



4A ECONOMIC DEVELOPMENT CORPORATION

MINUTES

REGULAR MEETING

THURSDAY JUNE 9, 2011 - 3:30 P.M.

Sewall Smith City Council Chambers
18111 Buddy Riley Blvd., Magnolia, Texas 77354

A regular meeting of the Magnolia 4A Economic Development Corporation was held on June 9, 2011, beginning at 3:30 p.m., in the Sewall Smith City Council Chambers located at 18111 Buddy Riley Blvd., Magnolia, Texas 77354.

1. CALL TO ORDER

President Jonny Williams called the meeting to order at 3:35 pm.

2. INVOCATION AND PLEDGE OF ALLEGIANCE

President Jonny Williams delivered the invocation and lead the pledge of allegiance.

3. INTRODUCTION OF NEWLY APPOINTED BOARDMEMBER, JEFF CHUMLEY

President Jonny Williams introduced newly appointed Board member Jeff Chumley, and welcomed him to the Board.

4. ROLL CALL AND CERTIFICATION OF QUORUM

President Jonny Williams called roll and certified a quorum present with the following Board members in attendance: Jonny Williams, Pat Zaiontz, Calvin Williams and Jeff Chumley.

Absent: Sammie Scott

Staff present: Executive Director/City Administrator Paul Mendes, City Secretary Lynne George, Economic Development Coordinator Deborah Rose Miller, and Tana Ross

5. CITIZENS FORUM *(No official or formal action or vote may be taken on any comment made by citizens during Citizens Forum)*

None.

6. REQUESTS OR PETITIONS FROM THE PUBLIC

None.

7. ANNOUNCEMENTS

City Administrator Paul Mendes announced that the City has ordered more furniture for Unity Park and that it should be delivered in about four weeks. Mr. Mendes further stated that our Public Works crew will assemble it and pour the pads ourselves in order to save money on the installation.

8. FINANCIAL STATEMENTS – MAY 2011

The May 2011 financial statements were included in the packet.

Mr. John Bramlett commended the Board for their efforts on all of the projects they have done over the years, but expressed concern with budget projections and expenditures. Discussion followed. Beverly Standley was summoned to the meeting to clarify the financial standings.

9. CONSENT AGENDA – 4A EDC

This portion of the agenda consists of items considered routine and will be enacted by one motion unless separate discussion is requested by a Board Director or a citizen.

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| a. | Approval of the 4A Economic Development Corporation minutes for the meeting held May 12, 2011. | |
| b. | Metal Depots (Order No. 3655063) | \$ 468.47 |
| c. | MDN (Inv. No. 155576) | \$ 490.90 |
| d. | MDN (Inv. No. 155891) | \$ 162.76 |
| e. | Tomball Rental Center (P.O. No. 7652) | \$ 150.00 |
| f. | Daniel's Landscaping (Inv. No. 2814) | \$ 200.00 |
| g. | O'Malley Engineers (Inv. No. 8219) | \$4,232.81 |
| h. | The Home Depot | \$ 439.49 |
| i. | Words, Inc. (June 1, 2011) | \$ 300.00 |

MOTION: Upon a motion by Pat Zaiontz to approve items a. through i. and seconded by Calvin Williams, the Board members present voted and the motion carried unanimously.

OLD BUSINESS

10. DISCUSSION/REPORT ON THE FOLLOWING ADOPTED PROJECTS

- a. Unity Park
- Tana Ross of Words, Inc. reported that last month was a big month for Unity Park and that upon the request of staff, she put together and submitted an application for Texas Municipal League's Excellence Award for a community project, which included producing a four minute video to go along with it. The winner will be announced in September. Ms. Ross also reported that she took and there are now approximately 150 photos for promoting Magnolia for advertisements, press releases, applications, flyers, etc.; she continues to send out press releases to all media outlets, good responses are being received from K-Star, and she is now using the Brenham radio station and newspaper. Ms. Ross further reported that she assisted Deborah Rose Miller with the Stroll and City map that is going to be used for tourism purposes, and continues to work on any kind of communications that need to go out to promote the City and economic development.

Deborah Rose Miller reported that the new Stroll maps have been dispersed to the Visitors Centers, hotels and along The Stroll, and are being used.

Also, she reported that she checked into snowcone machines, new vs. used, and determined that it would cost \$3,000 to \$5,000 to get started with the equipment, excluding labor, health department clearance, and that it would not be practical. She stated that she checked around for local vendors, firmed up an agreement with a local vendor who will relocate to Unity Park on June 20th on a trial basis, and who has agreed to cover the cost of electricity. The vendor has snowcones, pickles, nachos, and water. On the 4th of July from 6:00 o'clock on, the vendor has agreed to give complimentary snowcones.

Ms. Miller also reported that this year, the YMCA is running their summer day camp out of Alpha Academy portables and that this is the first year in three years that they have exceeded budget numbers, averaging approximately 130 kids a week.

Additionally, Ms. Miller stated that last month, the City Council approved an interlocal agreement with Magnolia School District for a recreation center on 3.2 acres of the detention pond near Alpha Academy. The interlocal agreement is on the agenda for the MISD trustees to vote on for their 13th of July meeting. She stated that she has firm pledges of \$100,000 and possibly naming rights for another \$300,000, and they have put together a proposal for naming rights. The dirt that is being taken out of the County's detention pond will be used to fill in the detention pond near Alpha Academy, and they are getting ready to test that soil. That area may be leveled before school starts.

b. Yellow House

Pat Zaiontz reported that there will be a presentation at the 4B Community Development Corporation meeting following at 5:30 pm regarding a two-year lease with option to buy by a restaurant proposed to be open by August 1st.

c. Downtown Project

No report.

d. Economic Development Plan

No report.

e. Special Events

Deborah Rose Miller reported that the 4th of July plans are moving forward and that she has spoken with the Fire Chief emphasizing professional fireworks show vs. amateur fireworks show. She stated that the County Commissioner, in a newspaper article, has banned fireworks in Montgomery County as far as fireworks that go up in the air and ones with tails. Harris County has totally banned fireworks. She felt that professional fireworks displays would drive even more people to the park to enjoy fireworks. What we are doing this year, which is on the City's website, is to begin with a parade at 6th St. lining up at 6:30, to go down Nichol Sawmill to Unity Park Drive, and then go into the park. There will be no fees for the parade, no vendors, and everything is basically going to be for the benefit of the community. Some local restaurants have committed to provide food samplings, some kids with community service hours will be hosting, there will be a band sponsored by Cecil Bell, Jr., the Renaissance Festival King and Queen will be there to judge the parade participants and give Ren-Fest tickets to the winning float, a judging booth will be in front of Constable Hill's office, and K-Star will be broadcasting as well as be a part of the parade.

Additionally, Ms. Miller stated that she has received questions, feedback and concerns from some of the business owners along The Stroll with regard to the widening of FM 1774 as to what is going to happen to their parking, etc. As a result, a town hall meeting was scheduled for next Wednesday June 15th at City Hall at noon and at 6:30 pm.

As far as upcoming events, August 13th Tailgate Party will be the next Stroll event, and on October 1st will be the Ren-Fest Meet & Greet, and on Friday night, November 11th, is the Harvest Fest.

f. Beautification

Deborah Rose Miller reported she had gotten a quote from a local vendor for bluebonnet and wildflower seeds for 2 +/- acres for seeding at \$712/acre. They would need to plant in October, approximately 15 feet per mile, it is recommended to use 10-20 lbs. per acre, seeding at 25 lbs. per acre. There would be an additional \$500 cost to water per watering.

Pat Zaiontz commented that about \$1,200 was saved by having our Public Works crew repaint the entryway signs rather than having it contracted out, and commended City Administrator Paul Mendes.

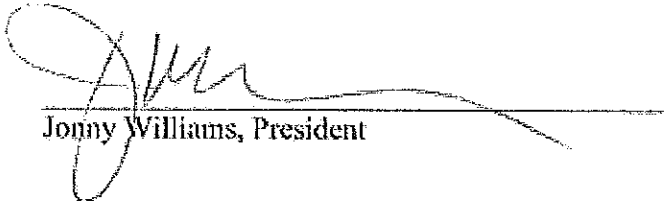
11. **BOARD OF DIRECTORS CONCERNS AND REQUESTS**

None.

12. **ADJOURNMENT**

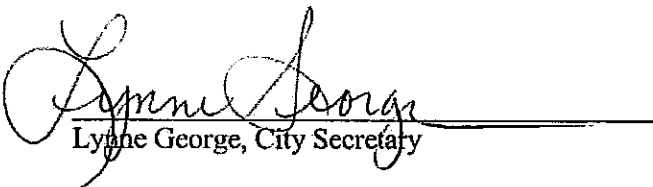
MOTION: Upon a motion to adjourn made by Calvin Williams and seconded by Pat Zaiontz, the Board members present voted, the motion carried unanimously and the meeting was adjourned at 4:27 pm.




Jonny Williams, President

I hereby certify that this is a true and correct copy of the minutes of the regular meeting held on June 9, 2011, by the Board of the City of Magnolia 4A Economic Development Corporation and were approved on July 14, 2011.

ATTEST:


Lynne George, City Secretary