



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

January 22, 2026, 3:03 p.m.

Minutes

Members Present:

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

Members Absent:

Elaine Domec

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 January 22, 2026, Pasadena Economic Development Corporation was called to order at 3:03 p.m. by Board President, Rick Lord.

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

Agenda Item Five: Financial Report by Lindsay Koskiniemy

In the absence of Lindsay Koskiniemi, City Controller, Mr. Robert Chambers, Assistant City Controller was present to deliver the report. As in the past, the Board was given the financial report that captured the City of Pasadena's EDC, these are Funds: 9949, 9950, 9960, 9965. As of 12/31/2025 the EDC has \$10,000 in cash, \$74.1M in investments, these numbers are on the operating side. Total PEDC's bonds balance is \$42.5M. The total PEDC's fund balance is \$41.7M. Next, the report shows a list of active projects that total \$82.7M, this includes a total of thirty-four projects. There is \$38.3M unspent and some projects that will close within the next few months. Once these projects are closed, money can be added to the pool the EDC has allocated for new projects. In the month of February, EDC will have to pay \$1.2M in interest for its outstanding debt. He concluded the Financial Summary Report offering the Board an opportunity to answer their questions.

Agenda Item Six: Consideration to amend and approve the minutes of the meeting held on October 9, 2025.

Rick Lord pointed out a couple of clerical errors on the first page. The “Others Present” column includes Rick Guerrero as present. Karina Tomlinson’s title needs to be corrected to Interim Executive Director.

Agenda Item Nine: Report by Director of Economic Development

Dr. Estrada was invited to present the year-in-review summary for “Visit Pasadena.” There was a PowerPoint presentation along with the report. Visit Pasadena launched over a year ago. We have done a great job engaging with the community and partnering with our local chamber on Business Retention and Expansion visits. The slides show pictures highlighting where some of the visits took place, such as Armand Bayou. She then continued by outlining key metrics on “Visit Pasadena” website performance, for total users, new users, sessions, page views, and engagement rate. Through the event calendar, people are seeing the events happening in the community. We directed and produced the official “Visit Pasadena” destination trailer posted on YouTube, which we share when visiting businesses or attending conferences. We successfully hosted the website and brand launch party, welcoming and previewing the new “Visit Pasadena” brand with the community. Over one hundred local businesses and community partners were in attendance. We partnered with our local independent school district for the logo design. Eric Barrera, shown on the slide, created the logo for “Visit Pasadena.” He was selected among other participating students, through a process that included presentations and feedback. We’ve been able to increase overall media reach and engagement through short-form videos, highlighting brand recognition. Cafecito & Network initiative was launched, with great success. We had two events already and each attracted eighty to one hundred people in attendance. At the second event, attendees were able to post on a wall what they offer and what they need. This allowed them to network with each other. There is another Cafecito & Network event scheduled for this upcoming February. We earned two prestigious awards from the Governor’s Office, Music Friendly and Tourism Friendly designations. The annual and seasonal events we promoted throughout the year were the Strawberry Festival, the 4th Fest, and the Pasadena Rodeo. We also worked with our local markets to develop brand recognition. We partnered with Wings Over Houston and supported ticket sales through a promo code system, which generated thousands of dollars in ticket sales and hotel revenue. While Visit Pasadena excels at attracting new visitors to the website, the focus for this year is to start working on the repeat customer. We will focus on work travel as well, since we have a lot of industry in the area. Looking ahead, we are pursuing Film Friendly and Digital Friendly designations from the Governor’s office, aiming to achieve all four state recognized designations, “Grand Slam.” We are going to expand our website, so businesses can upload their information along with their logo. Along with Pasadena ISD audio visual and graphic design students, we will coordinate and develop a youth driven social media series designed to build community pride and elevate local stories, called “My Pasadena.” We are now an official chapter of “Make Music Day”, a global celebration held annually on June 21st. We are starting to recruit businesses and partners that want to host live music at their locations. The Make Music Day organization will design an online map featuring all the Pasadena locations hosting live music. We are exploring the hosting of Pasadena’s first film festival; “Dia De Los Muertos;” a Mural Trail, and the Strawberry Trail. All this is very exciting because we know that expending money locally, travel, and tourism, is all Economic Development. Dr. Estrada offered to answer any questions from the Board and invited them to reach out to her if they knew of any event or any businesses that want to be featured on Visit Pasadena’s website.

Pre-board meeting adjourned at 3:15 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION

Board Meeting

January 22, 2026, 3:15 p.m.

Minutes

Agenda Item One: Call to order

The Board meeting on January 22, 2026, for Pasadena Economic Development Corporation was called to order at 3:15 pm by Board President, Rick Lord.

Agenda Item Two: Invocation

Invocation given by: Marilyn Wilkins, Board Vice President.

Agenda Item Three: Pledges

Pledges led by: Ernesto Paredes, Board Secretary.

Agenda Item Four: Public Comments

Cristina Womack, President & CEO, Pasadena Chamber of Commerce, was present to deliver updates to the Board. Erin Webb, VP, Pasadena Chamber of Commerce, has been working closely with Julianne, Jo, and Karina, with the Pasadena Loves Local program. One of the initiatives they applied and competed for in 2024 was the opportunity to host one of the fifteen Governor's Small Business Summits, a highly competitive application process open statewide. Pasadena was recently selected as the host city for 2026. The Chamber will host the event, scheduled for June 25th, in partnership with the EDC and San Jacinto College. Pasadena was the only city selected from the greater Houston southeast region. The plan is for a robust day of programming, focusing on expanding resources for small businesses. She thanked the team for their work in submitting the application. The Chamber is also preparing for the first Pasadena Loves Local workshop in March, in partnership with the Small Business Development Corporation with a focus on AI and website development. She acknowledged the presence of the Board at the annual gala, which included the graduation of IMPACT Pasadena 5th cohort. This cohort is actively working on their collective IMPACT project, a requirement on the agreement between the Chamber and the EDC, focusing on a project that gives back to the community. They will be launching a Youth Development Program next fall in partnership with Pasadena ISD and San Jacinto College. They will also host their first nonprofit fund raiser, a clay shoot, a networking opportunity. She expressed her appreciation for the accomplishments of both teams with the BER program, and she is looking forward to hosting the Governor's Small Business Summit.

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

The report was given during the Pre-Board meeting by Robert Chambers, Assistant City Controller.

Rick Lord asked the Board members if they had any questions. Arturo Marquez, EDC Director, responded that EDC was made aware of different projects that can be closed. At the next meeting a shortened list will be provided in order to have true financial status.

Agenda Item Six: Amend and Approve Minutes from October 9, 2025

Rick Lord called for a motion to amend and approve the minutes from the meeting held on October 9, 2025. Ernesto Paredes moved to amend and approve the minutes, seconded by Salvador Serrano, Jr. MOTION CARRIED UNANIMOUS.

Agenda Item Seven: Approval of Minutes from November 20, 2025

Rick Lord called for a motion to approve the minutes from the meeting held on November 20, 2025. Ernesto Paredes moved to approve the minutes, seconded by Marilyn Wilkins. MOTION CARRIED UNANIMOUS.

Agenda Item Eight: Board Actions – Resolutions

- a. **PEDC RESOLUTION 26-001** – Consideration to accept the Financial Report of Investment Activities for the Fiscal Quarter ended December 31, 2025.

Efren Arjona made a motion, seconded by Ernesto Paredes that PEDC Resolution 26-001 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Nine: Report by Director of Economic Development

The Report was given during the Pre-Board meeting.

Agenda Item Ten: Comments by Board Members.

Salvador Serrano, Jr. – He asked everyone to be cautious with the upcoming weather, adding that HEB was very busy. He thanked the city's employees for their hard work; he always tells them they are the heartbeat of the city.

Marilyn Wilkins – She added that speaking of HEB, she saw a headline about a survey for the best grocery store in the US and asked everyone to guess who won, everyone responded “HEB.” She thought that was very awesome, a Texas store. She asked everyone to be careful with the weather and hoped they all stay snuggled in. She is sure the mayor’s hot line will be well manned. Salvador Serrano added that the first largest store HEB ever built is here in Pasadena.

Efren Arjona – He thanked everyone for their work and hoped they had a good holiday. He also wanted to welcome the new Director, Mr. Marquez, and he is excited to move forward, and get to know him. He has been with EDC for two years and it is great. This is a great community, with great projects; he doesn’t have anything negative to say. Once again, he looks forward to it.

Ernesto Paredes – He welcomed Arturo on board. He added that the city needs to be cautious with the weather and take it like a Texans game; it can go either way.

Angela West – She welcomed the Director to Pasadena. It’s good to be back from the holidays and get back into the routine. It is hard to believe that the first month is already down. She saw on Facebook that if you cannot find something to cover your outside faucets, you can use a Whataburger cup.

Arturo Marquez, EDC Director, spoke a few words. He had the chance to meet some of the Board members in the past eight days. He appreciates the time they have given him. He has a few stops to make and appreciates the opportunity and the trust they are placing in him to make sure we continue to excel in Pasadena. He is blessed with the team that is already in place. He has said that many times in different places because out of all the places he has worked, he has never seen a more capable and very enthusiastic group of people that he is thrilled to work with. He looks forward to working with the Board. There are a couple of things that can be improved, and he is here to do that. Mr. Marquez asked the Board for feedback, and he has already received some tasks which he loves. He is open to everybody; there is a desire to improve this organization and the relationships with its partners. He is here for the challenge. There are a couple of things, minor ones, but he looks forward to it. He appreciates the Board giving him a warm welcome.

Rick Lord - He hopes everybody stays warm. If anyone has kids, be ready to have them cooped up for the next two days. He hoped everyone had a good holiday and a happy new year. It was hard to get back to work, after relaxing during the holidays.

Agenda Item Eleven: Executive Session

****NOTE** 3:28 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* 3:53 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 EDC attorney regarding the Design-Build agreement with Way-Tech, Inc., a Texas corporation.

- There was no deliberation on this item.

Agenda Item Thirteen: Adjournment

Board President, Rick Lord called for a motion to adjourn the January 22, 2026, meeting at 3:55pm. Ernesto Paredes moved, seconded by Efren Arjona. MOTION CARRIED UNANIMOUS.