

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 SEPTEMBER 10, 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 September 10, 2015, beginning at 4:33 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 4:33 pm.

##### **a. INVOCATION**

Basil Tate delivered the invocation.

##### **b. PLEDGE OF ALLEGIANCE**

Jonny Williams lead the pledge of allegiance to the United States flag.

#### **2. ROLL CALL AND CERTIFICATION OF QUORUM**

Jonny Williams called roll and certified a quorum present with the following Board members in attendance: Jonny Williams, Pat Zaiontz, Basil Tate, and Anne Sundquist

Absent: Phyllis Stegen

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**

None.

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, and declared a positive position.

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.*

- a. Approval of the 4A Economic Development Corporation minutes for the meeting held August 13, 2015.
- b. Texas Economic Development Council \$ 250.00
- c. International Conference of Shopping Centers \$ 50.00
- d. Liles Parker (Inv. #1174) \$ 277.50
- e. Tana Ross \$ 1,287.50

**MOTION:** Upon a motion to approve Consent Agenda items a. through e. 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 up 12% overall, with an increase of not quite \$300,000 overall for the year; up over half a million dollars two years ago.
- Monthly Sales tax revenue comparison  
Mrs. Ross reported that we are holding steady.
- Monthly Economic Development Activity Report  
Mrs. Ross briefly summarized report highlights.

9. **ANNEXATION/ETJ UPDATE**

Update of annexation/ETJ proceedings.

No report.

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, provided information on a proposal for a new billboard sign that his company would install and cover any and all expenses involved 100% in the installation and operation of a digital LED double sided 14' x 48', 42 ½' high sign, lit

from dusk to 11 pm, and 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 \$1,800 per year. Discussion followed.

Executive Director/City Administrator Paul Mendes suggested consulting with 4A EDC attorney Leonard Schneider and that this would need to be brainstormed as to how it would benefit the City, and it would probably have to be adopted as a project.

Mr. Harper provided examples of other signs his company has done. More discussion followed.

**11. CONSIDERATION – APPROVAL OF PROPOSED DUES AND MEMBERSHIPS**

Consideration and possible action to approve proposed dues and memberships as follows:

1. Central East Texas Alliance	\$200
2. International Council for Shopping Centers	\$100
3. Texas Economic Development Council	<u>\$500</u>
Total proposed dues and memberships	\$800

**MOTION: Upon a motion to approve proposed dues and memberships as follows:**

<b>1. Central East Texas Alliance</b>	<b>\$200</b>
<b>2. International Council for Shopping Centers</b>	<b>\$100</b>
<b>3. Texas Economic Development Council</b>	<b><u>\$500</u></b>
<b>Total proposed dues and memberships</b>	<b>\$800</b>

**made by Basil Tate and seconded by Anne Sundquist, the Board members present voted and the motion carried unanimously.**

**12. CONSIDERATION – INTERNATIONAL CONFERENCE OF SHOPPING CENTERS (“ICSC”) NOVEMBER 4-6, 2015 IN DALLAS, TEXAS**

Consideration and possible action to send representative to ICSC November 4 – 6, 2015 in Dallas.

**MOTION: Upon a motion to send Tana Ross to ICSC November 4 – 6, 2015 in Dallas made by Anne Sundquist and seconded by Basil Tate, the Board members present voted and the motion carried unanimously.**

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

Discussion/status report on the following adopted projects:

- a. Unity Park  
Executive Director/City Administrator Paul Mendes reported that he has spoken with Glen Woodson to see about clearing more brush out in the barbeque area; and the impact mulch has been delivered and Daniel needs to install it.
- b. Downtown Project  
No report.
- c. Economic Development Plan  
No report.

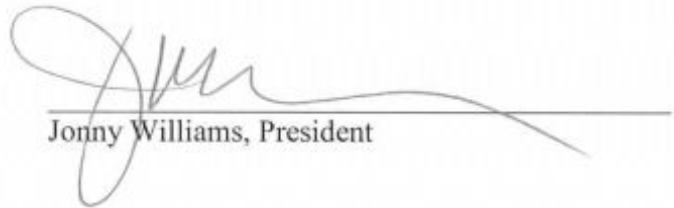
- i. Grow Magnolia  
No report.
- d. Special Events  
No report.

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

President Williams requested that agenda item #10 be included on the next agenda.

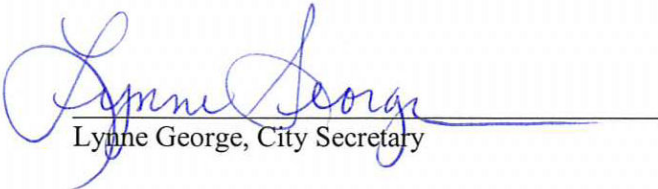
**15. ADJOURNMENT**

**MOTION:** Upon a motion to adjourn made by Pat Zaiontz and seconded by Basil Tate, the Board members present voted, the motion carried unanimously and the meeting was adjourned at 5:05 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 September 10, 2015.

ATTEST:

  
Lynne George, City Secretary