



**PASADENA ECONOMIC DEVELOPMENT CORPORATION**  
**Pre-Board Meeting**  
**Conducted in the Pre-Council Conference Room at City Hall**  
**January 23, 2020, 3:00 p.m.**  
**Minutes**

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**Members present:**

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

**Members Absent:**

**Others Present:**

Jeff Moore, Brown & Hofmeister, LLP (via phone)  
Carlos Guzman, Pasadena EDC Executive Director  
Rick Guerrero, Pasadena EDC Manager  
Suzette McDowell, Pasadena EDC Marketing Manager  
Sheena Salvino, Pasadena EDC Redevelopment Manager  
Robin Green, Public Works Director  
Karina Tomlinson, PEDC Assistant Secretary  
Jomie Blumreich, City Controller

**Call to Order**

The Pre-Board meeting for the January 23, 2020 Pasadena Economic Development Corporation was called to order at 3:00 p.m. by President, Steve Cote.

10. b) Sheena and Carlos briefly presented the Board with a few slides to review the Clark Condon and Staff recommendations for the Pasadena Blvd Master Plan that was originally presented in July. Sheena used Google Earth to allow visualization of current views and possible future treatments for each area of the Pasadena Blvd Master Plan. Steve Cote added that the emphasis is to change the aesthetics of the road and it's mobility based on the changes in the geographies of the area there so that it's not just a 68 ft. wide 4 lane highway. Instead of people just stopping at the corner to get gas and get back on the freeway, you want people to come down the road and into the city and neighborhoods. You're creating an area that you want people to slow down more, enjoy the environment, and possibly shop a little. Emilio Carmona stated that he had a problem. That first impression is important so, if we're not going to put a lot of attention on the intersection of Pasadena Blvd & 225 all it's going to be is a place

to stop and get gas and keep going. He'd like to see something to create a wow factor and that it's the beginning of a nice street. He pointed out that the first thing people see is a cash checking building. Sheena stated we are looking at treatments that will make it look like it cares about itself, a standard is where we want to get to. If the standard is pave the road, then that's it. We have to think about the context for what we're doing there. Emilio added that he'd like to see a little bit more green space, nice sidewalks, nice lighting. Sheena added an important note that we might not want to treat that intersection that way because there are a lot of large trucks that use that entrance into the City which is why you see the degradation of the curbing and why you often see things knocked down and moved out of place. Marilyn added that she believes that in order to do that she thinks that would require taking land from the Gas station and check cashing businesses. Sheena stated that it's important to consider what the use is, and although it is an entrance to Pasadena it is also a service area to Pasadena. This area is very central for cars commuting in and out of the city and you don't really want to put a pedestrian in a place where people are trying to catch a yellow light. Emilio just suggested adding some aesthetics in the area that will be touched on in the Redevelopment Update later in the meeting.

- c) Carlos provided some details regarding this item stating that Commissioner Garcia's office has put out a call for projects. The EDC is working with Public Works and together have identified 2 projects. Part of the application is to have a letter of support from the entity and City Council is doing one, but since we will be funding part of the projects we are required to submit a letter as well. If we were to be awarded we would be leveraging county funds. The 2 projects are the convention center drainage and the other is the Boggy Bayou. He stated that when the property was originally acquired from La Porte one of the requirements was that we had to do onsite detention, which is 15 acres. One way or another we have to do that when we develop that site. If we were to get the project we would be able to develop the entire site. Robin Green added that what we'd like to do is put the detention in the Red Bluff ROW South of Fairmont. There is a first reading for the contract in February with the County for flood control for \$8.2M. When we do that, it will release the 15 acres that's on the 99 acres. Boggy Bayou parallels BW8 and it's going to be a 50/50 between Deer Park and Pasadena. Steve Phelps asked if La Porte is in support of one of the projects to which Robin answered that Harris County already approved the agreement between flood control and La Porte for us. This is going forward and you're leveraging your money basically.
- d) Carlos added that this is a continuation of the program and that there have been nothing but positive comments. Steve Cote stated that the program is cultivating future leaders of the City and he feels it's a good program.
- e) Carlos spoke a little about the goals of the Strategic Plan and that one was to overcome the negative image of Pasadena currently. There are a lot of assets that people don't know about so this would help a little bit because of the talk show component of the new marketing package. Another reason this sounds appealing is because the Chamber is working with high school students so they're getting training for future workforce so it checks a lot of the boxes. Suzette added that there have

been many conversations about what we can do from a marketing standpoint and we decided not to go to a big marketing agency prematurely, partnering with the Chamber on this can help spread the word about the good things happening in Pasadena. Marilyn asked if the \$6k covered a year's worth of services to which Carlos responded that it is for 12 months. Cristina Womack added some comments about how the IMPACT program spurred conversations and collaborations that led to the creation of "Discover Pasadena" and the benefits of working with the A/V students. Steve Cote added another key thing is that we are not the only funding source of the program.

- f) Carlos stated that this is just an administrative item.

Pre-Board meeting Adjourned at 3:32 pm.

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**Agenda Item One: Call to order, roll call**

The Board meeting on January 23, 2020 for Pasadena Economic Development Corporation was called to order at 3:32 pm by President, Steve Cote.

**Agenda Item Two: Invocation**

Invocation given by Rick Lord, Vice President.

**Agenda Item Three: Pledge of Allegiance**

Pledges led by Steve Phelps, Board Member.

**Agenda Item Four: Approval of Minutes**

Board President, Steve Cote called for a motion to approve the minutes from the meeting held on October 24, 2019. Ernesto Paredes moved to approve the minutes seconded by Rick Lord, MOTION CARRIED UNANIMOUS.

**Agenda Item Five: Public Comments**

No comments made by those in attendance.

**Agenda Item Six: Financial Status Report by Jomie Blumreich City Controller**

Jomie stated that they use six funds to track all of the activity of PEDC. The first two (Fund 9949 and 9950), the source of revenue is from sales tax. Fund 9955 through 9966 are from revenue note issuance. On the sales tax she stated that we are starting really good. Tax from October and November have been collected, she stated that the TX Controller's Office is always two months behind. In October numbers were showing a 10.9% increase in sales tax collection. The trend continued in November where there was another increase with sales tax collection at about 10.5%. With December being a Holiday she is sure that will be continuing. She began her report with Fund 9949 which is basically all of the operating type expenditures. Fund 9950 keeps track of all the Capital Project expenses. In the operating fund 9949 the Board has approved a total budget of approximately \$5.4M of which \$293k has been spent leaving \$5.1M remaining to be spent. In fund 9950, if you took a snapshot in end of December the Cash /Investments position is \$56M. Out of the \$56M you have \$39.6M is for CIP budget which is in Exhibit A. She had the board look at the exhibit and stated that the top portion are current PEDC projects. She stated there was an update to the Budget by the Board's approval adding \$3M to the North Pasadena Redevelopment making the current budget \$3.9M. The next one is the Utility Development Project that the Board approved another \$2M so now the budget is \$5.9M. Another project is the Gateway Sign and that is under S074 and the board increased that by \$300k, so now the budget is \$600k. The expenditures are \$136k so that leaves a balance of about \$463k. The next one is Pasadena Blvd that was just discussed and the board

approved adding an additional \$4M so the S077 budget now is \$11.75M of which \$4.18M has been spent leaving a balance of \$7.56M. The board also approved Corridor Development where there is \$2M and also Traffic Mobility Ph. II where there is \$1M. So all of the CIP budget has been updated per board approval of FY20 budget. Marilyn Wilkins asked Jomie if the percentage increase that she mentioned was cumulative to which Jomie explained that the percentage increase is in comparison to the prior year's sales tax revenue for the same month. So the comparison is from October (2018) to October (2019) and November (2018) to November (2019). So the average right now is 10% increases. Jomie continued with the remaining four funds that are funded through revenue bonds or notes. Fund 9955 all of the projects are completed and this fund is closed. Fund 9960 bonds were issued specifically for Vista Rd. improvements which have been completed and we still have some money available. The next fund is 9965 for Richey St. improvements that have been completed and there is approximately \$188k left available. Fund 9966 and as you recall we issued a \$1M revenue note for the Fairmont Water main Phase I. Right now it's almost finished and we still have about \$2,500 remaining in the budget, but overall in this fund we have about \$56k.

### **Agenda Item Seven: Presentation – 2020 Redevelopment Program Update**

Carlos briefly introduced Sheena reminding everyone that it has been a year since she joined the team and that she will be reviewing how projects have been moving along and just an overall summary of redevelopment in Pasadena. Sheena stated her goal with the presentation was to demystify what she's doing here, to provide some clarity and engage the Board in the process. She started by going into how she goes through a project and checks off the boxes. First is Conceptualization – define the project and determine feasibility by doing a quick SWOT analysis. If it has legs she goes to Carlos and if he's on board then she looks at other projects for compatibility and talks to other internal partners, elected officials and any other stakeholders to then begin to develop a Plan. Next is the Design, which can be anything from a design package, survey, and construction drawings. Next is Permit & Review where the designs must be reviewed and approved before permits are issued. Then, it's Occupied and this is where she comes full circle with an Assessment and Renewal. As we've seen in historic Pasadena this phase is the one that we are in a lot of the time re-assessing. We take a look at what's good about this, what's bad, what can be improved upon and how do we want this to look in the future and the circle starts over. Each step includes different people and different parts of the process. Sheena proceeded to go through some of the current projects stating which goal of the Strategic Plan was being targeted and where in the Redevelopment Process they are on. The Northside Monument & Gateway Project targets Goal 1 which is Marketing & Image. The strategy there is to enhance visual appearance of major gateways, she is currently working with Planning, Public Works, CEO's and Consultant Freese & Nichols. The PEDC has funded \$89k for surveying, siting and design. The next step is for the steering committee to meet and finalize and approve the design & move it toward bid. She then showed some renderings of the design for the gateway planned for Hwy 225 and Richey. Next she covered Goal 4 Catalyst Projects along the six investment corridors, specifically 4 streets that were prioritized including: Pasadena Blvd, Richey St, Shaw St, Red Bluff Rd. First, the Pasadena Blvd Master Plan for which she is currently working with Harris County, Public Works/Engineering, Planning, CEOs and Consultant Clark Condon. PEDC has contributed \$11.75M, the City has contributed staff time and the County has contributed approximately \$6M. The next step here is for the Board to accept the Master Plan which is up for vote at this meeting and then a follow up with some Councilmen to then hopefully schedule a meeting between the County and the

City. Next is Richey St Phase II (Southmore to S. Houston Rd) which is also a Catalyst Project, same strategy, team slightly different – Public Works/Engineering, Planning, business owners, local land owners, the Consultant in this case was Clark Condon. As a quick update they met with the business owners to get input on concerns and 3 came out which were safety for pedestrians, lighting and additional green. She's working with property owners on public private partnership opportunities to look at different design options that achieve safety and enhance business. The Shaw Street Revitalization is still in the works, we're in the Planning phase. Robin's got the project started and she's coming in to see what can be done to improve the realm to make it more useful for multiple users. The contribution is mixed with PEDC and the City. Next steps are to hopefully amend the parking agreement w/TxDot and the city, create revitalization districts with Planning. Steve Cote added that the Livable Centers Study is what's really driving the next steps on this project. Red Bluff is in conceptualization phase at this point, but we don't have the funding that it would require that is about \$50M. Goal 6 is to Support Structures for Economic Development; she's currently working on Livable Centers, the City-wide Strategic Plan & Fiscal Analysis, the Business Enhancement Program and some pilot programs and special projects. She then provided an update on the Livable Centers Study being conducted in partnership with HGAC that ties together existing plans to build upon past & current infrastructure improvements, improve ped/bike infrastructure and several other items to unify them into one vision and implementation plan. The first meeting is taking place on February 4<sup>th</sup> at Peter Fogo Rec Center. Then there is the City-wide Strategic Plan/Fiscal Analysis that will engage the community to create a plan that acts as a road map for redevelopment guided by the community's vision. A piece that we're funding is the Fiscal Analysis component which is an analysis of the land uses and tax implications of those uses as they currently are and as they would be under different circumstances. So under different built out scenarios what does it look like. The idea is to get an idea of how to fiscally sustain our infrastructure improvements. Can Pasadena's current development pattern generate enough wealth to pay for its infrastructure and maintenance? Lastly, the Business Enhancement Grant Program is still available for folks that have a building or business in the primary 6 corridors. Matching funds up to \$20k for approved upgrades to your building. Pretty much anything on the envelope of the building that improves it, stabilizes it or is on the façade of the building, we're willing to entertain it. We had 1 complete, 1 in progress and 2 forthcoming from 2019 and for 2020 we anticipate a lot more because we're working so closely with the folks on Richey Street. She asked that if anyone knows someone who is interested in the grant program to share her contact information.

Steve added that the emphasis is for us to not just fix what was already there without any changes; we know a lot has changed so when you're going to redevelop you need to be very clear and specific on how to attract or maintain the commerce or people in the area to stay or come. That's why we've made it a point to look at these studies so that before we go and repave a road or improve drainage and not improve lighting and other things, we make sure that the money put in is going to be used for things that will be good for 40 years rather than putting what was there before and expecting different results.

\*At this time Ernesto Paredes excused himself from the remainder of meeting.

#### **Agenda Item Eight: Project Status Update from Robin Green, Director of Public Works**

Pasadena Blvd: Robin stated they are trying to convince Precinct 2 to be able to have the EDC bid and manage the construction project to make some of the ideas that Sheena has possible. Shaw Street: It's already been awarded for construction, it's an EDC project. Changes are

limited because there's already a contract and contract amount. To go beyond that it would have to be re-designed, which is not out of the question, it would just depend on how far they would want to go on a re-design of Shaw. The fastest way to do this is to sit down again in a few months and see what you want to do and what can be done within the confines of the contract, basically it's the money. Pasadena Blvd. has more potential; if the job is advertised more money can be put into it. The intersection at 225 would cost \$3-\$4M to buy that real estate, but you can do treatments further down the road and in the future maybe that could happen. The only thing that would be unrealistic is the median because it just widens the ROW.

**Agenda Item Nine: Report by Carlos Guzman, Executive Director**

Carlos began his report by stating that there will be a request for a budget amendment at the February meeting and reviewed the items needing additional funding for infrastructure improvements. The first is part of the Corridor Development; there is drainage issues and also the Utility Development Project where we have been getting complaints from some customers in the Industrial District about water pressure. Robin added that the frontage roads always flood, so he was thinking that we could do a project at Pasadena Blvd and the Beltway and try to get better drainage. The Utility Development we had a contract with OxyChem and they went from about 2k gallons a day to over 1.5M and the water pressure has dropped really low. What they want to do is take a water line and loop it back around to improve the pressure for them. The item he is asking for direction from the board is the quality of life projects. The City has a Parks Master Plan and Livable Center Studies underway, we expect to get preliminary recommendations within 90 days. There might be some projects that the EDC can partner with Public Works and/or Parks. What Carlos would like to know is if the Board would like to explore these type of projects. A line item can be created and staff can recommend an annual cap if the Board would like. Marilyn stated it's hard to conceptualize what that would be if there are no actual projects yet. Carlos said there will be some preliminary recommendations, but the other option is to do another budget amendment down the road. He reiterated that any project would of course come to the Board for approval, but the recommendation would be similar to that of the cap placed on marketing which is 10% of budget which is about \$1.1-\$1.2M. Robin added that he gets a lot of requests for sidewalks, street lights and pavement markings. Rick Lord added that he likes the idea of quality of life projects. Steve Cote added that the recommendation of 10% sounds like a good number. Carlos continued with his presentation going over upcoming and ongoing initiatives. He began with Business Development and the announcement from November of a \$600M investment project that is pending de-annexation. If they get that we'll get this facility in Pasadena. Another one was Preferred Freezer, a smaller one worth \$30M and Rick Guerrero was really involved with helping them navigate the permitting process which can sometimes be challenging. The expansion facility is scheduled to open for business in Q1 2020. Last year there was a \$1.1 Billion secured in CapEx and currently in the pipeline we have \$2.2B. FY18 had about 26 expansion/new business projects and FY19 there were 86; EDC didn't work on all of them, but just on the projects we worked on there was 796 jobs retained and/or created. These are primary full-time jobs. For Redevelopment we're looking at what kind of things we can do. One of the major issues in the Shaw area is parking, so can we do a parking district or some sort of parking agreement under 225? One of the ideas is something similar to what was done in West Houston involving art. This is just one of the things we're working on to upgrade the visual appeal of Pasadena. Another project is the trails master plan which Second Century did 20 years ago. Rick Lord asked what would happen to the ditches, if they would be taken out.

Sheena responded that the trail would be along the bank of the bayou. Rick added that he thought the plan was to remove some of the concrete/ditches to slow down the flow. Sheena stated that we would have to follow the standard set forth by Harris County Flood Control. For Marketing & Image The Pasadena Pulse was released, the new brand was launched and we are looking at applying for AEDO designation. There are only about 60 of them in the world and we have most of the requirements, but Staff may bring items to the board before the application process. We are also looking at revamping the website; part of our contract is that every 3 years or so we get a new website so we are looking to begin that in Q2. A promotional video for the EDC was then shared with the Board and they commented that they liked the graphics and statistics and the overall feel. Carlos finished up with Upcoming Events and asked the Board to contact Staff if they are interested in attending any of the events.

### **Agenda Item Ten: Board Actions - Resolutions**

- a. **PEDC RESOLUTION 20-001** – Consideration to approve the Financial Report of Investment Activities for the Fiscal Quarter ended September 30, 2019.

Steve Phelps made a motion to approve, seconded by Rick Lord that PEDC Resolution 20-001 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 20-002** – Consideration to approve and adopt the Pasadena Boulevard Master Plan as the road map for the future redevelopment and revitalization of Pasadena Blvd.

Emilio Carmona made a motion to approve and adopt the Pasadena Boulevard Master Plan, seconded by Rick Lord that PEDC Resolution 20-002 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. **PEDC RESOLUTION 20-003** – Consideration to authorize the Pasadena Economic Development Corporation Chairman to sign a Letter of Interest on behalf of the Board in support of and in partnership with the City of Pasadena and Precinct 2 Harris County Commissioner for Partnership Projects.

Rick Lord made a motion to authorize the PEDC Chairman to sign a Letter of Interest on behalf of the Board, seconded by Steve Phelps that PEDC Resolution 20-003 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- d. **PEDC RESOLUTION 20-004** - Consideration to authorize Staff to negotiate and execute a contract with Pasadena Chamber of Commerce for sponsorship of the 2020 IMPACT Pasadena Program in the amount of \$25,000.00..

Salvador Serrano made a motion to authorize Staff to negotiate and execute a contract with Pasadena Chamber of Commerce for sponsorship of 2020 IMPACT Pasadena Program, seconded by Marilyn Wilkins that PEDC Resolution 20-004 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.



- e. **PEDC RESOLUTION 20-005** – Consideration to authorize Staff to negotiate and execute a contract with Pasadena Chamber of Commerce for sponsorship of a new marketing package including the online talk show, “Discover Pasadena” in the amount of \$6,000.00.

Salvador Serrano made a motion to authorize Staff to negotiate and execute a contract with Pasadena Chamber of Commerce for sponsorship of a new marketing package, seconded by Emilio Carmona that PEDC Resolution 20-005 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- f. **PEDC RESOLUTION 20-006** – Consideration to approve the release of \$700,000.00 set aside for the Restaurant Depot Project under PSCC Resolution #18-013 and authorize additional projects be undertaken as part of the M018: Utility Development Project contract which consists of construction of utilities, traffic and pavement improvements for proposed and existing developments where there is no utility service, limited service and/or inadequate service..

Rick Lord made a motion to approve the release of \$700,000.00 set aside for the Restaurant Depot Project under PSCC Resolution #18-013 and authorize additional projects be undertaken as part of M018: Utility Development Project contract, seconded by Salvador Serrano that PEDC Resolution 20-006 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

#### **Agenda Item Eleven: Comments by Board Members**

Rick Lord – Commented he hopes we’re almost done with Restaurant Depot. He also thanked Staff for all the work done.

Salvador Serrano, Jr. – No comments other than commending Staff for the great work and is looking forward to a great 2020.

Marilyn Wilkins – Echoed Salvador’s comments and stated that when she first started they were doing a lot of studies and plans so to see them start to come to fruition and seeing the planning process and to have some projects under their belts is exciting, she is really impressed with the way Staff is getting stuff done.

Emilio Carmona – He thinks everything looks good and getting better and wished everyone a happy new year.

Steve Phelps – Passed with no comments.

Steve Cote – Also echoed the comments about what Staff is doing and it’s nice to see some things coming together. You start to see the Strategic Plan playing it’s part, identifying key areas of focus and things coming together, coming to place. As these things start to fit into place, now we want to see the momentum. We want to see things move forward and get some projects done this year. He also thanked Staff for that.

#### **Agenda Item Twelve: Executive Session**

**\*\*NOTE\*\*4:21 PM** – At this time, President Steve Cote announced that the Board would be “going behind closed doors” for an Executive Session.

- 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 551.087, Texas Government Code to deliberate regarding economic development negotiations for Business Attraction/Retention Projects. – Project #2001
- c. Convene in executive session pursuant to Section 551.072, Texas Government Code to deliberate the purchase, exchange, lease or value of real property.

**Agenda Item Thirteen: Reconvene into Regular Session**

**\*\*NOTE\*\* 4:51 PM** – At this time, President Steve Cote reconvened the Board Meeting.

- No decision or action taken on items a, b, or c.

**Agenda Item Fourteen: Adjournment**

President, Steve Cote called for a motion to adjourn the January 23, 2020 meeting at 4:51 pm. Marilyn Wilkins moved, seconded by Rick Lord. MOTION CARRIED UNANIMOUS.