



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

Conducted via Zoom Meeting

September 24, 2020, 3:00 p.m.

Minutes

Members present:

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

Members Absent:

Salvador Serrano, Jr.
Ernesto Paredes

Others Present:

Jeff Moore, Brown & Hofmeister, LLP
Carlos Guzman, Pasadena EDC Executive Director
Rick Guerrero, Pasadena EDC Manager
Suzette McDowell, Pasadena EDC Marketing Manager
Sheena Salvino, Pasadena EDC Redevelopment Manager

Call to Order:

The Pre-Board meeting for the September 24, 2020 Pasadena Economic Development Corporation was called to order at 3:03 p.m. by Vice President, Rick Lord.

Item (4a and 4b)

- Carlos quickly reviewed the Board Action items.
- Steve Phelps asked Carlos to review why the firm Stantec was recommended for Item b.
 - Carlos responded that this firm has a suite of services; they are an international firm that does planning and a lot of stuff that we have been trying to do that is recommended by the Livable Centers. He said that the amount on the agenda for approval is only to set up a bucket. When we're ready with more specifics they will be brought to the Board for approval. Carlos also added that they have done other things for us in the past.

Pre-Board meeting Adjourned at 3:08 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Board Meeting
Conducted via Zoom Meeting
September 24, 2020, 3:08 p.m.
Minutes

Agenda Item One: Call to order, roll call

The Board meeting on September 24, 2020 for Pasadena Economic Development Corporation was called to order at 3:08 pm by President, Steve Cote.

Agenda Item Two: Public Comments

No public comments made by attendees.

Agenda Item Three: Approval of Minutes

Board President, Steve Cote called for a motion to approve the minutes from the meeting held on August 27, 2020. Marilyn Wilkins moved to approve the minutes seconded by Rick Lord, MOTION CARRIED UNANIMOUS.

Agenda Item Four: Board Actions - Resolutions

- a. **PEDC RESOLUTION 20-025** – Consideration to authorize Staff to negotiate and execute an Economic Development Service Agreement with Bay Area Houston Economic Partnership (BAHEP) in an amount of \$35,000.00.

Steve Phelps made a motion to approve, seconded by Rick Lord that PEDC Resolution 20-025 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 20-026** – Consideration to authorize Staff to negotiate and execute a Master Services Agreement with Stantec, for services associated with North Pasadena Redevelopment in the amount of \$50,000.00.

Rick Lord made a motion to approve, seconded by Emilio Carmona that PEDC Resolution 20-026 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Five: Presentation – Redevelopment Update

Sheena started by reviewing the redevelopment process including the “wheel of misfortune” composed of seven primary activities. She stated that the Master Services Agreement with Stantec is going to provide us with the opportunity to get technical assistance where we need it during different times of the redevelopment process.

Goal 1: Marketing and Image; Current Project is the 225 monument/gateway that is currently on Review & Permit on the wheel. 90% complete on the construction drawings, waiting for TXDot to give final approval. Once that’s obtained we’ll put out an RFP for construction. Based on pricing, staff will recommend. The next project is an Outdoor “open air” museum, this will be for board consideration. The project is to develop a route and creative interpretive program

for a unique outdoor museum concept highlighting Pasadena's distinct historic, cultural and environmental points of interest. We're looking for a design team to come together and submit a response which would create an interpretive trail for the City, highlighting different kinds of people, places, events that are meaningful to the community. This will help create an identity for Pasadena. She then provided some examples in some communities. Carlos added there is interest from industry to help fund the project. Sheena added that if the Board is supportive of the project we would move from concept phase to planning phase. We'd release an RFQ (that doesn't commit us to any funding), then review submissions and bring back to the Board with information on costs, etc. and get a vote on whether to move forward. *Steve Cote added that he thinks those type of things are of value. That it's something unique we should continue to pursue. Marilyn Wilkins also added that she is always supportive of something in the arts that will improve the cultural aspect of Pasadena. Rick Lord commented that he would like for us to move quicker on things like this and he sees it's important for community. Several members of the Board stated that having some sort of art involving industry would be great and mentioned having more of a hands on art installation near the San Jacinto College complex in the Convention Center Area.* Sheena invited Board Members to send her a message if they are interested in helping her with the RFQ, the grading of submissions and all that follows.

Goal 4: Catalyst Projects (6 investment corridors; Current projects are Richey St., Shaw St. and Pasadena Blvd. Future projects are Red Bluff Rd., Fairmont Pkwy and Silver Sycamore/Pine St. area. For Shaw Street revitalization we are in the Review & Permit phase. At this point construction has started in terms of setup. HR Green has put up all the signage and a press release is upcoming in an attempt to put EDC in a positive place with our community. Next in the redevelopment phase is amending a parking agreement with TX Dot and the City under 225 to expand parking options. We are also working on creating revitalization districts with Public Works and Planning that would potentially relax some of the requirements for drainage and parking. Richey Street enhancements Phase II is in the design phase She shared a pre-emptive design from AECOM from the Livable Centers study. Over the next 12 weeks there will be an in-depth study for this project that will cover circulation, drainage, lighting, etc. After that we'll put out an RFP, get a design/build firm so that another RFP doesn't have to be put out and we can move our project forward.

Goal 6: Support structured for Economic Development; the current projects are Livable Centers Study and Fiscal Analysis for which she is the project manager. The future project is the Urban Trails project. For the Livable Centers they just had the final steering committee meeting and the next steps are to draft a plan with the steering committee and public feedback. It will likely be due in November and go to City Council for adoption. The next slide covered the recommendations based on the feedback from the survey. The top project was the civic center place making project which takes place on the EDC owned property. She noted that the big white spot on the image is the mall, which wasn't a part of the recommendation because we do not have control over it. The City nor the EDC have control over what goes on at the mall so we took a look at the negative space. The team took a look at the space and the responses from the community that they wanted a destination. A place to go to have events, eat, work, play and they provided some visuals of options. The second place recommendation was to improve roadway safety. She briefly went over the slide that listed different tools that the City could use in certain intersections that have high collision rates between vehicles and pedestrians. The third place is a tie between roadway class & design standards and Urban Trails. To create safer streets for bikes and pedestrians. So, they came up with lots of different size ROWs and how you can look at the streets. There is a lot of shared use paths, bike paths, trees, greenspace,

wide sidewalks. *Steve Cote asked if this would be going to Council in November and Sheena stated that is the anticipated timeline. He also asked if there was a way that we could share the recommendation results on social media.* Sheena stated she would love to put out more press releases surrounding the recommendation results. She moved over to the Fiscal Analysis and stated that in the upcoming meeting Kevin Shepherd of Verdunity will be presenting a more in depth fiscal analysis. She proceeded with her presentation looking at the different kinds of streets and roads and which creates a better taxable position. The next project that will be for consideration is the Urban Trails or “Run to the Bay” which is a conceptualization from 20 years ago and turns out our Public Works department has also been looking at something. She proceeded to go over the map connecting the Pasadena Trail System from Memorial Park down to Armand Bayou. She asked the Board what they think about this project. *Rick Lord asked what the estimated cost of the proposed Memorial Partnership trail is.* Sheena stated it is approximately \$1M per mile to build a trail. Carlos stated that Precinct 2 is very interested in these type of projects so there is an opportunity to partner with them as well. Sheena added that it’s important to have a plan before trying to go for grants and partnerships so that’s the effort being worked toward now. She is asking for the technical assistance money because she is only one person and the Planning department is comprised of 3 people who are busy dealing with permits, etc. and she would like for the projects to move quickly. *Steve Cote added that he thinks if we really do something like this connecting our trails to an Armand Bayou we really differentiate ourselves from other places on top of the fact of being close to Downtown and the Ship Channel, we would have something that can get you outside and improve your quality of life. He thinks this project is very viable.* Sheena said there is a lot of different ways to look at this; quality of life, economic development, health safety and wellness and trails tend to affect property values so it’s good for the City overall. The project is currently in the concept phase, next steps would be to engage a 3rd party planning firm to complete planning prior to a design/build RFP.

Agenda Item Six: Report by Carlos Guzman, Executive Director

Carlos started by sharing PEDC in the news – the grant program got picked up by the Chronicle. There has been a lot of calls from the community and other EDC’s asking about the program. He gave the following updates – Pasadena Loves Local: Campaign kick off tomorrow September 25th. There will be 2 phases so that businesses don’t miss this opportunity especially those in the North Pasadena area. He encouraged Board members to share with the business community. He briefly reviewed a timeline and stated that on November 10th will be the distribution of checks and encouraged board members to attend to meet some of the recipients. Public Works Update: The biggest thing is that Shaw has some recent movement and we changed the design based on recommendations from the Livable Centers study. AEDO Committee: Carlos asked for volunteers to work with staff on the development of a mission and vision for the organization. The goal is to finalize the process by end of Q1 2021. They usually make a site visit, but with COVID we’re not sure how that would work with people limiting travel. Upcoming Approval Items: The construction of monument sign at Richey & 225, Shaw Street beautification, the outdoor museum and some public/private grants to leverage other forms of funding. Rick Lord asked really quick who is in charge of grant writing to which Carlos responded that AECOM or Stantec, and added that they only get paid if we receive the grant.

Agenda Item Seven: Comments by Board Members

Steve Phelps – Stated that he’s very excited about Shaw St. Mentioned that he was in a meeting the other day and they were talking about how much Rick had helped them so he commended him on his work.

Marilyn Wilkins – Feels blessed that we dodged the Beta bullet. She’s very thankful about not having a lot of rain.

Emilio Carmona – No comment.

Rick Lord – He really liked Sheena’s presentation and appreciates what staff is doing. He looks forward to moving things forward.

Steve Cote – Stated that in light of what we got from Livable Centers and what we’re going to start to see on Shaw St. he wants to see all means of media available being used to get the details out so that people hear about it, have an interest, share their interest with council members and the community. He wants to see some enthusiasm from all of this because it’s going to be the most important part.

Agenda Item Eight: Executive Session

****NOTE** 3:48 PM** – At this time, President Steve Cote announced that the Board would be going into a separate Zoom meeting for an Executive Session.

- *Suzette announced to attendees that the current meeting would be ending for panelists and attendees, but will reconvene for meeting adjournment once executive session is over.*
- 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 and 551.087, Texas Government Code to deliberate the purchase, exchange, lease or value of real property and to deliberate regarding economic development incentives – Project #2002.

Agenda Item Nine: Reconvene into Regular Session

****NOTE** 4:32 PM** – At this time, President Steve Cote 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:

- a. Deliberation regarding economic development negotiations for Business Attraction/Retention Projects.
 - No deliberation
- b. Deliberation regarding real property – Project #2002.
 - No deliberation

Agenda Item Ten: Adjournment

President, Steve Cote called for a motion to adjourn the September 24, 2020 meeting at 4:34 pm. Rick Lord moved, seconded by Emilio Carmona. MOTION CARRIED UNANIMOUS.