



**PASADENA ECONOMIC DEVELOPMENT CORPORATION**  
**Pre-Board Meeting**  
**Conducted in the Pre-Council Conference Room at City Hall**  
**September 26, 2019, 3:07 p.m.**  
**Minutes**

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**Members present:**

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

**Members Absent:**

Marilyn Wilkins, Treasurer

**Others Present:**

Jeff Moore, Brown & Hofmeister, LLP (via conference call)  
Carlos Guzman, Pasadena EDC Executive Director  
Rick Guerrero, Pasadena EDC Manager  
Suzette McDowell, Pasadena EDC Marketing Manager  
Sheena Salvino, Pasadena EDC Redevelopment Manager  
Ana Espinoza, Public Works  
Karina Tomlinson, PEDC Assistant Secretary

**Call to Order**

The Pre-Board meeting for the September 26, 2019 Pasadena Economic Development Corporation was called to order at 3:07 p.m. by President, Steve Cote.

- 8 a) Consideration to authorize Staff to negotiate and execute a contract with Freese and Nichols, Inc. in the amount of \$90,000.00 for landscape architectural services for the design of Gateway Monument Signs. (CIP #S074)
- Carlos provided some background and stated this contract is to enhance the sign on 225 near Richey. Another component of this contract is the possibility of adding up to 4 other monuments throughout the city. Steve Cote asked how tall we could make the one on 225 to which Bryan responded that because it is within TX Dot right of way and in response to some of the things done in Memorial City at Stafford, TX Dot has limited the height to 25' as measured at the curb as well as some other requirements.
- b) Consideration to authorize Staff to negotiate and execute a Letter of Engagement with Masterson Advisors LLC.

- Carlos stated that they were brought in to provide support for the City Controller's Office in the task to have a TIRZ approved for the North side of Pasadena. Tina Arias Peterman introduced herself and provided background on the company and their experience.

Pre-Board meeting Adjourned at 3:14 pm.

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**Agenda Item One: Call to order, roll call.**

The Board meeting on September 26, 2019 for Pasadena Economic Development Corporation was called to order at 3:14 pm by President, Steve Cote.

**Agenda Item Two: Invocation.**

Invocation given Ernesto Paredes.

**Agenda Item Three: Pledge of Allegiance.**

Pledges led by Rick Lord, Vice President.

**Agenda Item Four: Approval of Minutes**

Board President, Steve Cote called for a motion to approve the minutes from the meeting held on August 22, 2019. Rick Lord moved to approve the minutes seconded by Ernesto Paredes, MOTION CARRIED UNANIMOUS.

**Agenda Item Five: Public Comments**

No comments made by those in attendance.

**Agenda Item Six: Project Status Update from Robin Green, Director of Public Works (provided by Ana Espinoza)**

Utility Development: Contractor still working on section repairs on Red Bluff North of Spencer and has begun paving replacement along Bayshore Hospital. Work continues on the drainage project on Burke and Crenshaw. Bank Building: just cleaning up. Richey: 75% done with project; 100% done on waterline work, almost done with sanitary sewer and storm sewer and they are paving between Harris and Jackson. Shaw Street: Currently sorting out conflicts with AT&T and Harris County, which has delayed preconstruction, but we expect to begin before the end of the year. Traffic Mobility Improvements: Contractor has completed bores on all sites and currently working on installing conduit and pull boxes. Will be working on drill shafts next once steel submittal is approved by City. Fairmont Phase III: Working on services and cleanup.

**Agenda Item Seven: Report by Executive Director.**

Carlos started by pointing out the activity report in everyone's binders covering the month's activities by Staff. He also noted that information regarding IMPACT Pasadena for 2020 was passed around. Cristina Womack added some comments and also pointed out the quarterly report available in the binders as well. She stated graduation for the current class is at the Annual Gala and she invited the Board to attend as well as to encourage applicants for the new class. Carlos introduced an interview regarding the old Post Office and Shaw St. that was presented by

one of the local Houston channels. Carlos went through some of the activities that were attended by Staff as well as some Board Members. There was a quick update given and some pictures shown of the property where the old bank building was demolished. He reminded the board that there are 2 more meetings left in the year and provided some updates regarding initiatives that Staff has been working on. First is the TIRZ that we hope to have Masterson come on board and talk about doing something for Historic Pasadena. We hope to do a council workshop sometime in October and approval sometime before the end of the year. This will give us some of the tools to really start focusing on some of the improvements this part of town needs. To leverage some of the things done with Clark Condon on Pasadena Blvd., some of the things in the Shaw area and capture a little bit of Red Bluff. There's a lot of things going on and this is something we're excited to be working on with staff to bring to Council for consideration before the end of the year. Richey Road Phase II was something approved at the previous meeting and it's the area south of Southmore down to South Houston. We're thinking of doing some sidewalks, some lighting, some landscaping and there is still some other opportunities where we still need to go out and talk to business owners because we want to make sure there is input from them and they are supportive of this. There is a good chance that we will have something to approve for some construction design before the end of the year. Red Bluff is one of the major corridors as pointed out in the Strategic Plan and now that we have a redevelopment program up and running, we want to redo a major thoroughfare. Pasadena Blvd. is a perfect example. We came toward the end and hired Clark Condon to do some work that should be done upfront that was never done. Now we want to do an RFQ and we're still doing our due diligence to see when is the right time to do the RFQ to look at redoing Red Bluff from 225 down to Spencer as that is the City portion. Once you go South of Spencer that is a County portion. Obviously it's a big project, there are some things we are looking to do to make sure that when we do a design or re-design of a road that we have community input because we don't want to design a road that some of the residents may not be happy with. And how do we make sure to maximize our investment. We'll be coming back to the board before the end of the year. It's a big project with multiple phases and we can't do it by ourselves. There are some restrictions; anything that is not commercial, if there is residential or anything like that there are restrictions with funding so we will need to work with the City. We think it'll be about 10% of the total project cost and the EDC may pick up the remaining portion. This is all dependent on the TIRZ and how that happens and some other things going on with the budget. This is a long term project but we had to take the first step so for now we will probably start at 225 working south on Red Bluff which needs a lot of help right now and it would also be part of the TIRZ. Again, from a Strategic Plan justification, section 6.4 which is to work with the City to upgrade the visual appeal along major commercial corridors, we're targeting the 4<sup>th</sup> quarter for the RFQ. The timing of when we actually do it will be dependent on the TIRZ. If we happen to get a TIRZ we will have more flexibility as far as what we can do and if we don't get it we need to reassess how fast we can move on this project. Sheena will be explaining the next section regarding the City's Strategic Plan that Council just approved. Sheena commented that Council voted unanimously to approve a Strategic Plan and Fiscal Impact Analysis for the City. She noted the last plan put together was in 1996 through the RUDAT process and then the Blueprint came out from it. So it's been 25 years and a long time coming. Fundamentally, we want to create wealth for the City whether it's the City through tax dollars or households through salary and income to businesses through sales, that's how we're doing this. So by supporting the strategic plan and fiscal impact analysis it helps us determine efficiently where we can start redevelopment. In the PEDC plan we talk about the goals but don't define

the how and the what of what we're going to be doing about redevelopment projects. For example it says corridor redevelopment, but we can't know exactly what that is without having some community input and creating master plans for those corridors. So some items not covered in the EDC plan that will be covered in the City's strategic plan are land use strategy, mobility and connectivity, housing and neighborhoods, community character, environment, hazard mitigation, those kinds of things are all covered. This will leverage some of the existing and upcoming studies such as the Parks & Rec plan, our EDC plan and livable centers which just kicked off. Carlos added some comments about how our population growth is leveling off and when that happens, the revenue cost starts leveling off and the service costs go up because there is older infrastructure and it costs more to fix. What we're trying to do is bring more revenue and population to make it more sustainable for the city long term. Again, benefits of a fiscal analysis – efficiency is one thing, strategic long term planning and budgeting it helps the city understand the impact a certain land use decision could have in terms of tax dollars and services. Giving the city the tools to make decision about land use development and strategies for development is what we want to be able to do. So providing the city with the tools to prioritize projects and services that it wants to. This just creates efficiency for all of our agencies and provides a path moving forward. Carlos continued the presentation providing the Board with some information regarding upcoming events and asked that if any Board member is interested in attending to let Staff know.

#### **Agenda Item Eight: Board Actions - Resolutions.**

- a. **PEDC RESOLUTION 19-029** – Consideration to authorize Staff to negotiate and execute a contract with Freese and Nichols, Inc. in the amount of \$90,000.00 for landscape architectural services for the design of Gateway Monument Signs. (CIP #S074).

Salvador Serrano made a motion to authorize Staff to negotiate and execute a contract with Freese and Nichols, subject to legal review and comment, seconded by Emilio Carmona that PEDC Resolution 19-029 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 19-030** – Consideration to authorize Staff to negotiate and execute a Letter of Engagement with Masterson Advisors LLC.

Ernesto Paredes made a motion to authorize Staff to negotiate and execute a Letter of Engagement, subject to legal review and comment, seconded by Rick Lord that PEDC Resolution 19-030 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- Rick Lord asked if this was just establishing a relationship and if the details of the TIRZ were separate. Carlos responded that if City Council chooses to approve a TIRZ, then at that point something completely different kicks in that is not Masterson. This is a financial analysis. Steve Cote added that this is just so that everyone feels comfortable from a financial standpoint. Rick asked if our legal counsel has reviewed the letter and if everything looks

good to which Jeff Moore responded that he has looked over it and it is good.

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

Rick Lord – No comment.

Salvador Serrano, Jr. – Asked for applicants to the IMPACT program and stated that even though he’s lived in Pasadena his whole life he’s learned a lot about it’s history, what economic growth is needed and hidden treasures. He stated every industry has a #1 company here. Pasadena is a hidden jewel that they are trying to bring out.

Emilio Carmona – No Comments.

Ernesto Paredes – Wanted to echo what they did earlier with the picture supporting the Texas Invitational that was started a while back and it’s good that they continue supporting it.

Steve Phelps – Passed.

Steve Cote – Encouraged everyone to go out and get your tickets to the Pasadena Rodeo and commented on the previous weekend’s show that looked like it was a full house. Encouraged everyone to support the Rodeo and commented on the auction that was held that day and all of the proceeds go to help the kids and their scholarships. Commented on the great industrial forum hosted by Economic Alliance. Finally, invited everyone to support the TX Invitational coming up in November.

**Agenda Item Ten: Executive Session**

**\*\*NOTE\*\* 3:40 PM** – At this time, 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, Texas Government Code to deliberate the purchase, exchange, lease or value of real property – Project #1902.

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

**\*\*NOTE\*\* 4:03 PM** – At this time, President Steve Cote reconvened the 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 #1902.
  - No action.

**Agenda Item Twelve: Adjournment.**

President, Steve Cote called for a motion to adjourn the September 26, 2019 meeting at 4:04 pm. Ernesto Paredes moved, seconded by Rick Lord. MOTION CARRIED UNANIMOUS.