



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

June 26, 2025, 3:00p.m.

Minutes

Members Present:

Rick Lord, President
Marilyn Wilkins, Vice President
Ernesto Paredes, Secretary
Angela West

Members Absent:

Salvador Serrano, Jr., Treasurer
Efren Arjona
Elaine Domec

Others Present:

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

Call to order:

The Pre-Board meeting for the June 26, 2025, Pasadena Economic Development Corporation was called to order at 3:00 p.m. by President, Rick Lord.

Rick Lord read through the items on the agenda and asked if anyone had any questions.

With no questions or comments by the Board, Rick Lord concluded the Pre-Board meeting.

Pre- board meeting adjourned at 3:01.

PASADENA ECONOMIC DEVELOPMENT CORPORATION

Board Meeting

June 26, 2025, 3:01 p.m.

Minutes

Agenda Item One: Call to order

The Board meeting on June 26, 2025, for Pasadena Economic Development Corporation was called to order at 3:01 pm by Board President, Rick Lord.

Agenda Item Two: Invocation

Invocation given by: Ernesto Paredes, Board Member.

Agenda Item Three: Pledges

Pledges led by: Marilyn Wilkins, Board Vice President.

Agenda Item Four: Public Comments

No comments made by any attendees.

Agenda Item Five: 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 Marilyn Wilkins. MOTION CARRIED UNANIMOUS.

Agenda Item Six: Public Hearing

Public Hearing Opened at 3:03 pm

- a. Consideration to approve and adopt the proposed FY 2026 Operating and CIP Budgets.

Public Hearing Closed at 3:04 pm. No comments made by attendees.

Agenda Item Seven: Board Actions – Resolutions

- a. **PEDC RESOLUTION 25-012** - Consideration to approve and adopt the proposed FY 2026 Operating and CIP Budgets.

R. Guerrero started his presentation with FY 2026 Budget Overview: continued focus on Pasadena Blvd, Entertainment and Tourism, and Budget approval by City Council in July. He then continued, describing Pasadena EDC's continued focus on some other projects: Pasadena Arena & Convention Center Expansion & Renovation, Pasadena Blvd, and Visit Pasadena Initiative. For the FY 2026 Operating Budget, funds have been added to some of the accounts from other accounts on the same Operating Budget to cover some of the increased expenses. He then described account 8811 Debt Principal Expense and account 8813 Debt Interest Expense are the debt on the bonds. As debt increased, funds had to be added. A. West asked what the increase is. R. Guerrero responded that while the principal stays the same, the interest increases. The Budget for previous years was: \$14,696,168M for FY2024, and the amended budget FY2025 is \$11,340,034M. The proposed budget for FY2026 is \$11,032,812, which is very similar to the one

for the previous year without any drastic changes. Moving on to the CIP Budget, he clarified that the amount of \$3,136,942 as an addition for the Convention Center Infrastructure Improvements is not additional funding for the Arena. This amount was moved from the Industrial District Infrastructure Improvements account. For this project, the total account balance will be \$7.5M. It will be utilized for drainage improvements on the property adjacent to the Convention Center, which was donated by the City of LaPorte. R. Green described it as an ET J swap, for a retention pond. *M. Wilkins asked if the money was spent or appropriated.* R. Guerrero responded, only appropriated. It hasn't been spent and clarified that the \$7.5M is only for the retention pond. R. Green added, there will be one pond, and it will provide retention for Pasadena and LaPorte. Shaw Street Reconstruction Phase I, Traffic Mobility Improvements Phases I and II, are complete. The excess funds from these projects totaling \$12,102.54 were moved back into the fund balance. *In regard to Pasadena Blvd. M. Wilkins asked whether the remaining portion of the street represents basically 25% of the total size of the project, and how much do the other three quarters of the project cost, in total dollars.* R. Green responded about \$10 to \$12M. *M. Wilkins added that we may need \$3 or \$4M more to do the rest.* R. Green added that the full amount has been appropriated. R. Guerrero clarified that M. Wilkins is talking about the portion south of Harris Ave., and money for that section hasn't been appropriated, yet. *M. Wilkins wanted to confirm that only \$3 to \$4M will be needed.* R. Green added that it will easily do it. R. Guerrero concluded with a Budget Recap and offered to answer any questions. *R. Lord asked, what has the sales tax looked like over the past three years.* R. Guerrero responded, we are staying flat, it is growing about 2 to 3%. *M. Wilkins asked how it compares to other municipalities in the area.* R. Guerrero responded that it depends because each municipality is a little different. Lindsay Koskiniemi agreed with R. Guerrero, added that at the most recent TCMA sales tax were a subject and a lot of cities are seeing flat revenues. It is not a bad thing. It is just random. Just across the board the 3%, like Mr. Guerrero said, is going to be very consistent. At least we are not going the other way around. R. Guerrero, added that some of the cities around us that are smaller, look like they have experienced increases, but that is because they are smaller. They aren't spread out like we are. We branch out further south to the Clear Lake area.

Ernesto Paredes made a motion, seconded by Marilyn Wilkins that PEDC Resolution 25-012 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Eight: Report by Rick Guerrero, Executive Director

Richey Street – This project has been completed. Pasadena Blvd – They are lacking 13 storm laterals between Thomas and Whitaker (on southbound side). Approximately half of the southbound paving between Thomas and Eagle. Paving, storm and 24" water line at Jackson; paving driveways and sidewalk on the north half of Jackson; one driveway and some sidewalk and retaining wall on the south half of Jackson. Driveways, sidewalk and lateral streets on southbound side between Thomas and Eagle. Nothing has been constructed between Eagle and 225 (we are still waiting on TXDOT permits), traffic signal work lacks completion throughout, but is at least half complete. The completion time is by the end of the year. Pasadena Arena – They are working on forming for the foundation. Some of the longer delivery items are ordered: steel, generators, elevators, escalators, seating, etc. Vince Greenway & Little Vince Greenway – Those two projects are ready for the next steps and will be discussed with the incoming administration. Strawberry Festival – Visit Pasadena was very involved in promoting and financially supporting the Strawberry Festival, with approximately \$9,500. Both the Strawberry Festival and the Pasadena Rodeo are very important to us because they bring people from outside of Pasadena. We need to start bringing people from outside to spend their money and keep it here instead of our citizens going somewhere else. We are trying to reverse that trend. That's why Visit Pasadena is going to be important for us moving forward. Pasadena Rodeo - We are working with them on a sponsorship program. We are trying to attract more people than they have in the past. R. Guerrero was told by

Strawberry Festival's Executive Director, Murline Staley, that this year was the best festival ever. We were able to facilitate that growth and hope to do the same with the Rodeo. Mall Property – Harris County had a purchase agreement with the mall owner regarding the Dillard's property. Harris Health is looking to lease this property from Harris County Pct. 2, to open a clinic. That will also help us to bring people into Pasadena to spend money. *M. Wilkins added that this is more motivation to finish the rest of the road. M. Wilkins asked, with respect to the supplies, specifically steel, is there a clause in the contract with the construction company to incentivize them to buy American components for the building?* R. Green responded, that is not in the contract. R. Guerrero was told by Hensel Phelps that they had placed the orders now in an effort to beat the tariffs that are fixing to take place. Visit Pasadena Initiative – Dr. Jo Estrada is out on Travel College with Texas Tavel College Alliance. J. Echavarria, Marketing Manager, took the floor for an update. The City of Pasadena had La Fiebre Fest, at the Convention Center, celebrating La Fiebre's 40th anniversary in Tejano music. They received an official Proclamation from the Governor's Office and the Texas Music Office. Our team was present supporting the event. We engaged in social media coverage to get the word out leading into the Music Friendly Certification that Visit Pasadena will receive at the 4th Fest celebration at the Convention Center, as well. This award will be presented by the Music Office, part of the Governor's Office, to the City of Pasadena in recognition of its designation as a Texas Music Friendly Community. Pasadena will be added to the state directory that provides all sorts of information. Once completed, the Convention Center will also be included in this directory. Julianne asked everyone present to attend and support the award certification. Visit Pasadena website development progress is very strong. The target for completion is the end of July. Visit Pasadena was invited to join the Small DMO Advisory Council of the Texas Association of Convention and Visitors Bureaus (TACVB). We are considered a startup program. They are looking for feedback from us to see what kind of program they can provide as a state organization for similar cities like ours. We participate in the Business Retention & Expansion program with the Chamber of Commerce, adding the component of Visit Pasadena. We inform them about the programs and resources we have to offer, and how they can get involved. With the creation of Visit Pasadena and social media, the goal is to highlight our local businesses to bring people from outside the city. At the beginning of June, Jo and I attended the TACVB Innovation Summit. It focused on AI and other different software programs; we seem very ahead of the curve. It was also a chance to meet other cities and get ideas. We continue with content creation, engagement and community story telling. We collaborated with the Pasadena Little Theater to promote their ongoing show. With the Strawberry Festival we were heavily involved. We included high school students to take pictures, and to participate on social media. This gave us ideas for next year on how we can continue to partner with them. We met with the Rodeo directive and want to see how we can partner up with them. We are looking at targeting "Tejano Night" and a partnership with Telemundo, as well. We are highlighting historical landmarks on social media, BRE visits, key attractions, and other different activities. The "Urban Cowboy" anniversary just happened in the past few days. Jo put together a social media post that went great with over 40K views. Social media stats had experienced a lot of growth on Instagram and TikTok. This week we had the Small Business Resource Fair with the Chamber of Commerce through Pasadena Loves Local. We had a presence from Visit Pasadena, Pasadena EDC, Pasadena Loves Local. Small businesses wanted to know what we can do to help them. We are doing this work for them. They are the economic drivers of the community. R. Guerrero added that Jo and Julianne had been busy, with boots on the ground talking to businesses promoting the Visit Pasadena brand, the EDC and all the partnerships we have. Earlier in the week, at a GHP meeting, he met the new Economic Development Director for Harris County. There is an interest in Pasadena because of the underserved businesses in the north side. This presents funding opportunities for small businesses. We are building a great asset at the Convention Center property. We have to promote it. Hopefully, we will have an operator in place to generate revenue. We hope to have workshops with the operator, City Council, and local event organizers. This is not just about the Arena but all other investments we have done at the property. It is time to get serious and see what kind of investment return we are going to have after all this work. It is an economic development driver. R. Guerrero gave the Board members a list

of all the strategic plan goals that show all accomplishments within all categories. It is amazing to see all the work the team has done. The Pasadena EDC has been reaccredited as an “Accredited Economic Development Corporation”. To put it into perspective there are only three accredited organizations in the Houston area: CenterPoint, Greater Houston Partnership, and Pasadena EDC. There are only ten in the state of Texas, and eighty-nine in the country. R. Guerrero told the Board that the organization they help run is at the top, and it is a great accomplishment. He congratulated the Board and the staff for their work.

Agenda Item Nine: Comments by Board Members.

Ernesto Paredes – Good job. Going around the community you can see it. It is a good feeling. As we get better informed, like through the training the team is receiving, it will help us to put this information out to keep going. The idea is about the whole city, not like it has been in the past. Good job.

Angela West – It is an honor to serve on this Board. She has lived in Pasadena her whole life and never thought about the intricate parts, like tourism. Seeing and learning about these aspects is incredible. She is excited about the future and wished everyone a Happy 4th of July.

Marilyn Wilkins – She loves Independence Day and will eat hotdogs and apple pie. She also has family members that are veterans all the way back to WWI, it means a lot to her and knows that it does to everyone else, as well.

Rick Lord – He appreciates the staff’s work. Everything is running smoothly. R. Guerrero added that it takes everybody in this room. Jokingly, R. Lord said he wanted to give R. Guerrero a little bit of credit.

Agenda Item Ten: Adjournment

Board President, Rick Lord called for a motion to adjourn the June 26, 2025 meeting at 3:41 pm. Marilyn Wilkins moved, seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.