



**PASADENA ECONOMIC DEVELOPMENT CORPORATION**  
**Pre-Board Meeting**  
**Conducted in the Pre-Council Conference Room at City Hall**  
**February 28, 2019, 3:02 p.m.**  
**Minutes**

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**Members present:**

Steve Cote, President  
Rick Lord, Vice President  
Emilio Carmona, Secretary  
Marilyn Wilkins  
Steve Phelps

**Members Absent:**

Randy Drake, Treasurer  
Ernesto Paredes

**Others Present:**

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

**Call to Order**

The Pre-Board meeting for the February 28, 2019 Pasadena Second Century Corporation d/b/a Pasadena Economic Development Corporation was called to order at 3:02 p.m. by President, Steve Cote.

**(6) Discussion**

- a. Update and discussion regarding a Business Enhancement Program and related expenditures.
  - Carlos briefly introduced Sheena to the Board.
  - Sheena began her presentation with some background as far as how this program is tied to the Strategic Plan. She indicated this is going to be a matching grant program for eligible businesses in the target area to complete infrastructure enhancement projects. Some target streets are Richey, Red Bluff, Shaw, Shaver and Pasadena Blvd. Some examples of eligible expenditures include architectural & engineering fees, exterior demolition, doors, windows, shutters, basically structural improvements to façade. Ineligible expenditures would be permit fees, acquisition of buildings or land, project costs incurred prior to grant approval, routine maintenance and other similar expenditures. She then proceeded to summarize the process from the submittal of the application to the reimbursement and close out. The review process is something

she's looking for feedback on but it begins with staff review and scoring, if partner department needs to take a look at it the application would be passed along and then finally it would be submitted for board review.

- Carlos added that other cities including Baytown run programs such as this. These are major corridors, not residential that the EDC and the City are already spending money on.
- Sheena added that this isn't the first time that this type of project is done. This is the 3<sup>rd</sup> go around, we're just moving it forward to take advantage of what's going on now.

b. Pasadena Blvd. Enhancement Project Update

- *Carlos briefly reviewed the history of the project and introduced the guest speakers, Scott Slagle and*
- *Scott stated that they were there to provide an update. What can we have, what can we have when. There is a lot of stuff going on in a very narrow corridor. Chris will address that and if there are any questions to go ahead and ask.*
- **Chris reviewed the study area that they are using and presented different maps with different information.** *He began with the one showing ownership. What properties the City of Pasadena currently owns, which ones are more or less institutions, or semi-public, and private. There are a few lots not compliant with ordinances that we are looking for opportunities of acquisition. Currently for the roadway project from Harris north the City is acquiring ROW from both sides of the street. The next map showed all the neighborhood connections focusing on circulation. The following was the major or master plan for the area, they are identifying a hierarchy of gateways. One from the highway as you enter Pasadena there is larger monumentation and smaller ones that get you into the neighborhood. The main component or node being identified is the crossing at Little Vince. Along this opportunity they are seeing additional acquisition for certain properties to have a continuous greenway along the bayou and a pedestrian trail that would connect from that gateway to Southmore. The mall redevelopment is what is anchoring the southern corridor. The next few slides were a more in depth analysis of just the corridor. As Scott mentioned, the existing condition is very limited. We only have 60 ft. of ROW with 4 lanes of traffic. This is only allotting a small area for pedestrian traffic and limiting the safety perception of that corridor. They are seeing a layering effect, first with the roadway you'll have infrastructure improvements such as sidewalks, streets, street lights. In the future another layer that could be larger monumentation. The proposed condition is about acquiring an additional 15 ft. of ROW with acquisition mostly on the West side of Pasadena Blvd. You can see the pedestrian area is still very small on both sides. Further down by 225 there is a median there and another opportunity for changing materials right off of the highway identifying a different space. He pointed out several other Gateway opportunities, including one at Little Vince and enhanced street lighting where we can have branding on the street signs, way finding, banners on the street lights. There is a lot of opportunities that the corridors present.*
- **Steve Cote asked if there was any ideas on costs.** *Chris stated they are very high level on cost, but running numbers on certain utilities and improvements.*

- **Steve asked about one of the first slides.** Chris indicated there were 2 different layers, the red was retail/business and the blue was either City of Pasadena or institutions. All the tan is residential. **Steve asked for his thoughts.** Chris stated as you go along the corridor, uses change. Before Little Vince it is very retail, then there is a hub of small community. They have identified a lot of vacant uses in that area to be redeveloped as a mixed use.
- **Marilyn asked him to go over the slide with the ROW issues.**

(7) Project Status Update from Robin Green, Director of Public Works

- Utility Development on Red Bluff and Preston Rd. is 80% complete. Working on section repairs. Gateway Sign – Finally after 6 years project is 15% complete. Joe V's – other than signal work it is complete. High Rise Building – abatement ongoing; contract to award demolition expected at March meeting. Pasadena Blvd. – He received a comment from the City Secretary's office that they had been contacted by an attorney stating that the remaining property (the ROW) is going to be condemned. The original plan was to start construction at the end of the year which would be possible if they go ahead and acquire the rest of the property. Richey St. – 24% complete and ongoing; weather has affected it. Shaw St. – the bid came in at \$3M which is half a million over what was budgeted and the City is going to pick up the difference. Traffic Mobility – work has just begun. Fairmont Pkwy Phase III – essentially finished. What happened at Space Center & Fairmont was that they had to hand tunnel the last 300 ft. One last thing, if you wanted to complete Shaw St. you would need an additional \$2M.
- Steve Phelps asked what was the 2<sup>nd</sup> segment of Shaw and Steve Cote clarified that the Board voted to do half of Shaw St. in front of the Post Office first.
- Marilyn asked in terms of Pasadena Blvd. and traffic counts, if we do the plan as it is currently being presented are we adding capacity or not? Robin stated that there are going to be 5 lanes to the 3.5 that basically exist now.
- Steve Phelps commented on when Robin first started that there was some improvements around Earl and Grant streets that seemed to bring the neighborhood back. Robin also mentioned some improvements made on Davis St. that caused the neighbors to clean up their yards and sidewalks. That any improvements cause that effect. He stated that the biggest thing they are going to do is the Grant from FEMA. Steve asked how it will work. Robin stated that basically the street will be dropped approximately 2 feet. Phase I has been approved and it's essentially North Pasadena.

(8) Report by Executive Director

- Carlos began with Project Updates and the Bayport Polymers LLC groundbreaking that is worth a Billion dollar investment. Bank Building Update – Done with basement through 6<sup>th</sup> floors, 10<sup>th</sup> and 11<sup>th</sup> floors. Robin mentioned the RFPs that are due on March 11<sup>th</sup> and will be opened on March 12<sup>th</sup>. He hopes to have something for consideration at the March meeting. Convention Center Updates – MOU approved by City Council for the group thinking of doing the Crystal Lagoon. They are moving forward doing their due diligence meeting with stakeholders. They are estimating they will know in 12 months, but we guess it could be 6 and we will know

if they plan on moving forward. Again, this is at no cost to the city, they are spending roughly \$1.25M of their own money so they are vested in getting the right data. Parks Master Plan Update – The director of Parks informed him that they were awarded the grant by the Houston Endowment and they procured the 50k match from another entity so that is now off the table for the EDC. Staff Updates – reintroduced Sheena and then showed the Board the current Organizational Chart stating that based on the Strategic Plan there was a call for another position, but that for the foreseeable future there is not a need for that to happen. If the request is necessary in the future it will be brought to the Board for consideration. He went over some of the marketing metrics and emphasized that the most popular landing page has gone from the Home page to the Available Properties in Pasadena page. Suzette then jumped in to provide more specific marketing information. There will be some surveys sent out for User Experience to help enhance the user experience. There has been significant growth on Facebook and Twitter. Once paid campaigns begin there will be a larger growth. Steve added that branding is a big deal and what we want is for someone who gets to the website can easily navigate and find answers to questions that they might have. Upcoming Events – Re-appointments of all Board Members will be in the upcoming meeting after the second City Council meeting in March. Jeff Moore, the Board attorney will be present and giving us a Best Practice presentation. Recognition Award – TEDC award for Board and Staff accomplishments. We are now an award winning EDC! Finally times will be set up for photos for the website and upcoming marketing materials.

(9) Board Action – Resolutions

- a) Consideration to authorize Staff to renew an agreement with Impact DataSource, LLC in the amount of \$6,300.00.
  - *Carlos added that this is the service that we use to run economic impact analysis for projects.*
- b) Consideration to authorize Staff to renew an agreement with RealMassive in the amount of \$5,000.00.
  - *Carlos added that this is the service that he mentioned during his presentation earlier that people are using on the website to find properties available in Pasadena.*
- c) Consideration to authorize spending authority by the Executive Director for certain promotional, administrative, and related expenditures in an amount less than \$25,000.00.
  - *Steve mentioned a request for a report of expenditures each month.*
- d) Consideration to authorize Staff to negotiate and execute a contract with Development Counsellors International (DCI) for professional services in the amount of \$90,000.00.
  - ***This item was presented prior to Item (6) Discussion.***
  - *Carlos briefly reviewed how this item relates to the first goal of the Strategic Plan. He asked Suzette to provide a short review of how DCI was chosen.*

- *Suzette indicated that she spoke to 10 firms total and received 5 formal proposals from the group. DCI has extensive experience and out of the 5 proposals they are the 2<sup>nd</sup> lowest; DCI is proposing the most turn key operation that will deliver not only a brand strategy, but also all of the collateral and creative that we are looking for in order to implement a new brand.*
- ***Dariel Curren, Executive Vice President, presenter.*** *Dariel briefly discussed the experience that DCI has and some background of the company and other cities, states and countries that they have worked with in Economic Development marketing. Most recent works include Greater Houston Partnership and the Greater San Marcos Partnership as well as Garland, TX. The project for Pasadena is a 4 month project with a start date of April 1<sup>st</sup> and concluding July 31<sup>st</sup> as long as everything goes according to plan. There will be 4 phases and Dariel went through each one. Research & Discovery, Brand Messaging, Brand Activation, and finally Training & Guidelines for the implementation process. Dariel continued with some case studies including the work they did for Sugar Land, TX, Acadiana, LA and a branding project establishing a whole new area for a stretch from Winston-Salem down to Fayetteville, North Carolina.*
- ***Marilyn Wilkins asked if DCI has reviewed the Strategic Plan for Pasadena EDC for some direction.*** *Dariel stated that they had not yet, but that they do often follow Strategic Plans and would definitely include that as a part of their research.*
- ***Steve Phelps asked for some specifics about the Garland project.*** *Dariel commented that it was a marketing blueprint and that they conducted focus groups, perception surveys, SWOT analysis and in that case sent a mystery shopper to see if they could find their way around town. This resulted in the recommendation for way finding signage to make it more accessible to people. They then delivered the report to them and continued to work with them. There is a social media program called Digital Ambassadors that they are doing for them along with 2 newsletters with one focused on residential brokerage and the other commercial brokerage.*
- ***Steve Cote added some comments.*** *The Strategic Plan talks about telling our stories and he foresees interviews with pillars of the community that can tell us things about Pasadena to get that message out. The other thing he thinks about is us controlling the message. When Houston is recognized, Pasadena is never mentioned although it is the 2<sup>nd</sup> largest city in the region which goes back to us controlling the message and having the brand and people thinking of what we contribute to this region. He always thinks Pasadena First or the Gateway to Industry and those are the kinds of things he'd like to see as well as how big Pasadena is and the way finding and those kind of beneficial things.*
- ***Marilyn asked if the \$90k includes the visioning piece and the execution separate?*** *Steve stated that to his understanding if there are additional recommendations such as radio air time or billboards that we can either take that on ourselves or hire them on for further consulting. Dariel added that it does not include the production of items such as a brochure, but it does include the design files.*

Pre-Board Meeting Adjourned at 4:04 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION  
Board Meeting  
Conducted in the Pre-Council Conference Room at City Hall  
February 28, 2019, 4:04 p.m.  
Minutes

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

The Board meeting for the February 28, 2019 Pasadena Second Century Corporation d/b/a Pasadena Economic Development Corporation was called to order at 4:04 pm by President, Steve Cote.

**Agenda Item Two: Invocation.**

Invocation given by Cristina Womack, President/CEO, Pasadena Chamber of Commerce.

**Agenda Item Three: Pledge of Allegiance.**

Pledges led by Rick Lord, Vice President.

**Agenda Item Four: Approval of Minutes**

Chairman, Steve Cote called for a motion to approve the minutes from the meeting held on January 24, 2019. Rick Lord moved to approve the minutes, seconded by Steve Phelps, MOTION CARRIED UNANIMOUS.

**Agenda Item Five: Public Comments**

Comments received from Raul Camarillo Jr. – He is a resident of Pasadena since 2000 and wanted to comment on the Pasadena Blvd. project. On Pasadena and Thomas there was mention about acquiring property and his concern is losing affordable housing stock if it was in regard to the apartment complex. He stated he didn't want for North Pasadena to lose some of it's affordable housing.

**Agenda Item Six: Discussion**

Discussion and presentation of items a and b were made during the Pre-board meeting. No additional comments were made during the meeting.

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

Status Update was given during the Pre-Board Meeting and there was no additional comments.

**Agenda Item Eight: Report by Carlos Guzman, Executive Director.**

Status Update was given during the Pre-Board Meeting and there was no additional comments.

**Agenda Item Nine: Board Action – Resolutions.**

- a. **PSCC RESOLUTION 19-007** – Consideration to authorize Staff to renew an agreement with Impact DataSource, LLC in the amount of \$6,300.00.

Rick Lord made a motion to authorize Staff to renew an agreement with Impact DataSource, LLC, seconded by Emilio Carmona that PSCC Resolution 19-007 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PSCC RESOLUTION 19-008** – Consideration to authorize Staff to renew an agreement with RealMassive in the amount of \$5,000.00.

Marilyn Wilkins made a motion to authorize Staff to renew an agreement with RealMassive, seconded by Rick Lord that PSCC Resolution 19-008 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. **PSCC RESOLUTION 19-009** – Consideration to authorize spending authority by the Executive Director for certain promotional, administrative, and related expenditures in an amount less than \$25,000.00.

Emilio Carmona made a motion to authorize spending authority by the Executive Director for certain promotional, administrative, and related expenditures in an amount less than \$25,000.00, seconded by Rick Lord that PSCC Resolution 19-009 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- d. **PSCC RESOLUTION 19-010** – Consideration to authorize Staff to negotiate and execute a contract with Development Counsellors International (DCI) for professional services in the amount of \$90,000.00.

- Marilyn stated that it was mentioned that they were the 2<sup>nd</sup> to the least expensive bidder and there was 5 proposals, she asked Suzette what the highest bid was and the response was \$115k.
- Steve Phelps asked that if possible to push for the implementation phase in regards to the Strategic Plan portion. Suzette clarified that the actual cost is \$75,900, but budgeting for \$90k in the abundance of caution should they need to come back for a City Council workshop or additional stakeholder meetings. It is not foreseen, but the budgeted amount is as a precaution. All of the creative is included so a lot of the design of the artwork will not require additional expenses because of her graphic design experience. Any expenses thereafter would be on paid advertising such as a billboard, radio ads, magazine ads, etc.
- Rick Lord asked if Suzette will be the one working with them directly to which she responded yes.
- Steve Cote stated that this will give us all of the intellectual property that is needed from the creative standpoint of building the brand and how it fits with our story. They're going to conduct the interviews and take our information and studies we've done (including the Strategic Plan.)

Rick Lord made a motion to authorize Staff to negotiate and execute a contract with Development Counsellors International for professional services in the amount of \$90,000.00, seconded by Marilyn Wilkins that PSCC Resolution 19-010 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

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

**Rick Lord** – No comments

**Marilyn Wilkins**– No comments

**Emilio Carmona** – No comments

**Steve Phelps** – No comments

**Steve Cote** – No comments

**Agenda Item Twelve: Executive Session**

**\*\*NOTE\*\*4:14 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 551.072, Texas Government Code to deliberate the purchase, exchange, lease or value of real property – Project #1901.
  - Item was not discussed
- c. Convene in executive session pursuant to Section 551.072, Texas Government Code to deliberate the purchase, exchange, lease or value of real property – Project #1902.

**\*\*NOTE\*\*4:22 PM** – At this time, Vice President Rick Lord announced that the Board “has concluded its Executive Session.”

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

**\*\*NOTE\*\*4:22 PM** – At this time, Vice President Rick Lord reconvened the 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:

- a. Deliberation regarding economic development negotiations for Business Attraction/Retention Projects.
  - No action at this time.
- b. Deliberation regarding economic development negotiations for Business Attraction/Retention Projects – Project #1901.
  - Item not discussed.
- c. Deliberation regarding real property – Project #1902
  - No action at this time.

**Agenda Item Fourteen: Adjournment.**

Vice President, Rick Lord called for a motion to adjourn the February 28, 2019 meeting at 4:23 pm. Steve Phelps moved, seconded by Emilio Carmona. MOTION CARRIED UNANIMOUS.