



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

July 24, 2025, 3:00p.m.

Minutes

Members Present:

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

Members Absent:**Others Present:**

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

Call to order:

The Pre-Board meeting for the July 24, 2025, Pasadena Economic Development Corporation was called to order at 3:00 p.m. by President, Rick Lord.

He read through the items on the agenda stopping at the below.

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

Fund 9950 contains sales tax. Subsequent columns correspond to bonds to support projects. PEDC operating allocated budget but unspent is \$4.5M. CIP projects have \$42.9M available to spend. There will be a Debt service coming up on 08/15/2025 of approximately over \$2M. The fund balance is very healthy, under \$27M. The Convention Center Expansion and Renovation project has spent to date \$8.5M with a remaining fund balance of \$41.4M as of June 30th. L. Koskiniemi offered to answer questions. *M. Wilkins asked that the list of current projects shows \$42.9M, obviously some of the newer projects are for the Convention Center. There are other older projects, for example from 2018 for \$8M related to Industrial District Infrastructure Improvements, with unspent money for seven years. In the past it has been discussed. There is a reason to have an unspent balance waiting for something to happen that is taking a while. M. Wilkins asked: which projects could potentially be completed if we decided to reallocate funds in the future? Is that even a possibility? How would that work?* L. Koskiniemi suggested to make this question a future agenda item, if the EDC wants to reallocate those funds. It would be necessary to see if they are being paid for with bond money. The bond's covenants will have to be revised because there are provisions that are restrictive. L. Koskiniemi added, the EDC probably needs to have a workshop, she would be more than happy to help with that. After taking action, it would have to go to City Council. *M.*

Wilkins added that it would be something interesting for the EDC to know. For example, there are \$29,000.00 out of \$1.2M from Traffic Mobility Improvements. She would think that a 2018 project should have been finished by now. She would like to move unspent money into something we can use for a viable project moving forward, rather than money being allocated and not spent. L. Koskiniemi responded that she would research to make sure that money is not bound to a bond covenant. M. Wilkins added that some of those balances are significant. We have this money available to be reallocated, should the board decide. R. Lord added that he knows they keep up with the data and asked if they ever do an audit. R. Lord, asked for specifics about this project from 2018. Ana Espinoza responded that the project has been completed, and it will be closed out this year. The \$29,000.00 will be returned to the fund balance. There was a note on the FY2026 Budget about this project. R. Lord asked about the \$8M balance for the previously discussed project. A. Espinoza responded that the general plans were to fund the waterline, but she thinks the design is taking longer. Some of that funding, about \$4M, has been moved to the Convention Center drainage project for LaPorte, since the project increased in price. That funding was moved from the Industrial District Infrastructure Improvements into Convention Center Infrastructure Improvements in the FY2026 Budget. Ana added that you see the \$8M now, but at the beginning of October they will see it is going to be less. M. Wilkins made a reference for another \$371K of an original \$427K. She asked if that was for the water well on Bay Area Park, from 2019. A. Espinoza responded that some of these projects need to be looked into. They are old, and we need to figure out if we are going to do anything with them or not. R. Green made a clarification regarding the water plant project at the north end of Bay Area Blvd. He explained the cost and the advances that have been made. A. West asked about the Convention Center Hotel Program from 2016. A. Espinoza responded that she believes the project was closed out last year. A. West responded that it still shows a balance of \$94K. A. Ezpinoza responded she does not know why, but it is on the list of closed out. M. Wilkins added that we can do some cleaning up. S. Serrano asked for a reminder of what the Quality of Life relates to. K. Tomlinson responded this is the funding account used for specific projects like the Little Vince Bayou. If we had other quality of life projects, we would take the money from that account to fund those specific contracts.

Agenda Item Seven: Public Hearing

- a. BEP Application, Learning Minds Academy 821 Fairmont Pkwy - Along with slides Julianne explained that the main goal is to make the exterior of the building safer. The request includes LED lighting, a new commercial door with security features, and a windowpane that allows an outside view. The project includes a new exterior wooden fence around the property, as well. The Request is for \$10,000.00. This is a busy section of Fairmont and hopefully this request will spark additional requests from other businesses.
- b. BEP Application, Koala Cubs Preschool 1033 Fairmont Pkwy - The request includes LED lighting, a commercial door with security systems, a windowpane, new wooden fence, and painting of outside planters, as well. Julianne showed both projects' before and after pictures. These properties belong to the same owner. As long as they are not applying for a second grant for the same property, they are allowed to apply. A. West asked if there are other applications. For this month, these are the only ones, Julianne responded. A. West asked, if these two applications are approved for the same owner, would it be taking away the opportunity from other applicants. Julianne responded, no, it is just those two properties. A. Wests confirmed that it was for the same owner. Julianne confirmed that, adding the owner cannot apply for another grant for those same properties. M. Wilkins asked if this is property specific. Julianne responded, yes.

Agenda Item Eight: Board Actions- Resolutions

- c. Contract with Tangram Design, LLC. - M. Wilkins asked what they are going to administer for \$14,000.00. K. Tomlinson explained they will be managing the project, and as shown in the

proposal, the fact that they are not local affects the cost. Back in 2022, they were selected through the bidding process to do the Wayfinding masterplan, which was going to be implemented citywide. The cost for that was about \$3M. We decided to use the Plaza as a pilot project. They are going to make sure the signs are manufactured to their specifications. *M. Wilkins responded that she thinks this is a lot of money for just that.* R. Guerrero added this is more like a pilot program.

- d. Design- Build Agreement with Way-Tech, Inc. - Jeff Moore attorney for the EDC added that this item refers to the Pasadena Convention Center Design-Build Agreement. He will be giving legal advice regarding the contract during Executive Session.

Agenda Item Nine: Report by Rick Guerrero, Executive Director

Pasadena Blvd - Work is being done on the north end on the west side. The east side is completed.
Pasadena Arena - It will be discussed during the Executive Session. Vince Bayou and Little Vince Greenway - These projects are ready for the next steps. The funding is on the account. Little Vince Bayou project is an EDC project. We are ready to move forward with this project. Vince Bayou is more of a city project and has matching funds from Harris County, as well. Pasadena City Plaza - This project is complete. With the pilot project, we will see how the signs are going to look. Tangram was the consultant hired about two years ago, and signs will be implemented as projects get completed. Strawberry Festival - We sponsored this past Strawberry Festival with about \$9,000.00. We worked directly with Telemundo to attract traffic to the festival. Marlene Stalley reported to us that this was the best festival they ever had. Pasadena Rodeo - We have very similar plans for them, as well. There are two Latin bands with a lot of audience right now. They are expected to bring the largest attendance at the Rodeo. Mall Property - Harris County Pct. 2 has acquired Dillard's building. Harris Health will lease the building from the precinct to open a clinic. Visit Pasadena - Jo gave the Board members a summary report of "Tavel Impact in Pasadena" that reflects travel spending from visitors, business earnings, jobs created, local taxes earnings, and state taxes earned, from 2019 to 2024. Her report included future plans for events coming up in the area, and collaboration with different local businesses. Bay Area Houston Partnership (BAHEP) has put together a Tourism Committee preparing for the World Cup 2026. Julianne and I have put together a list of hotels in Pasadena, along with other assets in the city. For our Media Outreach, we recently collaborated with the Houston Chronicle, touring through different restaurants here in Pasadena. We are waiting for the report. Julianne added that it was sponsored by the Chronicle. The city was presented with the Music Friendly certification during the July 4th Fest. We participated in the East Regional Music Friendly Liaison meeting. We were able to meet with other cities around us to collaborate and coordinate future events. Our launch party to unveil the Visit Pasadena website will be on August 14th. The website won't be open until 6pm on that night. An event has been organized with a large screen. Jo asked the Board to RSVP to experience the moment. Through the site, people will be able to submit their events. We will approve them to make sure they are appropriate. Travelers will be able to build an itinerary, as well. The first annual "Dia De Los Muertos" is in the works. It will be held at Strawberry Park. We spoke with Texas Markets to organize one at this event with local vendors, artists, and crafts. We are waiting for approval from the city. For Business Retention and Expansion, we continue collaborating with the Chamber of Commerce visiting local businesses, as well. For Film Friendly Designation, the process to prepare the submission has begun. At this time, we are working on policies and other necessary rules. Visit Pasadena is sponsoring a table at the Rodeo Livestock Show & Kick Off Dance. Board members are invited to RSVP.

Pre- board meeting adjourned at 3:29 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION

Board Meeting

July 24, 2025, 3:29 p.m.

Minutes

Agenda Item One: Call to order

The Board meeting on July 24, 2025, for Pasadena Economic Development Corporation was called to order at 3:29 pm by Board President, Rick Lord.

Agenda Item Two: Invocation

Invocation given by: Rick Lord, Board President.

Agenda Item Three: Pledges

Pledges led by: Efren Arjona, Board Member.

Agenda Item Four: Public Comments

Erin Webb, Pasadena Chamber of Commerce, VP- Erin was present to give the Board the quarterly report for the Pasadena Loves Local Program. Last month they hosted a Small Business Resource Fair. Over 120 small businesses were connected with different resources and larger companies that can offer them life-changing contracts, like Chevron and Kaneka, among others. Next quarter they will be hosting a Google AI workshop, based on their survey, this is a hot topic for small businesses. Along with Jo and Julianne, she visited about 30 businesses already. This is the contracted amount with the EDC. She has no doubt that by the end of the year it will be closer to 60 the number of visits they will perform. She thanked the Board for the partnership and assured them that together they are making a difference for small businesses in Pasadena.

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

The report was given during the Pre-Board meeting

Agenda Item Six: Approval of minutes from June 26, 2025

Rick Lord called for a motion to approve the minutes from the meeting held on June 26, 2025.

Ernesto Paredes moved to approve the minutes, seconded by Salvador Serrano, Jr. MOTION CARRIED UNANIMOUS.

Agenda Item Seven: Public Hearing

Public Hearing Opened at 3:34 pm

- a. Consideration to authorize Staff to take all appropriate action on Business Enhancement Program applications filed by the following:
 1. Shehla Merchant of Learning Minds Academy at 821 Fairmont Pkwy, Installation of LED lighting, commercial door with security system, new windowpane, and new wooden fence to exterior of the building, in the amount of \$10,000.00.
 2. Shehla Merchant of Koala Cubs Preschool at 1033 Fairmont Pkwy, installation of LED lighting, commercial door with security system, new windowpane, new wooden fence, and addition of exterior plants, in the amount of \$10,000.00.

Public Hearing Closed at 3:35 pm. No comments made by attendees.

Agenda Item Eight: Board Actions – Resolutions

- a. **PEDC RESOLUTION 25-013** - Consideration to accept the Financial Report of Investment Activities for the Fiscal Quarter ended June 30, 2025.

Marilyn Wilkins made a motion, seconded by Ernesto Paredes that PEDC Resolution 25-013 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 25- 014** - Consideration to authorize Staff to take all appropriate action on Business Enhancement Program applications filed by the following:

1. Shehla Merchant of Learning Minds Academy at 821 Fairmont Pkwy, Installation of LED lighting, commercial door with security system, new windowpane, and new wooden fence to exterior of the building, in the amount of \$10,000.00.

Marilyn Wilkins made a motion to approve, seconded by Elaine Domec that PEDC Resolution 25-014, Item 1. be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

2. Shehla Merchant of Koala Cubs Preschool at 1033 Fairmont Pkwy, installation of LED lighting, commercial door with security system, new windowpane, new wooden fence, and addition of exterior plants, in the amount of \$10,000.00.

Marilyn Wilkins made a motion to approve, seconded by Ernesto Paredes that PEDC Resolution 25-014, Item 2. be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. **PEDC RESOLUTION 25- 015** - Consideration to authorize Staff to negotiate and execute a contract with Tangram Design LLC. to provide construction administration services for Wayfinding signage for the Pasadena City Plaza (CIP #R094) in the amount not to exceed \$14,250.00 from the North Pasadena Redevelopment Project account (M008).

Ernesto Paredes made a motion, seconded by Angela West that PEDC Resolution 25-015 be passed, approved and adopted. MOTION CARRIED ANONIMOUS

- d. Discussion and action regarding Design Build Agreement with Way-Tech, Inc. a Texas corporation.

Jeff Moore attorney for the EDC added that this item refers to the Pasadena Convention Center Desing-Build Agreement, he will be giving legal advice regarding the contract during Executive Session.

Agenda Item Nine: Report by Rick Guerrero, Executive Director

The report was given during the Pre-Board meeting.

Agenda Item Ten: Comments by Board Members.

Efren Arjona – He congratulated Mayor Schoenbein and is excited for a new era. He has friends and family along Pasadena Blvd. that give him feedback. One of the comments that he keeps hearing is about the company that's doing the work. Their employees on the ground are doing a great job communicating with businesses and accommodating them, so they can continue to sleep, move, and have work. The company that Rick and the Board elected is doing a wonderful job. He understands it is construction but the one thing he hears is the guys on the ground are doing an incredible job, and for that he is thankful.

Ernesto Paredes – He congratulated Jo and the team on keeping communication with small businesses, it is helpful.

Angela West – She was glad to see everybody out today. The room is like a full house. She thanked the EDC's team for all the things they do for Pasadena. She congratulated Mayor Schoenbein and asked everyone to keep Kerr County in their prayers; they are still recovering.

Ealine Domec - She Thanked all different departments that work for the City of Pasadena, for working together.

Marilyn Wilkins – She added that in light of the music designation, between now and the next Board meeting, on August the 9th the Pasadena Philharmonic is having "Tasty Tunes" event at Campbell Hall. They signed up different restaurants. It is a great night to go out and eat good food while listening to music. This event will support the Pasadena Philharmonic, 6pm, August the 9th at Campbell Hall. Jo added that she included this event in her monthly report to the Governor's office.

Salvador Serrano, Jr. - He thanked all the City of Pasadena employees for all the work they do. The city employees make things run. Some of his family members were city employees. He joked that this makes him almost feel like he works for the city as well. He also wanted to congratulate Mayor Thomas Schoenbein on his new leadership. He looks forward to working with him not only in this capacity but as a business owner located in the city, as well.

Rick Lord - At this time R. Lord invited Mayor Schoenbein to speak. Mayor Schoenbein spoke to the audience and told them it is an honor to serve as their mayor. There are a lot of great things in our future and the folks in this room are helping shape this future along with others. Let's just keep that in mind as we go forward. We are Pasadena, a community as well, and everything we do and everything we say needs to be the best. We also need to respect one another, grow our relationships to make us the best in the state, and go to destination. He concluded by thanking everyone.

R. Lord added he hopes the mayor has an open door and hopefully we can have good communication. Mayor Schoenbein responded, yes, the door is wide open and added jokingly, ask some of these folks.

Agenda Item Eleven: Executive Session

****NOTE** 3:44 PM** – At this time, Board President Rick Lord 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, to seek legal advice from the PEDC attorney regarding the Design- Build Agreement with Way-Tech, Inc., a Texas corporation.

Agenda Item Twelve: Reconvene into Regular Session

****NOTE** 4:55 PM** - At this time, Board President Rick Lord 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 legal advice from the PEDC attorney for the Design-Build Agreement with Way-Tech, Inc., a Texas corporation.

- **PEDC 25-016** – Salvador Serrano, Jr. made a motion to terminate for convenience the Design-Build Agreement with Way-Tech, Inc., for the Pasadena Convention Center Expansion and Renovation Project for the failure to agree on the total cost of the project, pursuant to Section 23.4 of the Agreement, and consistent with the terms as discussed in executive session, and subject to review of legal counsel and bond counsel, seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.

Agenda Item Thirteen: Adjournment

Board President, Rick Lord called for a motion to adjourn the July 24, 2025, meeting at 5:00 pm. Elaine Domec moved, seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.