



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

April 23, 2026, 3:00 p.m.

Minutes

Members Present:

Rick Lord, President
Marilyn Wilkins, Vice President
Salvador Serrano, Jr., Treasurer
Ernesto Paredes, Secretary
Efren Arjona

Members Absent:

Angela West

Others Present:

Jeff Moore, Brown & Hofmeister, LLP (via Zoom)
Arturo Marquez, PEDC Director
Karina Tomlinson, PEDC Manager
Julianne Echavarria, PEDC Marketing Manager
Dr. Jo Anne Estrada, Visit Pasadena Manager
Yolanda Vegas de Eaves, Sr. Office Assistant

Call to order:

The Pre-Board meeting for the April 23, 2026, Pasadena Economic Development Corporation was called to order at 3:00 p.m. by Board President, Rick Lord.

Rick Lord read through the items on the agenda stopping at the below.

Agenda Item Five: Financial Report by Lindsay Koskiniemi

Connie Dors from the City Controller's Office updated the Board on the EDC's financial status and expenditures for the fiscal quarter ending on March 31st, 2026.

Agenda Item Seven: Board Actions -Resolutions

- a. Façade Forward Program- Arturo Marquez, Director, highlighted that the grant awarded increased from \$20K to \$50K. Julianne Echavarria, Marketing Manager, presented two Façade Forward grant applications from Joe I Zaid & Associates.
- b. Placer.ai Software – A. Marquez explained that this technology will allow us to identify where visitors are coming from and where they are going, providing valuable insights into visitor behavior. Based on the data collected, we will be able to establish targeted goals to increase event attendance. A. Marquez also presented the pricing structure, which is based on factors such as population size.

Agenda Item Eight: Report by Arturo Marquez, Director

Marketing – Staff attended the Houston Hispanic Chamber Annual Luncheon and took this opportunity to advertise the Façade Forward program. Due to the limited impact that Houston Hispanic Chamber has in Pasadena, sponsorship was reduced from \$10K to \$5K this year.

Art of Soccer – Julianne Echavarria, EDC Marketing Manager, explained that the soccer balls are currently on display at Houston Galleria. Once the competition starts, they will be moved to East Downtown Fan Fest.

David Maldonado, local artist, created the art piece which includes a QR code that directs the fans to Visit-PasadenaTX.com. Economic Vision Survey – It is still actively collecting information about what retail related business the community would like to see in Pasadena. There is a trend through responses such as fine dining, entertainment, and different store brands.

Visit Pasadena – Dr. Jo Estrada, Visit Pasadena Manager, announced to the Board that Pasadena received the Tourism Friendly designation from the Governor’s Office. The goal for this year is to achieve Film Friendly designation and Digital Friendly designation, as well. Little Vince Bayou Greenway – Director Marquez, gave an update regarding the Notice to Bidders, along with submission deadline and bid opening dates.

Owner’s Representation, Convention Center Design – The EDC has secured an agreement with Adaptive Program Management LLC, to provide review and analysis of the current project developments. Other Updates – The EDC continues to receive applications for prospective Board Members. The EDC is moving forward with RFQ for Convention Center Area, and Downtown Master Plan.

Pre-Board adjourned at 3:55 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION

Board Meeting

April 23, 2026, 3:55 p.m.

Minutes

Agenda Item One: Call to order

The Board meeting on April 23, 2026, for Pasadena Economic Development Corporation was called to order at 3:55 pm by Board President, Rick Lord.

Agenda Item Two: Invocation

Invocation given by: Ernesto Paredes, Board Secretary.

Agenda Item Three: Pledges

Pledges led by: Efren Arjona, Board Member.

Agenda Item Four: Public Comments

Cristina Womack, Pasadena Chamber of Commerce, President & CEO, gave a report on the Job Fair held on April 22nd.

Agenda Item Five: Financial Report by Lindsay Koskiniemi, City Controller

Report was given during Pre-Board meeting.

Agenda Item Six: Approval of Minutes from April 2, 2026

Rick Lord called for a motion to approve the minutes from the meeting held on April 2, 2026. Marilyn Wilkins moved to approve the minutes, seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.

Agenda Item Seven: Board Actions – Resolutions:

Board President Rick Lord opened the Public Hearing at 4:02 pm.

There were no comments from the public.

Board President Rick Lord closed the Public Hearing at 4:04 pm.

- a. **PEDC RESOLUTION 26-008** – Consideration to authorize Staff to take all appropriate action on Façade Forward Program applications filed by the following:
 1. Public hearing and approval authorizing a Façade Forward application filed by Joe I. Zaid & Associates totaling \$50,000.00 to make façade improvements to the building located on 4701 Preston Ave.
 2. Public hearing and approval authorizing a Façade Forward application filed by Joe I. Zaid & Associates totaling \$31,855.00 to make façade improvements to the building located on 4710 Vista Rd. Suite E.

Ernesto Paredes made a motion, seconded by Salvador Serrano, Jr. that PEDC Resolution 26-008 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 26-009** – Consideration to accept the Financial Report of Investment Activities for the Fiscal Quarter ended March 31, 2026.

Ernesto Paredes made a motion, seconded by Marilyn Wilkins that PEDC Resolution 26-009 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. **PEDC RESOLUTION 26-010** – Consideration and action to purchase Placer.ai Software subscription in the amount of \$50,000.00.

Marilyn Wilkins made a motion, seconded by Ernesto Paredes that PEDC Resolution 26-010 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Mr. Arturo Marquez responded to additional questions and comments from Board members.

Agenda Item Eight: Report by Director of Economic Development

The report was given during the Pre-Board meeting.

Agenda Item Nine: Comments by Board Members.

Ernesto Paredes – He thanked those in attendance and the EDC staff for their work and again, welcomed Director Arturo Marquez.

Efren Arjona – He thanked everyone for doing a great job.

Marilyn Wilkins – She added that the staff makes the Board look good. It is exciting to see some positive direction focused on a long-term plan.

Salvador Serrano, Jr. – He thanked the EDC staff and the city employees for everything they do. He had the privilege to attend the Houston Hispanic Chamber of Commerce event; he attended the military ball at the Fleet Week representing the city. He always goes around holding his Pasadena flag, everyone always forgets that Pasadena is the second largest city in the county.

Rick Lord – He appreciates everything the staff is doing; the EDC is going in the right direction, and he likes sticking to long-term plans.

Agenda Item Ten: Executive Session

****NOTE** 4:12 PM** - At this time, Board Vice President Marilyn Wilkins announced that the Board would be “going behind closed doors” for an Executive Session.

- a. Convene in executive session pursuant to the provisions of Chapter 551 of the Texas Government Code in accordance with the authority contained in Section 551.071, regarding pending or contemplated litigation concerning the Design-Build agreement with Way-Tech, Inc., a Texas corporation.

Agenda Item Eleven: Reconvene into Regular Session

****NOTE* 4:17 PM** - At this time, Board Vice President Marilyn Wilkins 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 the Executive Session:

- a. Deliberation regarding pending or contemplated litigation concerning the Design-Build agreement with Way-Tech, Inc., a Texas corporation.
 - There was no deliberation on this item.

Agenda Item Twelve: Adjournment

Board President, Rick Lord called for a motion to adjourn the April 23, 2026, meeting at 4:18 pm. Marilyn Wilkins moved, seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.