is asked, the monument sign will be complete in 120 days at 225 & Richey.

Agenda Item Eight: Executive Session

****NOTE** 4:02 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.

Agenda Item Nine: Reconvene into Regular Session

****NOTE** 5:08 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.

- **PEDC RESOLUTION 21-019** – Authorize Staff to extend a Real Estate Sales Contract month to month and purchase price on the terms as discussed in Executive Session.

Ernesto Paredes made a motion to approve, seconded by Salvador Serrano, Jr. that PEDC Resolution 21-019, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- **PEDC RESOLUTION 21-020** – Authorize Staff to approve an amended MOU providing an extension of the term and the purchase price on the terms as discussed in Executive Session.

Salvador Serrano, Jr. made a motion to approve, seconded by Ernesto Paredes that PEDC Resolution 21-020, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Ten: Adjournment

President, Steve Cote called for a motion to adjourn the May 27, 2021 meeting at 5:12 pm. Ernesto Paredes moved, seconded by Steve Phelps. MOTION CARRIED UNANIMOUS.