



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

Conducted via Zoom Meeting

January 28, 2021, 3:00 p.m.

Minutes

Members present:

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

Members Absent:

Ernesto Paredes
Salvador Serrano, Jr.

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
Karina Tomlinson, Assistant Secretary to PEDC Board

Call to Order:

The Pre-Board meeting for the January 28, 2021 Pasadena Economic Development Corporation was called to order at 3:01 p.m. by President, Steve Cote.

Agenda Item 4b: After Steve Cote read the item up for consideration Carlos provided a few slides detailing each of the projects corresponding to the Business Enhancement Program applications being voted on today. Steve Cote asked if Larry's Arts & Crafts is located in the Richey Phase II area to which Carlos responded yes.

Agenda Item 4c & 4d: Carlos stated that he would have a small presentation that would provide more detail and bring these 2 items together.

Agenda Item 4f: Carlos presented a couple of slides regarding this item with Petroleum Service Corporation (PSC). This is a project that had been part of Executive Session in the past few months. This is an existing employer looking to expand in Pasadena rather than going to another community. PSC, the City and EDC negotiated. PSC acquired a portion of the old Restaurant Depot site and plan to build new office space. PSC has agreed to assist with a new park. They have committed to an in-kind or cash donation of \$100k. EDC is proposing an incentive to ensure retention/expansion of jobs. The incentive is for \$200k, but they have to meet certain criteria. They have to build the new facility, maintain the jobs, get a certificate of occupancy and they will receive half of the incentive. In order to receive the second half they will need to create more jobs and make the donation to the City. The net benefit to the City over 10 years is \$640k. He also provided a slide with a preliminary plan for the park. Steve Cote added that he's happy to have part of the property sold off and that someone is building office space.

He also commented that seeing how big the Restaurant Depot is now he sees why some of the residents were upset about it going right behind their neighborhood. He thinks it will be nice to have a park there for Preston Trails residents to enjoy. Marilyn Wilkins asked if maybe the plans could include a dog park. Steve asked Carlos to check with the Parks Director to see if that is a possibility.

Carlos continued with the presentation touching on the Shaw Ave. Revitalization & Redevelopment. He reminded everyone that the ED Strategic Plan listed Shaw Avenue as one of the key corridors. There was a redesign of the road that was started and at the same time The Livable Centers Study came on board. The original design being planned was not what the residents were looking for. He then covered a slide for a Shaw Avenue timeline. Phase I is currently being worked on, and today we are voting on Phase 1a for amenities, things that were missing to make that area a destination. If approved by the board it would be completed in Q3/Q4. Upcoming is the extension from Little Vince to Pasadena Blvd and Carl to Richey Street. We are looking at an updated design to be completed in Q1/Q2 2021 and a potential bid in Summer 2021. This would be budgeted for FY2022. Steve Cote asked if the landscaping is just for phase 1a of Carl St. to Little Vince Bayou Bridge and if the red for Phase 2 is just going to be road. Carlos responded yes to both questions. Carlos continued with some slides from Shaw Avenue. He presented some design ideas for the pedestrian amenities and landscape designs from Clark Condon. Sheena then jumped in to provide a quick Walls and artists update. She provided some detail regarding the committee that vetted and selected the artists and murals moving forward. In the first quarter of 2021 we anticipate to have half of them complete. At the same time, there is a Safe Routes to School Project happening that has elementary school students designing crosswalks. Taken together we are adding some vibrancy to the area and creating a sense of community pride. This gives the North side of the City some color and a sense of ownership in the area. Steve Cote asked where some of the bigger murals are going. Sheena mentioned that the Gun Center will be having one on the front façade. Pasadena Sporting Goods will host 3 artists on 2 buildings. Emilio Carmona asked what the story is behind these pictures. Sheena responded that the theme for the murals is Revive or Revival so that is why a lot of the images are vibrant in color and depict flowers and growth as an image for that. Emilio added that he asked because he's sure there will be questions regarding the theme and what each mural signifies.

Pre-Board meeting Adjourned at 3:26 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Board Meeting
Conducted via Zoom Meeting
January 28, 2021, 3:27 p.m.
Minutes

Agenda Item One: Call to order, roll call

The Board meeting on January 28, 2021 for Pasadena Economic Development Corporation was called to order at 3:27 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 November 19, 2020. Marilyn Wilkins moved to approve the minutes seconded by Rick Lord, MOTION CARRIED UNANIMOUS.

Agenda Item Four: Board Actions - Resolutions

- a. **PEDC RESOLUTION 21-001** – Consideration to approve the Financial Report of Investment Activities for the Fiscal Quarter ended December 31, 2020.

Rick Lord made a motion to approve, seconded by Emilio Carmona that PEDC Resolution 21-001 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 21-002** – Consideration to authorize Staff to take all appropriate action on Business Enhancement Program applications filed by the following:

1. IAA Pasadena Properties/ABC Dental, at 1500 Southmore Avenue for repairing and painting front façade in the amount of \$6,019.
2. Larry's Arts & Crafts, at 1510 Richey Street for exterior improvements including painting, tiling, lighting, and wheelchair ramp for \$18,925.

Steve Phelps made a motion to approve both business enhancement program applications, seconded by Emilio Carmona that PEDC Resolution 21-002 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- Rick Lord stated that he's noticed a lot of the people doing the work on these are from Pasadena and he asked if there is an emphasis on that when applying for one of these grants. Carlos stated that they are encouraged, but not required. Rick added that he hopes it is a priority to some extent.

- c. **PEDC RESOLUTION 21-003** – Consideration to approve the allocation of funds in the amount of \$85,000 for professional fees for 8 artists to produce 8 murals in the Shaw Avenue Redevelopment area.

Marilyn Wilkins made a motion to approve, seconded by Rick Lord that PEDC Resolution 21-003, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- d. **PEDC RESOLUTION 21-004** – Consideration to authorize Staff to negotiate and execute a contract with Clark Condon for Landscape Architecture and Engineering for the Shaw Avenue Reconstruction Project (CIP# S107) in the amount of \$136,000.00 from the Corridor Development Project Account (S113).

Emilio Carmona made a motion to approve, seconded by Steve Phelps that PEDC Resolution 21-004 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- Steve Cote added that he likes this next phase because it falls in line with the Livable Centers Study. It's going to be one of the first stamps of the study that we'll be able to show off. He's anxious to get this done and the construction bid started.

- e. **PEDC RESOLUTION 21-005** – Consideration to authorize Staff to negotiate and execute a contract with GBI Partners for surveying services at the Richey Street Redevelopment area (CIP# S110) in the amount of \$22,500.00 from the North Pasadena Redevelopment Project Account (M008).

Rick Lord made a motion to approve, seconded by Emilio Carmona that PEDC Resolution 21-005 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- f. **PEDC RESOLUTION 21-006** – Consideration to authorize Staff to negotiate and execute an Incentive Agreement with Petroleum Service Group, LLC in an amount not to exceed \$200,000.00.

Steve Phelps made a motion to approve, seconded by Marilyn Wilkins that PEDC Resolution 21-006 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

Agenda Item Five: Report by Carlos Guzman, Executive Director

Carlos began with a project that was landed in the industrial district. It's over \$600M with PetroChem. He continued with the award received by the TEDC for the 3rd year in a row - the Economic Excellence award. At this time Carlos stated that the last item up for vote had not been voted on and he asked Jeff how to proceed. Jeff stated that it was okay for Carlos to continue with his report and once finished that Steve could go back to Item 4f for vote. Carlos proceeded with the Pasadena Cares Grant Program recap. There were 2 phases with a total of 223 applicants, but after doing our due diligence there was 166 issued to businesses that were in compliance. He also broke down the applicants and recipients by district to show that everyone across the City benefitted from the program. There is still funds left so staff is exploring avenues for additional marketing exposure opportunities. Staff is also exploring ways that we can maximize our partnership with the chamber to provide educational workshops, additional resources and tools. Up next was a Redevelopment Program Update by Sheena. Covered in the update were Infrastructure/Corridor Redevelopment, Quality of Life Projects and Capacity Building. First up was Richey Phase 2 Infrastructure that is in ours and the City's adopted Livable Centers Study. She went through a few slides highlighting the principles that we will be hitting. The final design is almost complete and we have worked with the building owners and stakeholders and we are combining that with the input of the larger community. She went through a few slides of concepts and existing conditions to show different views. She mentioned that this is not a drainage project so there will be no tearing out of roads we will only be adding and moving asphalt and adding greenery to absorb rain and reduce runoff. Steve Cote asked if there will need to be sprinklers since the greenery will be added. Sheena said that when we get to that point there is a level of amenities to the project and we can discuss to go full tilt on it or not. The

business community asked for better lighting and trees so basically we can have them, but we do have to maintain them and at the same time maintain our fiduciary responsibility. Sheena continued by stating that the design netted only a loss of 28 parking spots, and it may even be less. The goal is to try and keep it under 20 parking spaces lost. Marilyn added some comments to the topic of water and the landscaping. She assumed there is water close, and it just needed digging and putting it where it needed to be. Sheena stated that is correct, and that also we can do drought resistant planting that will not need irrigation, but will need maintenance. She added that these are questions that would have to be run by the Parks & Rec department and the City. She went over the timeline for the project and expects it to be completed Q4 2021 or early 2022. Steve Cote asked if there are any other buildings in the area that will be submitting a BEP application where Larry's Arts & Crafts is located. Sheena stated she is hopeful and expects there to be more. She finished up with a Vince Bayou Greenway Study update and timeline for the project process. They anticipate wrapping up this component of the project in May so that the complete plan will be ready and will show the phasing for the project. She continued with the third component of the Redevelopment program – Capacity Building. It's great to do infrastructure projects and quality of life projects, but it's also important to continue to educate our locals build their own wealth. A large development project is great, it is also important to do small/medium development to ensure our community stays sustainable and to build and keep local wealth. We're looking to do in March or April is to create workshop opportunities. We will be inviting small to medium developers to talk about challenges and opportunities in the City. Monte Anderson will be one of the developers to do a workshop series with us. Carlos added that when he worked for the City of Dallas that he had worked with him and he's doing a lot of great work in Duncanville, TX which is very similar to Pasadena, TX. Next was a Marketing Update by Suzette – She started with the EDC website update and estimates that the redesign of the website will be completed by end of Q2 2021. Next, she briefly updated the Board on the AEDO application process. At this time we are 80% done compiling all of the required documents. Depending on the timing we expect to have 1 or 2 site visits so we hope to receive the accreditation by the middle of this year as well. Steve Cote at this time shared a text she received from Dana Philibert, former City Councilwoman stating she received a great link to the EDC website and said it was a great marketing tool and thanked him for being a great visionary for Pasadena EDC. He stated it's not him, but all of Staff who has changed how Pasadena EDC is looked at by providing all of the tools that developers and businesses need in order to look at us as a viable option. He wanted to share this text as a kudos to the team. Marilyn also added that it's a testimony to Carlos and his entire team for rolling up their sleeves and making a lot of ideas come to fruition. Carlos briefly covered some upcoming items including: Pasadena Loves Local Next Steps, Richey St. Phase 2, Shaw, and the Convention Center Drainage Study (joint study with the City). He reminded everyone that the next board meeting is February 25th and also reminded Steve to go back to Item 4f for a vote.

Agenda Item Six: Comments by Board Members

Steve Phelps – He commended everyone on the great job and echo what the other board members have said. He also apologized to anyone who heard his brother singing as he walked by. Told everyone to stay safe.

Emilio Carmona – Stated that he thinks staff is doing a great job!

Marilyn Wilkins – Kudos and a special thanks to Rick from Staff for assisting with the Permits department.

Rick Lord – Commended everyone for all the work and added that he likes the murals project a lot.

Steve Cote – Stated that stuff can't get here fast enough and he loves to see Shaw getting redone, but can't wait for Phase 2 to begin and Phase 2 of Richey Street and all kinds of different things. He thanked the Staff and looks forward to a great 2021.

Agenda Item Seven: Executive Session

****NOTE** 4:01 PM** – At this time, President Steve Cote announced that the Board will be going into a separate Zoom meeting for an Executive Session and will return to the meeting upon conclusion to adjourn.

- 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 Eight: Reconvene into Regular Session

****NOTE** 4:33 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 Nine: Adjournment

President, Steve Cote called for a motion to adjourn the January 28, 2021 meeting at 4:33 pm. Emilio Carmona moved, seconded by Marilyn Wilkins. MOTION CARRIED UNANIMOUS.