



## PASADENA ECONOMIC DEVELOPMENT CORPORATION

### Pre-Board Meeting

February 24, 2022, 3:00 p.m.

### Minutes

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**Members present:**

Steve Cote, President  
Rick Lord, Vice President  
Marilyn Wilkins, Treasurer  
Salvador Serrano, Jr., Secretary  
Emilio Carmona  
Ernesto Paredes  
Steve Phelps

**Members Absent:**

**Others Present:**

Jeff Moore, Brown & Hofmeister, LLP  
Carlos Guzman, Pasadena EDC Executive Director  
Sheena Salvino, PEDC Redevelopment Manager  
Karina Tomlinson, PEDC Assistant Secretary

**Call to order:**

The Pre-Board meeting for the February 24, 2022 Pasadena Economic Development Corporation was called to order at 3:03 p.m. by Board President, Steve Cote.

Steve briefly read through the Agenda items and asked if anyone had any comments or questions.

With no questions or comments by the Board, Steve Cote concluded the Pre-Board meeting.

Pre-board meeting adjourned at 3:04 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION  
Board Meeting  
February 24, 2022, 3:05 p.m.  
Minutes

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**Agenda Item One: Call to order**

The Board meeting on February 24, 2022 for Pasadena Economic Development Corporation was called to order at 3:05 pm by Board President, Steve Cote.

**Agenda Item Two: Invocation**

Invocation given by Ernesto Paredes.

**Agenda Item Three: Pledges**

Pledges led by Marilyn Wilkins.

**Agenda Item Four: Public Comments**

Javier Morales, CEO of JMorales, Inc.: Stated that he wanted to give the Board a couple of thank you's. First of all for the Shaw Street improvements. They received their temporary CO and have been enjoying their new building. He added that they have been giving numerous tours to both citizens and city employees and is looking forward to their final permit process in the next month. He looks forward to planning with the EDC and the Chamber for a grand opening. Lastly, he thanked the Board for awarding them with a façade grant and stated their sign is being worked on and will be put up soon.

**Agenda Item Five: Approval of Minutes**

Steve Cote called for a motion to approve the minutes from the meeting held on December 9, 2021. Marilyn Wilkins moved to approve the minutes seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.

**Agenda Item Six: Public Hearing**

*Public Hearing Opened at 3:08 pm*

- a. Consideration to approve an amendment to PEDC Resolutions 21-025 and 21-041, contract with Millis Development and Construction (CIP# S107) by authorizing an additional 5% contingency in the amount of \$70,668.21 from the Corridor Development Project Account (\$113.)

*Public Hearing closed at 3:09 pm. No comments made by attendees.*

**Agenda Item Seven: Board Actions - Resolutions**

- a. **PEDC RESOLUTION 22-001** – Consideration to accept the Financial Report of Investment Activities for the Fiscal Quarter ended December 31, 2021.

Rick Lord made a motion to approve, seconded by Salvador Serrano, Jr. that PEDC Resolution 22-001 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 22-002** – Consideration to approve an amendment to PEDC Resolutions 21-025 and 21-041, contract with Millis Development and Construction (CIP# S107) by

authorizing an additional 5% contingency in the amount of \$70,668.21 from the Corridor Development Project Account (\$113.)

Rick Lord made a motion, seconded by Emilio Carmona that PEDC Resolution 22-002 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

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

Carlos stated that the Redevelopment Manager, Sheena Salvino would be providing an update. He added that a lot of the things that she will be covering are projects that we need to gauge interest from the Board because there is a possibility of a budget amendment in the next meeting or in two. We would like direction from the Board if these are projects we want to entertain. She began with a project portal slide showing her 3 step process (Plan, Design, Build) and where the current projects stand on that spectrum. She moved on to the Shaw Ave. Revitalization property which is leveraging public private partnerships. We have been working to support the businesses and the residents and incentivize the reinvestment that we're looking for by being on the ground with the businesses and supporting the Quality of Life improvements that the Livable Centers kept talking about. She showed some pictures that were taken over the last couple of days of the work being done on Shaw. She provided some construction updates and stated that there are some change orders and that's why the item on the agenda is asking for an additional 5% contingency. She added that because it is the oldest part of the City, there are a lot of things underground that we couldn't have known were there and there are some left over things from the previous contract work that the City had that we are cleaning up and became part of our contract. We're making sure to take care of our building owners and business owners before moving on. We're also working with the City to install block-out for new Center Point light poles. She then showed some interior photos of the old Post Office on Munger that is now the offices of J. Morales, Inc. which is a great example of adaptive reuse that she likes to see in these older buildings. Next, she provided an update on the Underpass Project – the contract has been signed with the artist; there was an internal kickoff with the artist, Public Works & Engineering, EDC and TxDOT who is very heavily involved with this and very supportive. The next steps are to develop an electrical plan with the artist for the dodecahedrons and then they will go into a community outreach component where they will work with the High School that is right across the street to create the images that will be etched into the chandeliers. She stated it's going to be a really cool project and that the artist is known world wide so that will attract different types of people to the City. She showed the Board a timeline of the project and she anticipates that the project will be complete in April 2023 and the hope is to do some sort of event. Things should move pretty quickly once all the electrical work is completed. The next project briefed was the Richey Street Project that will be rebid and after a lengthy conversation the recommendation is for 2 projects to be bid simultaneously. One for the relocation of signs and a second for streetscape and amenities. Some of the streetscape consultants are a little afraid of moving the signs because they are all so different, different in ages and they are what makes the area unique and we want to preserve those things instead of plowing them down and putting up a big square. The plan is to bid again in March. *Steve Cote clarified that this is for Phase 2.* The next project up was the 225 Gateway Monument that she briefly mentioned earlier. There was a delay due to supply chain issues, the contractor was back on site on February 9<sup>th</sup> and a substantial completion is expected May 2022. For the Vince Bayou Greenway they just had the last community meeting, there were 29 people in attendance. The Parks department did apply for the Precinct 2 Partnership Grant with EDC support requesting \$2.3M for the construction phase. They are looking to select people to start presentations now and recommending projects in March. At the time she had not heard if they had been invited to present, but there is a lot of material so it shouldn't be a challenge to put something together. Looking ahead for this project, in April we will be extending the contract to finalize engineering for the full project. In April there will be a request for \$758k to cover 100% design. Sheena then moved on to project considerations for 2022/23. She began with a study done on Little Vince Bayou (the North trail loop) thinking about where it was proposed through Livable Centers and where it might go safely as part of our program to connect with the larger trail network coming from Memorial to

Strawberry. This was presented in the previous meeting and Sheena showed the slide with what was recommended. She went on to say that the Harris Ave. component is way too expensive for what is trying to be accomplished right now. She thinks they should finish the acquisition along Little Vince Bayou and work with Public Works & Engineering because they have a drainage project going on right now. She has had a conversation with them and they have agreed that it's possible to work together on that. She'll need to work on quotes for design and engineering if the Board is interested in advancing this particular project. *Steve Cote asked the Board for their input, Ernesto Paredes said it looks good. Steve pointed out that the project is in line with the Strategic Plan and the lanes that the EDC travels in. Marilyn added that the property acquisition along Little Vince is so significant that to get from where we are to where we need to go is a smaller step than any of the other elements of the trail project.* Sheena added that there are 2 or 3 left to acquire. Carlos jumped in and added that years ago the City was interested in expanding the road and at the last minute said no, so we're leveraging that investment that the City undertook many years ago. *Marilyn stated that she remembers that project and what she's saying is that because the City owns so much of the property, it would seem that the additional pieces of the puzzle are small enough that the project could move forward almost faster than anything else just discussed or are getting ready to discuss.* Sheena responded that acquisition could be very tricky, so it's not safe to make that assumption. It depends on ownership and at times, it can take forever because the owner is hard to locate. Based on comments from the Board Sheena stated that she would be moving forward with this project. She also asked the Board that if after hearing all of the information they think of reprioritizing or they think of other projects to just send her a message or give her a call and she will gladly discuss. Carlos jumped in to briefly review Phase 1 of Pasadena Blvd. before Sheena covered Phase 2. He stated that they have been working with Precinct 2 and he's hoping that after a lot of back and forth, at the next Council Meeting the Interlocal Agreement is going to go for consideration and then to Precinct 2. There is a lot of moving parts to this so they decided to break it up into 2 phases. He added that there are already permits with TxDOT and with Harris County Flood Control that we want to leverage. Phase 2 will begin with a planning exercise with stakeholders including the mall, City, school district and small businesses. She thinks it will be approximately 6 months to develop a full plan document, pending the mall development. This will identify marginal property along the corridor and will develop a cohesive plan to address any parking inconsistencies (Las Fuentes, Jack in the Box, etc.) *Rick Lord asked if Little Vince plays any part in any regional flood plans. He added that there is a lot of plans about changing waterways and was curious if Little Vince was a part of them because what if we build it and then it has to be torn up because of the waterway changes. Steve suggested that we get with Public Works to make sure before we get too far down the road on the project. Marilyn asked if the work that CenterPoint is doing on Pasadena Blvd. is coincidental. Carlos responded that it's the 1<sup>st</sup> step of this.* Sheena then moved on to the Thoroughfare Plan & Street Design which she stated is a much bigger project. Basically it is to address streetscape and beautification which basically means the design of the Right of Way (ROW). The way ROW is designed is one of the biggest tools of the City. It helps identify what is going to happen outside the ROW and it's very clear. These decisions really matter, especially when zoning is not a tool that you have. *Steve added that you build it based on what you want to encourage to come in.* Sheena agreed. She stated that having a plan would create more efficiencies for projects and save the City money. She then added that HGAC is doing a subregional planning study right now and they are making recommendations on what should be built. Steve Cote asked who represents the City of Pasadena at HCAC to which Sheena responded that Public Works does. Steve asked who on City Council is the representative to which Councilwoman Van Houte who was in the audience stated that possibly Cary Bass. Sheena went back to her presentation and presented a great example of something that HGAC is working on through their study that is right where the EDC is working on Richey Street. This is important because if they are getting funding for their recommendations then the street will get built how they want as opposed to how we are wanting it with input from the businesses. She emphasized that we need to be at the table and more proactive about the development of Pasadena rather than letting the development happen to us. The PEDC funds City's roadway improvement projects, streetlights, crosswalks and pedestrian amenities, green infrastructure upgrades, urban trails and parks. Given the limited staff and time, an RFP for a consultant team would

expedite the program and advance a long-time community priority. The process would take 12 months and the estimated cost would be \$250-300k depending on outreach efforts. This is something that would move us from doing individual street projects into a phase where we can move the City forward. Carlos added that we do have buy in from Public Works so they are definitely on board. It is an interagency cooperative effort which would require buy in of the City and would have to talk to the administration about about it. If it's not something that City Council is on board with then it's not worth while. *Steve Cote asked Marilyn for her thoughts since her business is on Pasadena Blvd. Marilyn stated that she's having a couple different thought processes. The first being depending on what you build, it drives what the community around it develops into being if it isn't that already. Second, the fact that a Houston based group is coming toward Richey Street from the Houston area and she thinks a coordination effort is clearly spoken for, but also there are a lot of small retailers close by. Steve stated that he looks at it as though you have a house and the HOA does a whole study saying they should all have red mulch and specific flowers. We have the money and we'll go ahead and get doing it, rather than the homeowner being able to plan it out themselves. He stated that this is why he thinks they ought to move this plan forward, talk to the Mayor's office and City Council.* Sheena added that the Board doesn't have to do this right now, she's only introducing the idea now and a thoroughfare plan is a big undertaking. Steve added that more information would be appreciated, but likes the overall concept. *Rick Lord added that his reluctance is would the City be accepting of this. He would hate to pay for a plan that is not going to go anywhere.* Carlos added that from a Staff level we are on the same page, from this presentation they will reach out to Council members and other stakeholders so that we will all "jump in the pool" together. *Ernesto Paredes added that he is in favor of community input because you can get a federal grant, but the federal grant will tell you how to do a project without even consulting with a community and then they are stuck with something that someone who doesn't even live there decided on. Marilyn also stated that expectations would need to be managed because everyone might "jump in the pool," but then they will be ready to get out and do something else because some take so long to bring to fruition. Steve added that the project should be taken step by step.* Next up Sheena presented the Wayfinding & Street Signage project. Wayfinding planning would avoid signage clutter. This is another project that would require buy in from the City Council and administration. EDC would work with the City to seat a planning & design committee comprised of City Staff (EDC, PW&E, Traffic, Police, Planning, Parks, Communications, GIS) and elected officials from each district plus local stakeholders from each district. The City would be making all of the selections from color to design, font, etc. EDC would develop an RFP and select a consultant team. *Marilyn stated she like this project because it also builds community spirit.* She next presented Shaw Avenue Phase III outlining the Shaver/Munger/Main area and things that you can do currently in the area. We are trying to work on livening the area to help bring more people there. Some context on the area: there are 2 hotels, 1 historic venue, 4 corporate office buildings, parking and some vacant/underutilized space that is owned by the City and some privately owned i.e., El Capitan. She said this area is in a perfect nexus of what we are trying to do between Pasadena Blvd. and Shaw as an opportunity area. It's outside of the neighborhood area so anything done there will not be a noise difficulty. Steve added that he had just walked through the building the day before and it's gutted and really cool looking. Sheena mentioned that Camin Cargo who is right in the middle of the old municipal court and the El Capitan has done at least half a million in investment so they want to stay as a tenant. Sheena added that there is definitely a great opportunity for redevelopment with the revival of an entertainment corridor with the Theater building as the anchor. She knows there is an adversity to owning property so there would be a lot of hand holding and shepherding, but there are some things that we can do. We are in preliminary discussions with Council Members and the business community identifying projects, partners and funding mechanisms for us to be involved if we want to be. She asked what they think about redeveloping the area or taking an active role in redevelopment of this. *Steve stated that we are invested in some of it because half is owned by the City, to try to do something. Rick Lord added that he would like to see some price tags on it and he just sees more negatives than positives.* Sheena commented that it will likely be expensive and that it wouldn't be what we would like it to become as a community without some investment on our end. She added that is the point of getting involved, to incentivize the kind of development we want to see rather

than letting it either sit there or turn into who knows what. *Steve added that it's kind of an anchor area that if you're going to see a lot of Shaw St. redeveloped, if we can support it in some way to build out and encourage restaurants or food courts then that's what a lot of people look for. He compared it to home developments where people look for where to grocery shop or do anything if it's in the middle of nowhere. It's no different then businesses that think of where am I going to go eat? Marilyn added that if you do entertainment there when people are done with the show they either want an ice cream parlor or a bar or late night snacks. She thinks there is a whole infrastructure that you would envision needing to be around there. Steve thinks that it's definitely a project worth keeping an eye on.* Sheena asked if the Board wants to proactively approach this in terms of planning and development? *Steve responded that they definitely will not be doing anything without seeing price tags to which Sheena said she'll have more conversations to get more information and will come back next month to report.* Barbara Cutsinger (BAHEP) who was in the audience asked if the EDC is open for a business park there and referenced the location where BAHEP is and it's a main corridor. She said restaurants are going to be looking for daytime population and it's not there. She mentioned that when No Name first went up there it was a time when that corridor was busy, but now it's really just Camin Cargo that's there. She suggested something very nice and modern because it's right off the freeway accessible to either direction of traffic. *Steve added that Camin has a pretty large operation with a lot of people, Sheena mentioned the 4 corporate offices close by, so there is a captive audience. Steve added that the food truck idea is also something less expensive, but would also help determine really quick if it would work.* Again, Sheena asked the Board to call or send her a message with any questions, suggestion or concerns. Next she informed the Board that the City was awarded another Livable Centers Study, but for the Medical Center South area which represents the City's highest concentration of Seniors. This would be an excellent opportunity for an aging in place community with a unique mix of healthcare, public supports, and housing. The boundaries are still TBD at the onset of the project toward the end of this year. She added that she is only in a support role for this project, but wanted to let the Board know about it.

#### **Agenda Item Nine: Comments by Board Members**

Rick Lord – Stated he would like to see a plan for the Livable Centers Study at the Medical Center if it turns out to be more of a retirement community. The sidewalks and streets have always been a problem. He pointed out Pine St.

Salvador Serrano, Jr. – Stated everything looks really good and the EDC is doing a great job. He liked the information provided about the Livable Centers Study in the Medical Center area, he also didn't know that area had the highest concentration of Seniors.

Marilyn Wilkins – Stated it was gratifying to go to the State of the City luncheon and see so many of the projects that the EDC has been involved with.

Emilio Carmona – Stated that all of the projects presented look really good and hopes we can concentrate on them and try to get something done.

Ernesto Paredes – Stated that the projects show the good work that Staff is doing.

Steve Phelps – No comments.

- *Carlos jumped in really quick to add that the EDC has a new member of the team. Julianne Echavarría who was previously at the Chamber has joined the team, but is going through "boot camp" right now in Round Rock and will be here at the next meeting.*

Steve Cote – Started by thanking Javier for his comments. He stated that he really likes the approach of having a purpose with what they are trying to do. Coming in with the EDC early on, he's not for pet projects or just throwing things out there. He added that from the initial workshop they had they stated nobody on the Board was an EDC expert, so at the end of the day they rely on Staff or outside consultants to say what are best practices that other cities have done and proven that we can piggy back on and put together our own path. He said nothing ever moves fast enough and with serving on council and this board he has experienced it, but at the end of the day it's the tax payer's money. He thinks it's always important to hear everyone's comments about what concerns them and what is their interests. He thanked Carlos, Sheena and Karina for helping put the plans in place.

### **Agenda Item Ten: Executive Session**

**\*\*NOTE\*\* 4:09 PM** – At this time, Board 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 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.
- c. Convene in executive session pursuant to Section 551.087, Texas Government Code to deliberate regarding economic development incentives – Project #2201.
- d. Convene in executive session pursuant to Section 551.087, Texas Government Code to deliberate regarding economic development incentives – Project #2202.
- e. Convene in executive session pursuant to Section 551.074, Texas Government Code to deliberate the appointment, employment, evaluation, reassignment, or duties – discussion of economic development staff.
  - This item was not discussed.

### **Agenda Item Eleven: Reconvene into Regular Session**

**\*\*NOTE\*\* 4:47 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.
  - b. Deliberation regarding real property – Project #2002.
  - c. Deliberation regarding economic development incentives – Project #2201.
  - d. Deliberation regarding economic development initiatives – Project #2202.
- *There was no action taken on any of the items listed above.*

### **Agenda Item Twelve: Adjournment**

Board President, Steve Cote called for a motion to adjourn the February 24, 2022 meeting at 4:47 pm. Ernesto Paredes moved, seconded by Rick Lord. MOTION CARRIED UNANIMOUS.