

Jonny Williams, President
Phyllis Stegen, Vice President
Basil Tate, Secretary/Treasurer
Pat Zaiontz
Anne Sundquist

Executive Director/City Administrator, Paul Mendes
City Secretary Lynne George
4A EDC Attorney Leonard Schneider



4A ECONOMIC DEVELOPMENT CORPORATION

MINUTES **REGULAR MEETING** **THURSDAY OCTOBER 8, 2015 - 4:30 P.M.** Sewall Smith City Council Chambers 18111 Buddy Riley Blvd., Magnolia, Texas 77354

A meeting of the Magnolia 4A Economic Development Corporation was held on October 8, 2015, beginning at 4:36 p.m., in the Sewall Smith City Council Chambers located at 18111 Buddy Riley Blvd., Magnolia, Texas 77354.

1. CALL TO ORDER

Vice President Phyllis Stegen called the meeting to order at 4:36 pm.

a. INVOCATION

Basil Tate delivered the invocation.

b. PLEDGE OF ALLEGIANCE

Vice President Stegen lead the pledge of allegiance to the United States flag.

2. ROLL CALL AND CERTIFICATION OF QUORUM

Vice President Stegen called roll and certified a quorum present with the following Board members in attendance: Phyllis Stegen, Pat Zaiontz, Basil Tate, and Anne Sundquist

Absent: Jonny Williams

Staff present: Executive Director/City Administrator Paul Mendes, City Secretary Lynne George

Also present: Economic Development Coordinator Tana Ross

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

None.

4. **REQUESTS OR PETITIONS FROM THE PUBLIC**

None.

5. **ANNOUNCEMENTS**

Pat Zaiontz announced that the Stroll Thru the Renaissance event and other City events have gone well.

Executive Director/City Administrator Paul Mendes announced that the National Night Out went very well, as did the Stroll Thru the Renaissance event, which had a good crowd with a lot of participation by the performers from the Renaissance.

Anne Sundquist announced that she was very pleased with and commended the organization of National Night Out.

Vice President Stegen announced that the Cooking for Courage event is coming along great with much backing from the community. They have also added the flag retirement ceremony which will be on Thursday Nov. 12th in Unity Park.

6. **TREASURER'S REPORT – UPDATE OF REVENUES & EXPENDITURES**

(Basil Tate)

Basil Tate provided a brief summary of revenues and expenditures, long-term debt commitments and obligations.

7. **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 September 10, 2015. | |
| b. | Economic Vitality Corporation | \$ 100.00 |
| c. | Liles Parker (Inv. #1190) | \$ 74.00 |
| d. | Tana Ross | \$1,287.50 |

MOTION: Upon a motion to approve Consent Agenda items a. through d. made by Pat Zaiontz and seconded by Anne Sundquist, the Board members present voted and the motion carried unanimously.

8. **ECONOMIC DEVELOPMENT COORDINATOR REPORT**

(Tana Ross)

- Monthly Sales tax report
Tana Ross reported sales tax down 6.6% for the first reporting period for our fiscal year. It is projected that for the next couple of years, we will be in a wait and see mode.
- Monthly Sales tax revenue comparison
Mrs. Ross provided a monthly comparison.
- Monthly Economic Development Activity Report
Mrs. Ross briefly summarized report highlights.

9. **ANNEXATION/ETJ UPDATE**

Update of annexation/ETJ proceedings.

Executive Director/City Administrator Paul Mendes reported that he is expecting petitions for voluntary annexation very soon, and that recent legislation now allows Type A General Law cities to annex territory that is not contiguous.

10. **DISCUSSION – BILLBOARD FOR DEVELOPING NEW AND EXPANDED BUSINESS ENTERPRISES**

Discussion and consideration regarding purchasing billboard as a project to advertise or publicize the city for the purpose of developing new and expanded business enterprises.

Brent Harper, Media Choice, Austin, Texas, was present to provide information on his company's proposal to install a new billboard sign that his company would install and cover any and all expenses involved 100% in the installation and operation of a static face double sided 14' x 48' standard billboard, 42 ½' high sign, lit from dusk to 11 pm, and they would pay a \$3,600 lease payment to the City per year for it, as well as the opportunity for the City to use the sign to advertise at the cost of approximately \$1,800 per year. Pat Zaiontz requested that Mr. Harper provide references. Discussion followed.

John Bramlett stated that back in the '90's, the City passed an ordinance to do away with billboards, and that we have an ordinance prohibiting off-premise signs. He expressed serious concerns with allowing the billboard and how it may impact the City in the future.

Executive Director/City Administrator Paul Mendes stated that he believed that the City Attorney's guidance was that we could look at and consider a billboard if the billboard provided a municipal purpose and promoted the City. He commented that one of the biggest problems we had during the tri-county fires is that information was not getting out to the people. One of the sites they had talked about placing an electronic sign at was at the lift station because there is a standby generator there.

Vice President Stegen commented that she see can both sides of it because she had to remove an off-premise sign and has nowhere else to put up anything.

Basil Tate commented that many citizens see billboards as distracting eye clutter.

Anne Sundquist expressed concerns but stated that she has not completely ruled it out, but everyone has said they did not want Magnolia to become another 1960 and wants to make sure that we examine it very closely before we do anything to make certain that it does not open the door for things we don't want.

11. **DISCUSSION/REPORT ON ADOPTED PROJECTS**

Discussion/status report on the following adopted projects:

a. **Unity Park**

Executive Director/City Administrator Paul Mendes reported that Unity Park has been active and that National Night Out last Tuesday went well, something is going on Saturday, the school district is doing their bond election cheerleading campaign on Tuesday, Cooking4Courage in November, and the Chamber barbeque isn't that far away, as is the Christmas parade and Christmas in the park. Glen Woodson has been

clearing underbrush which has created considerably more space in the barbeque area and he did it pro bono.

- b. Downtown Project
Executive Director/City Administrator Paul Mendes reported that we have gotten some interest from a chain hotel.
- c. Economic Development Plan
Executive Director/City Administrator Paul Mendes provided a photograph of the pipeline project which is under way.
 - i. Grow Magnolia
No report.
- d. Special Events
No report.

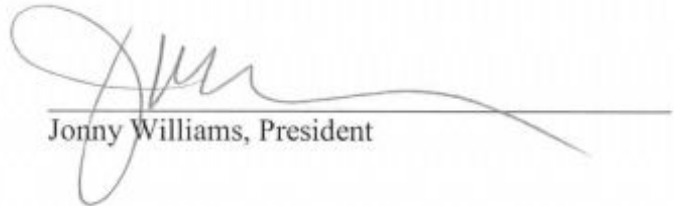
12. BOARD OF DIRECTORS CONCERNS AND REQUESTS

Discussion of plan to attract restaurants.

13. ADJOURNMENT


MOTION: Upon a motion to adjourn made by Anne Sundquist and seconded by Basil Tate, the Board members present voted, the motion carried unanimously and the meeting was adjourned at 5:19 pm.




Jonny Williams, President

I hereby certify that this is a true and correct copy of the minutes of the 4A EDC meeting held on October 8, 2015.

ATTEST:


Lynne George, City Secretary