



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

June 22, 2023, 3:17 p.m.

Minutes

Members present:

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

Members Absent:

Salvador Serrano, Jr., Vice President
Efren Arjona

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, PEDC Sr. Office Assistant

Call to order:

The Pre-Board meeting for the June 22, 2023 Pasadena Economic Development Corporation started with delay and was called to order at 3:17 p.m. by Board President, Rick Lord.

He read through the items on the agenda stopping at the below for some details from Mr. Guerrero.

Agenda Item Six: Public Hearing

- a. Proposed FY 2024 Budget – Mr. Guerrero stated that he will give details under the Executive Director’s Report.
- b. Contract with Way-Tech, Inc. – Word was given to Mr. Green, he provided a map exhibit of the project’s location to the attendees. Explained that Way-Tech is a contractor that has done \$40M of work in Pasadena and Deer Park for the last ten years and the City knows them well. He explained that in the center area of the map is where they will be replacing the concrete and installing an area for hookups for sewer, water, and Wi-Fi. A lot of this work will be done by the City of Pasadena. They will be doing the sewer and water and EDC is paying for the other parts of the infrastructure. He added that the diagram shows what the big picture is. He also stated that there will be 34 stations with full access to sewer, water, paving, drainage, and Wi-Fi. They are replacing areas built in the 80’s that are in poor condition. He explained that maintaining some of these areas is just a band aid, and they definitely need to be replaced, especially the electrical part. *Mr. Paredes asked if the Storm Water Pump Station is being upgraded and R. Green responded that it will be, but it isn’t part of this phase, and is one more thing do by the City of Pasadena and a contractor.* Mr. Guerrero explained that the only item on the agenda is the electrical work. *Mrs. Wilkins asked if this electrical work has anything to do with the power to the Wi-Fi system.* Mr. Green explained that the Wi-Fi is a separate contract and will be powered through that. *Mrs. Wilkins responded that she knew the*

Wi-Fi is a separate contract, but it will need to have power and didn't know if it's part of this. Mr. Green responded that it would have 50 amps with plenty of power.

Agenda Item Seven: Board Actions – Resolutions

- b. IMPACT Pasadena – Cristina Womack, President and CEO of Pasadena Chamber of Commerce asked Mr. Guerrero if she could go through the slides at this time, Mr. Guerrero responded that it will be done with the slides during Executive Director's Report.
- c. Agreement with Skyrim Studio Inc. - Mr. Guerrero explained that this is an extension of the contract that has already been approved by the Board, the company is having issues with some of the equipment coming in, and that would be the reason for an extension, *Mr. Lord asked if it was a matter of receiving certain lights*, and Mr. Guerrero answered yes to that and some other fixtures, and that EDC is not in need of additional funds, this is just an extension of the completion deadline. *Mr. Lord wondered once they received it how long it will take them*, Mr. Guerrero responded that he doesn't know for sure, and *Mr. Lord responded that he hates to see these projects to drag on*.
- d. Agreement with Crosspoint Communications - Mr. Guerrero introduced Mr. Johnson Joy, IT Director, who explained that this is to actually get some switches, for the Wi-Fi to work with their current network. *Ms. Wilkins said she didn't understand*, Mr. Joy responded that this is to get some switches for the network, because they need them to work with the existing network we have. *Ms. Wilkins asked if this wasn't anticipated in the original RFP (request for proposal)*, Mr. Joy responded that no, it was not anticipated at that time.
- e. Contract with Way-Tech Inc. - *Mr. Paredes asked when it will get started*. Mr. Guerrero asked Mr. Green, and he explained that the contract has to be signed first, that the City will have to ask the attorney for the contract and once approved, they will know within a couple of weeks, and they will have to order materials, commented that lead time on this is becoming an issue, and will order them as quick as possible. But they can do other work like put conduit, and in the next 30 days they can start digging. Mr. Guerrero commented that for some of the equipment the timeline was as far out as May of next year, so it's just having issues getting the equipment in.

Agenda Item Eight: Report by Executive Director

FY 2024 Budget Overview: Rick Guerrero started with slides, he showed what the difference is compared to last month's presentation, which is very similar, except a couple of numbers. The Budget includes the Catalyst Projects, a continued focus on Redevelopment and collaboration with other City Departments, Pasadena Loves Local, and funding some of the recommendations from the Strategic Plan Update and Livable Centers Study. The Strategic Plan has been completed; the Livable Centers Study II is in final stages of being completed so once we get the recommendation from both of those studies then we get to use some of the money from the Budget to implement some of these projects. As far as the Catalyst projects we have the former Pasadena Town Square Mall, and with that we don't have new news and EDC is waiting to see what is going to happen at the mall property. The Convention Center property continues with infrastructure projects and improvements. He made a reference to Mr. Green's statement that some items have not been replaced since the early 80's and they have started to become a serious issue out there, especially the electrical which is where a lot of money is going. And everyone will know more as EDC continues move forward. *Ms. Wilkins asked that because some of the access to the property comes from the East 146, which isn't Pasadena, if EDC has any conversations in place either with the City of LaPorte, or (TxDOT) with respect to getting some additional signage to help people know where to get off, where to come. It seems that some advertising on the East side with that North/South traffic on 146 might not be a bad thing.* Mr. Guerrero agreed and commented that he doesn't know if the City is having conversations about this. Mr. Green responded that there have been talks for a while that there are not many signs coming in to Pasadena, and specially now since they put more money in to the Convention Center it needs to be more important, but what happens is that generally the County or TXDOT will do it, and the City can work on, but it takes a lot of time to get into an agreement and he stated that now is the time to talk about that. *Ms. Wilkins then proceeded to ask if those green directional, Pasadena Convention*

Center signs are TXDOT signs. Mr. Green responded that TxDOT will allow a certain amount of signage per their criteria in the right of way. He added that there is one sign on 225 to Pasadena Convention Center, it tells you to get off but then what? *Mrs. West then commented that she believes there is a sign right before the Fairmont exit on 146, Mrs. Wilkins reiterated that that's where she is referring to. Mrs. West stated that's her daily drive and she is going to look at that when she's driving that direction, but she does think there is a sign that says "Pasadena Rodeo Grounds", "Pasadena Convention Center" or something like that.* Mr. Guerrero stated that this is something EDC can definitely work with public works and see how EDC can get that accomplished. Mr. Guerrero moved to the next slide showing the actual proposed budget and as they could see the numbers have not changed from the presentation last month, with \$18 difference on the proposed FY 2024 compared to the previous one. The FY 2022 revenue was \$13.63M and the proposed FY 2024 is going to be \$13.61M so there is a rough difference of \$18. On FY 23 amended budget the YTD is \$8.21M and we won't get that number until we close out the year. He then moved on to the next slide and explained the changes made versus last month's report. We went back to LVB Trail and added \$2M, on the Corridor Development added \$1M, and in the Industrial District Infrastructure Improvements \$7M in funds were added. These are numbers that weren't included in last month's report as we they were being finalized. He continued with a Recap for FY 2024 stating there are limited changes to the Operating Budget. The CIP budget is limited to replenishing the accounts just mentioned and the opportunity for EDC Budget to implement recommendations for ED Strategic Plan Update and Livable Centers II Study.

IMPACT Pasadena: Mr. Guerrero stated that this has been a very successful program and invited Cristina Womack, Pasadena Chamber of Commerce CEO to speak to the Board. She reminded everyone that IMPACT Pasadena birthed out of the 2018 Strategic Plan, as the Goal 1, under Marketing and Image for the City on creating a pipeline of civic and engaged leaders. Four years later in the program we have 37 graduates since 2019. The slide showed some numbers to help understand the impact of some of these leaders within the community: they have seen promotions in their business, additional certifications, graduate programs, new businesses launched, books published, running for elected office, and probably most notable to the City specifically and to the EDC, is that one of the detailed items of the Strategic Plan was trying to engage leaders that can serve within City Government on committees, and task force. Since 2019 they had 20 individuals serving on some area of City government or EDC service through a number of Strategic Plans and Livable Center Studies over the last 4 years. They are tracking this to see the outcomes and where these individuals are engaging and it's across industry sectors. She explained that this week a current IMPACT participant just got appointed to the Pasadena Health Center Board, which is doing some major redevelopments. They continue to see engagement and have 22 participants that we know of, serve on some form of civic engagement outside of the City, through Rotary, Education Foundations, Chamber Board and other none profit organizations. So, they see the impact of IMPACT, which is the goal. One of the emphases was trying to make sure that the Civic Leaders that they are engaging understand the importance of Economic Development, so one of the things included this year was a visit to J. Morales, which is a project that was part of the redevelopment on Shaw Street. They got to see a project that the EDC was part of and heard the story during the City Tour. 2023 was not different in terms of interest in the program, they turned down about 15 applicants because they feel the Cohort needs to remain a small number for the long term 18-month program to have the greatest impact of relational and leadership components. Looking forward, part of the Strategic Plan Update continues to have the development of IMPACT Pasadena as part of the Number 1 Goal, which is Marketing and Image, because the more they are exposing these leaders to, the greater they are ambassadors for the City and all the great things that exist here. Ms. Womack touched on a couple of the specific strategic plan update goals including 1.5.4 and 1.5.1, which talk about the projects that the IMPACT Cohort is accomplishing as the means of participating in the program. They directly support the Strategic Plan Refresh of what's happening, and knowing that part of what they are working on is changing the image of the Community. One of the 2022 Cohort is presenting their first draft next week with a project of promotion, visibility and marketing the City of Pasadena and all of its assets. She added that recommendation 1.4.5 talks about expanding IMPACT Pasadena to include more people, and because they know that the class itself can't

expand and keep the same intimacy for the experience, the way to expand that is what she had mentioned last year of the idea of forming a 501c3. She stated that they are in process and waiting on final papers from the State of Leadership Pasadena being formed to be able to help support the strategic plan initiative of expanding the work of IMPACT Pasadena. They have a Board being formed and are going through the strategic planning process so that they can take some components of what is being educating in IMPACT to a broader scope of community leaders and have a greater impact to support the Strategic Plan. They have 37 alumni and 15 in the program right now, so by the end of the year they will have more than 50 people who have been a part of this program that they can continue to engage. Ms. Womack presented pictures on the slide when they got to hear from TIP Strategies in Austin when they went to advocate specific to Economic Development priorities and incentives. They met with the team that did the Strategic Plan Update, John Karras and Luke Shuffield. Another slide introduced that was not included in the past shows not only the companies that graduated from the program, but also companies sponsoring, partnering, and mentoring IMPACT Pasadena. It shows the scope of small business, large industry, government, education and the diversity that's being represented not only within the individuals being selected but also the diversity of who is participating as part of the program. At this time Ms. Womack introduced Mr. Rick Torrison who helps facilitate and lead the personal side of the Leadership components. At that time, he thanked the Board and stated he's been in Pasadena with his family for more than 35yrs. He added that the EDC's commitment to this critical skill, is a long-term residual impact onto the community with these participants. He stated that the youngest participant this year is 20 yrs. Old and they have also had people in their 50's, all committed to continuing to invest relationally and economically in the geography of Pasadena Texas, and the EDC makes it possible and are a huge part of that. He's been involved from the beginning, watching the growth, and mentoring them from the first year until now. He mentioned that about 85% of them are still engaged, committed from high value positions to the greater good of Pasadena. He thanked the Board again for their vision and willingness to invest in this process and allow them to build on that. He finalized by stating Leadership Pasadena is coming and it's going to completely change our community from a leadership perspective, and he believes that other communities from the State are going to come and see what they're doing, as they expand this principal and concept to the entire community. There was a planning session of 4 hours that day to envision that and where it's headed and what's coming out of it. He thinks is transformative to the community as a whole. He finished his statement thanking the Board one more time.

Mr. Guerrero continued with the Executive Report.

Richey Street: From Southmore going south on Richey to South Houston; construction is being done on the west/northwest side of Richey Street and will continue for the next 6 months. When they are done it will have a completely new look with curbs, sidewalks, etc. on that portion of Richey.

Strategic Plan Update, Livable Centers, Convention Center: Have all been discussed.

Board Member Resignation: Mr. Guerrero informed the board that Salvador Serrano, Jr., will be resigning from the EDC Board effective June 30th. This decision was by choice as he is relocating to Pearland which disqualifies him from serving on the board.

Pre-board meeting adjourned at 3:43 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Board Meeting
June 22, 2023, 3:43 p.m.
Minutes

Agenda Item One: Call to order

The Board meeting on June 22, 2023 for Pasadena Economic Development Corporation was called to order at 3:43 pm by Board President, Rick Lord.

Agenda Item Two: Invocation

Invocation given by Rick Lord, President.

Agenda Item Three: Pledges

Pledges led by Angela West, Board Member.

Agenda Item Four: Public Comments

No comments made by attendees.

Agenda Item Five: Approval of Minutes from June 1, 2023

Rick Lord called for a motion to approve the minutes from the meeting held on June 1, 2023. Ernesto Paredes moved to approve the minutes, seconded by Angela West. MOTION CARRIED UNANIMOUS.

Agenda Item Six: Public Hearing

Public Hearing Opened at 3:45 pm

- a. Consideration to approve and adopt the Proposed FY 2024 Operating and CIP Budgets.
- b. Consideration to authorize Staff to negotiate and execute a contract with Way-Tech, Inc. for the Convention Center Site Improvements Phase IV Project (CIP# M067) in the amount of \$4,950,262.00 with a 5% contingency in the amount of \$247,513.10 for a total appropriation of \$5,197,775.10 from the Convention Center Facility Improvements (M025) project account.

Public Hearing closed at 3:45 pm. No comments made by attendees.

Agenda Item Seven: Board Actions - Resolutions

- a. **PEDC RESOLUTION 23-020** – Consideration to approve and adopt the Proposed FY 2024 Operating and CIP Budgets.

Marilyn Wilkins made a motion to approve item, seconded by Ernesto Paredes that PEDC Resolution 23-020, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 23-021** – Consideration to authorize Staff to negotiate and execute an agreement with the Pasadena Chamber of Commerce to assist in the continuation of IMPACT Pasadena in the amount of \$25,000.

Ernesto Paredes made a motion to approve, seconded by Marilyn Wilkins that PEDC Resolution 23-021 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. **PEDC RESOLUTION 23-022** – Consideration to amend PEDC Resolution No. 21-048, agreement with Skyrim Studio, Inc. to create a place making and light installation project (CIP# S165) by extending the completion date to June 30, 2024.

Ernesto Paredes made a motion, seconded by Angela West that PEDC Resolution 23-022 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- d. **PEDC RESOLUTION 23-023** – Consideration to amend PEDC Resolution 23-005, agreement with Crosspoint Communications a Division of Mobile Communication America (BuyBoard Contract #604-20) for configuration and implementation of a Private LTE Network (CIP# M064) by authorizing an additional appropriation of funds in the amount of \$33,465.55 from the Convention Center Facility Improvements (M025) project account.

Marilyn Wilkins made a motion, seconded by Ernesto Paredes that PEDC Resolution 23-023 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- e. **PEDC RESOLUTION 23-024** – Consideration to authorize Staff to negotiate and execute a contract with Way-Tech, Inc. for the Convention Center Site Improvements Phase IV Project (CIP# M067) in the amount of \$4,950,262, with a 5% contingency in the amount of \$247,513.10 for a total appropriation of \$5,197,775.10 from the Convention Center Facility Improvements (M025) project account.

Marilyn Wilkins made a motion, seconded by Ernesto Paredes that PEDC Resolution 23-024 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Eight: Report by Rick Guerrero, Executive Director

The report was given during the Pre-board meeting.

Agenda Item Nine: Comments by Board Members

Marilyn Wilkins – She apologized for being late to the meeting. Regarding IMPACT Pasadena and the number of people coming through the program she spoke about her having an arts background and it being close to her heart, she currently serves, (but she thinks not too well), on the Board of Pasadena Philharmonic because there aren't enough hours in the day for all the things everyone wants to do. She sincerely hopes that IMPACT Pasadena will survey for candidates with arts background. She knows this particular organization is valued by the community and is not visible enough and thinks that it should be supported more, but it's going to take real vision and commitment and energy behind it, a lot of the people on the Board have been there for a while including herself. And thinks that new blood and energy could go a tremendous way. She mentioned the Poetry Society as another example, and the Art Shows all things that she believes are great for the quality of life in Pasadena and hopes some energy can go in that direction. Ms. Womack commented that they include the quality of life and talk about those programs as being part of it, and stated that regrettably the deceased James Guthrie was the one normally offering the inclusion of attending and tickets. She will see how she can help, and Ms. Wilkins offered her help as well.

Ernesto Paredes – Complimented IMPACT and Ms. Womack for the hard work, even during Covid, and the support given to the community, and expressed that the Board will continue to do what it can to support the program.

Angela West – No comment.

Rick Lord – No comment.

Agenda Item Ten: Executive Session

During pre-board it was determined that there would be no executive session.

Agenda Item Eleven: Reconvene into Regular Session

Due to no executive session there was no deliberation required.

Agenda Item Twelve: Adjournment

Board President, Rick Lord called for a motion to adjourn the June 22, 2023 meeting at 3:53 pm. Marilyn Wilkins moved, seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.