



## PASADENA ECONOMIC DEVELOPMENT CORPORATION

### Pre-Board Meeting

Conducted via Zoom Meeting

August 26, 2021, 3:00 p.m.

### Minutes

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**Members present:**

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

**Members Absent:**

Marilyn Wilkins, Treasurer

**Others Present:**

Jeff Moore, Brown & Hofmeister, LLP  
Carlos Guzman, Pasadena EDC Executive Director  
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 August 26, 2021 Pasadena Economic Development Corporation was called to order at 3:00 p.m. by Board President, Steve Cote.

**Agenda Item Four: Public Hearing**

Steve asked everyone if they were okay with reading through the items and voting during the regular meeting. Jeff Moore stated that it was up to what they all preferred.

Prior to beginning Carlos stated that he had a presentation for the Public Hearing items.

**4a) McCaslin Hotel Consulting** – Carlos reviewed some slides reminding everyone that the Convention Center is one of the Catalyst Projects from the ED Strategic Plan. In the last couple of months there have been some improvements taking place there. In 2019, a Master Plan was put on the back burner and with it being a catalyst project there is still interest on whether or not we want to move forward with either expanding the Convention Center or adding a Hotel out there. With that in mind, Staff is bringing up for consideration an updated hotel study. Before making any major expenditures, he wants to make sure we minimize the risk and maximize any investment out there. The study will look at the following: Feasibility of hotel at site; feasibility of additional meeting space, feasibility with and without Master Plan and Incentives needed (both City and EDC) such as Sales Tax Rebates, TIRZ or others. Some incentives aren't up to only the EDC Board and we need to know what is needed in order for the hotel to work. At that point we would be able to present to Council and let them know that if they want to do this then items A, B, C & D are needed, not only some of them. We want to give the Board and Council all of the tools needed before any decisions are made. Again, our goal is to minimize risk and maximize any investment. One thing to keep in mind is if the City moves forward, the earliest the hotel would be open is 2026/2027. Another thing is that the market has bottomed out and the study can show worst-

case scenario and recovering scenarios. There is no better example of this than what just happened with COVID. From the study, two things are going to happen. Option 1 – this may not make sense and we need to shelve the project for the foreseeable future. Option 2 – this may make sense but only under certain conditions. So we know that if we don't do A, B, C, D and if we don't do all of these Staff would recommend not doing it because the chances of this not being successful would be exponentially higher if you skip certain steps.

*Steve Cote added that this is necessary after the changes that have been made to that area since 2019. It would be good to get updated information and would prefer that it happen with a Master Plan because it would have a higher chance of success. He pointed out that it was an interesting point regarding the market bottoming out and agreed that it doesn't get worse than what happened in 2020 with the pandemic. Rick Lord asked if we had the previous study because he would like to see it. Carlos added that there are some new items being added because we may or may not do the Master Plan (put to the City) and what kind of incentives, because a lot of incentives that would really be needed to move this forward are going to have to be City incentives. We can only speak for our sales tax, but there might be other incentives needed to entice developers to come in such as a TIRZ or other stuff that is up to Council. He wants to make sure all the tools are provided. Steve asked Carlos to send out an abbreviated copy of the Master Plan to the board as a refresher.*

**4b) Houston Parks Board: Vince Bayou Greenway Implementation** – Carlos stated he would be starting the presentation and then asking Sheena to provide additional information. He showed the Board a slide with a picture of existing conditions and what we're working toward. The next slide was the redevelopment process that is composed of 7 activities to get a project from conceptual to end. The next slide was a PEDC partnership and commitment timeline. This began in 2001 with the board funding the 1<sup>st</sup> citywide urban greenway plan, in 2009 the board funded N. Pasadena redevelopment plan highlighting North side hike/bike greenways. In 2018, the Board adopted the Strategic Plan and goal 6 was support structures. In 2021, the Board adopted the Healthy Parks Master Plan, the Livable Centers study and they also funded a study of Vince Bayou Greenway as well as partnering on a potential \$5M NPS grant that he'll provide more details on shortly. The next slide he covered was the proposed trail with all of the phases marked and a total cost of approximately \$11M. He noted that it has a big price tag, but it has community support as well as studies to support it and we hope to get some of the federal funding. Last year the state of Texas had only 1 application for this so we have a good shot of getting up to \$5M. Next, Sheena provided some additional information. She stated that the Planning Phase is complete, the next phases are acquisition and design that will happen concurrently which is what is in the contract from Houston Parks Board. Trail section 1 and section 3 of the 3.7 miles have fewer parcels to acquire. For the sake of financial and staff resource efficiency, it is recommended to complete the acquisition first and then commence design for the entire thing. In phase 3, public bid documents would be released once acquisition and design are complete. The next slide covered the phasing of the project. Sheena informed everyone that they recently submitted a grant application in partnership with the City's Parks & Recreation to the National Parks Service (NPS) for grant funding to construct the Greenway. The grant will provide 50:50 matching funds up to \$5M. The EDC provided staff and technical support (via STANTEC) to write the grant with Parks & Rec. The grant timeline consists of pre-application in August, Submitting of formal application in October and award announcements in April 2022. If selected to formally apply in October, the City will need to demonstrate further capacity to execute the grant award & funding availability/earmarked. Jed Aplaca, Parks & Rec. Director stated that they expect to hear something from Texas Parks & Wildlife in the next couple of weeks. He feels we have a strong application and is excited to work on these things. Sheena added that in order to ensure that the application has the best potential for award; we would like to advance the Professional Services Contract with Houston Parks Board to commence and complete acquisition and provide design/engineering services for \$2,020,007. Sheena added that HPB has very specific expertise regarding, planning, designing, building greenways and are very well versed on what is going on in Pasadena through their work on other projects with Jed and his team. We felt it wasn't a big stretch to ask them to submit a proposal for us. The next thing will be to earmark the \$5M in matching

funds for the NPS grant. It doesn't mean we're going to spend that because if we're not awarded then we're not going to commit that money. However, if we are awarded, then the Board will be asked to earmark that money. It is likely that the Pasadena Parks & Rec. department may request funding for technical assistance for grant administration. We wouldn't need to know that until April 2022, but she mentioned it to keep it in mind. Lisa Graiff, Houston Parks Board Project Manager then went over the Design and Construction Services Proposal Budget line by line. *Steve Phelps then asked her to tell the Board more about the Houston Parks Board.* Lisa responded that they are a Not for Profit that was started in 1976 to bring private funding into public parks. For many years, they worked in parks throughout Houston primarily. In 2012, they started the Bayou Greenways 2020 project and that is a \$220M project that was funded \$100M through a public bond and \$120M that Houston Parks Board has raised. Through that process, they have been connecting 150 miles of trails and opening up 3,000 acres of greenspace over 9 of Houston's major waterways. That project is wrapping up and that is our in-depth experience that Sheena was talking about earlier. We also are the maintenance entity for the Bayou greenways. As we design and have been maintaining them over the years we have been adapting how we design and maintain and our processes in order to streamline things. Adrian Briagas, HPB Land Acquisition Director added that for Bayou Greenways 2020 they conducted nearly 400 acquisitions needed for trail land and greenspace. Lisa continued by stating that they have been talking to all of the County precincts to find a way to connect the parks and trails system. Sheena continued the remainder of the presentation pointing out the funding required for all land acquisition and design through 30% on the entire project is what the Board is voting on today. *Steve Cote stated that it seems like it's a long-term project, but he feels hearing from the Houston Parks Board that they have done another project on a grander scale and they got through it all.* Sheena went over the next slide, which was a construction schedule. By next summer there will be a fully engineered and design project that can be put to bid for construction the following year. In 3 years, we could have 3.7 miles that connects the north side of the city with an additional 13 miles of the trail on the other side of the city. Jed shared that he worked for Houston Parks & Rec and they partnered on a lot of these types of projects and it was amazing to see them done and built. He was also a part of the Maintenance Committee because a key to the project is also maintaining them at a high level afterwards. He added that he thinks the timeline is doable especially with the grant help that the City could potentially get. *Rick Lord added that it's very impressive and that every time Sheena brings it to the Board it looks better and better.* *Salvador added that many times it is thought as only an exercise trail, but that it can also be seen as a means to get jobs on the other side of town and walk if they need to.*

**4c) Clark Condon: Little Vince Bayou** – Carlos stated that years ago there was talk of extending Strawberry to the north side and a lot of the property was acquired. This would be another trail closer to the mall and would also have on street connectors to the trail that we just talked about. The point is to get people from the north side to walk over to the new trail so they can take advantage of it. This item is for just a study.

**5a) Presentation: Bay Area Houston Economic Partnership – Dan Seal, Exec. Dir. Of BAHEP**  
Dan Seal went through a 10 slide report to update the Board on 3 items - Workforce Development, Company Expansions and Special Initiatives. He highlighted the EDGE Center at San Jacinto College which is being fed through PISD. Successful company expansions between 2017 and now included Kuraray Corporation (30 jobs, \$50M capital investment), Dana Trucking (25 jobs, \$20M cap. Investment), Houston Meat Distributors, Inc. (50 jobs, \$14M cap. Investment.) Special initiatives focused on by BAHEP is the Coastal Barrier Protection ("Ike Dike") and Reforming of the National Flood Insurance Program. *Ernesto Paredes thanked Dan for the efforts being made by the organization to recycle our youth and jobs so that they can stay in this community. With 23 years in education, he appreciates the educators out there working.*

Pre-board meeting adjourned at 3:52 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION  
Board Meeting  
Conducted via Zoom Meeting  
August 26, 2021, 3:52 p.m.  
Minutes

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**Agenda Item One: Call to order**

The Board meeting on August 26, 2021 for Pasadena Economic Development Corporation was called to order at 3:52 pm by Board President, Steve Cote.

**Agenda Item Two: Public Comments**

No public comments made by attendees.

**Agenda Item Three: Approval of Minutes**

Steve Cote called for a motion to approve the minutes from the meeting held on June 24, 2021. Salvador Serrano, Jr. moved to approve the minutes seconded by Steve Phelps, MOTION CARRIED UNANIMOUS.

**Agenda Item Four: Public Hearing**

*\*\*Opened at 3:53, closed at 3:54 with no comments made by attendees.*

- a. Consideration to authorize Staff to negotiate and execute a contract with McCaslin Hotel Consulting for a market study of the Pasadena Convention Center area in the amount of \$40,000.00.
- b. Consideration to authorize Staff to negotiate and execute an agreement with the Houston Parks Board for acquisition and 30% design services in the amount of \$2,020,007.00.
- c. Consideration to authorize Staff to execute a contract with Clark Condon for planning, analysis and implementation plan for the Little Vince Bayou and on-street trails loop in the amount of \$47,000.00.

**Agenda Item Five: Presentations**

The presentation for this item took place during pre-board.

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

- a. **PEDC RESOLUTION 21-028** – Consideration to accept the Financial Report of Investment Activities for the Fiscal Quarter ended June 30,2021.

Steve Phelps made a motion to approve, seconded by Salvador Serrano, Jr. that PEDC Resolution 21-028 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 21-029** – Consideration to authorize Staff to negotiate and execute a contract with McCaslin Hotel Consulting for a market study of the Pasadena Convention Center area in the amount of \$40,000.00.

Ernesto Paredes made a motion to approve, seconded by Emilio Carmona that PEDC Resolution 21-029 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. **PEDC RESOLUTION 21-030** – Consideration to authorize Staff to negotiate and execute an agreement with the Houston Parks Board for acquisition and 30% design services in the amount of \$2,020,007.00.

Ernesto Paredes made a motion to approve, seconded by Steve Phelps that PEDC Resolution 21-030, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- d. **PEDC RESOLUTION 21-031** – Consideration to authorize Staff to execute a contract with Clark Condon for planning, analysis and implementation plan for the Little Vince Bayou and on-street trails loop in the amount of \$47,000.00.

Emilio Carmona made a motion to approve, seconded by Ernesto Paredes that PEDC Resolution 21-031, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

### **Agenda Item Seven: Report by Carlos Guzman, Executive Director**

Carlos began with some project updates – AEDO: Phase 1 Documentation is complete; Phase 2 Virtual Site Visit is complete; Phase 3 Final Results will be received in 4 weeks. He mentioned that someone we know who has let him know that the PEDC is very likely to receive accreditation. Pasadena Loves Local: EDC has been working with the Chamber to identify a list of businesses for engagement visits. A small task force has been formed to conduct the visits to collect surveys. The target goal is to complete 20 visits by end of Q1 2022. Pasadena Convention Center Improvements Update: Carlos showed the Board photos of the improvements that have been made. At this time there was some connection difficulty so Steve chimed in with the specific roads within the convention center area that were worked on that came directly from the original Master Plan. Carlos was able to reconnect and continued with the North Side (Historic) Pasadena Redevelopment Project Updates. Some Projects in Progress are first the 225/Richey monument; Shave Ave. and Place making Projects including the Murals, which have a few more coming in the next month or so. He then showed pictures of the Shaw Ave. improvements being worked on. Next, he provided some information on the Underpass Project that had an RFQ release on July 9<sup>th</sup>. The submission deadline was August 9<sup>th</sup> and 24 responses were received. After review by staff and panel, the finalists were invited to respond to an RFP that are due by September 27<sup>th</sup>. The final selection will be early October so Staff will keep the Board updated. Next, he continued with the Shaw Revitalization Projects Scheduled. We hope to complete the road and pedestrian improvements by January 2022. The murals have a November project close out and the Underpass Project we hope to close out in January 2022. The next thing he reviewed was the BEP projects on Richey and mentioned a former council member reaching out to say he was really happy to see the improvements in his old district. He stated Staff is excited about the project really taking off. Sheena added that the Board has awarded 5 projects totaling roughly \$100k, leveraging an additional \$300k in private investment so even though it was a slow takeoff there are more people realizing it's out there and she encouraged everyone to continue to spread the word. Carlos spoke a little about Pasadena Blvd. and Little Vince Bayou that will connect to the major trail that was talked about earlier. The next item discussed was the future of Pasadena Blvd. He reminded the Board that even before him and Sheena began work with the City's Planning department that as it is, Pasadena Blvd. was already designed. This was a joint project with the County and what happened is the design of Richey was applied to the design of Pasadena Blvd. Richey was designed to get people in and out, which is great. Pasadena Blvd. is a little different with what we are trying to do. There's opportunities in the future to be doing something at the mall. The City right now is leveraging between Federal dollars, EDC dollars and private investment about \$12M on the North side. A few months ago, Kevin Shepherd conducted a fiscal analysis that talked about the kind of development that encourages more redevelopment and tax revenue for the City. Unfortunately, the current design we have doesn't accomplish that. It's not safe for pedestrians so if we adopt what is currently designed there will be the same issues. The current ROW design is 5-lanes: 4 drive lanes, 1 center turn lane, 7 ft. sidewalks, but there are some cement CenterPoint

poles in the middle of the sidewalks in some areas which will shrink some of that space. With that being said, he stated that Precinct 2 Staff has been supportive to open redesign and has asked what do the citizens of Pasadena want to see. From a Staff perspective the current configuration does not address pedestrian safety, economic vitality/leverage private investment, address image of the City, consider the context/uses outside of ROW, but more importantly it doesn't adhere to the Livable Centers goals. The lanes are designed to drive safely at 70mph which is not what we want for Pasadena Blvd. He stated staff has a meeting with the County in a couple of weeks and are seeking guidance from the Board as far as if they are open to redesign of the road keeping in mind that there will be additional funds request in the future. *Steve Cote stated that he does not want the same design; he'd like to see something that supports pedestrian access and good mobility with a redesign of the mall. Rick Lord stated this plan came about prior to all of the plans we put in place and he supports Staff meeting with Precinct 2 and coming up with a legitimate plan to get things back on track. Ernesto Paredes agrees with Rick that the EDC is facing a situation to make a decision so that we don't end up with a more expensive headache down the road. He supports redesign if it is needed. Steve Phelps asked if Staff has had a discussion with elected officials that represent that area. Carlos responded that the current Councilwoman just commented via Chat and with it being her district, Staff would definitely be reaching out to her. He stated our discussion is based on the Livable Centers, but before we start engaging with the elected official, we want to make sure the Board is open to this conversation. Steve Cote asked if Councilman Ybarra is on the West and Councilwoman Van Houte on the East side? (Councilwoman VanHoute responded where the divider is via the chatbox) He would like to make sure everyone understands what would be the reason to change this. If we have fast lanes and a lot of cars going through there and it's going to impact us from an economic development or redevelopment that a lot of people would like, whether it's more businesses or supporting the ones we have then we want the information, the study and the data behind it. He wants to make sure that whatever we get that we even want to consider, along with her support, that everyone feels comfortable and that it will be a positive impact to what we want to have happen in that area. He also wants to make sure they circle back to the public's input from past Livable Centers meetings and hold additional ones with the elected official because we want to get it right. It's a 50 year decision once it's done. He stated he'd rather be remembered as someone who got it done right and have everyone happy about it rather than it being a wasteland and nothing prospers because everyone is racing through there. People don't really think about Richey street having been redeveloped and redone because it came back as the same thing. There's no new businesses, no synergy, nothing that is ever heard about. He feels there is opportunity there for Pasadena Blvd. with what is being done at Shaw, potentially at the mall, and Pasadena Blvd. all the way to Southmore there is a really good opportunity. He just wants to make sure everyone comes together on it. Emilio agreed with the rest of the board. He thinks there is an opportunity to review the situation and get it right. He feels that Pasadena Blvd. is a street that we have to get right so he wants to make sure it is looked at very closely.* The next slide Carlos presented was implementation of the Richey Street Plaza circulation and pedestrian realm. This is the project where businesses asked for the work to begin after the holiday season. Projected installation is Q1 of 2022. He again showed the Board the existing and proposed condition of the Vince Bayou Greenway trail and stated that hopefully by Spring of 2025 people will be able to take a walk or take their bike to connect to 13 miles of trails. He then covered upcoming PEDC Items which include – Richey Phase 2 construction management agreement w/AECOM next month; Richey Ph. 2 construction contracts in November; Underpass Place making Project contract w/artist team in October; BAHEP agreement in October; and Economic Alliance in November who will have a presentation as well. There are also some upcoming free events as part of the Pasadena Loves Local. A Google workshop, a workshop in Spanish and a workshop we are conducting with the Pasadena Chamber. Finally, he thanked the Board for all their help during the AEDO accreditation and congratulated Suzette for her hard work.

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

Rick Lord – Commented that everything is great and appreciates what Carlos and Staff are doing. He hopes everyone stays healthy after hearing some stories from friends and cohorts.

Ernesto Paredes – Congratulated Carlos for keeping them informed and for Staff doing a good job. He trusts them with keeping the Board informed since they only meet once a month. He appreciates all the information staff gives them to keep moving forward.

Salvador Serrano, Jr. – Commented he likes all of the projects and movement we’re having in Pasadena. He’s glad that they are taking a look at Pasadena Blvd. He joked that when he’s 80 and the only one around they will be looking for him. He’s glad everyone’s healthy and hopes everyone stays safe.

Steve Phelps – Thanked staff and everyone. Hopes everyone stays safe.

Emilio Carmona – Hopes everyone stays safe.

Steve Cote – Commented that he appreciates what staff is doing at the EDC. He wished things would move faster, but knows that there is a process to move things along and for them to be done right. Asked everyone to just keep safe.

#### **Agenda Item Nine: Executive Session**

**\*\*NOTE\*\* 4:27 PM** – At this time, Board 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.

- 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.

***\*The following item was not read aloud in open session, therefore it was not discussed during Executive Session\****

- c. 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.

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

**\*\*NOTE\*\* 4:50 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 the appointment, employment, evaluation, reassignment, or duties – discussion of economic development staff. ***\*\*This item was not discussed, therefore no deliberation.\*\****

#### **Agenda Item Eleven: Adjournment**

Board President, Steve Cote called for a motion to adjourn the August 26, 2021 meeting at 4:53 pm. Steve Phelps moved, seconded by Emilio Carmona. MOTION CARRIED UNANIMOUS.