



CITY OF  
**MAGNOLIA**

**4-B COMMUNITY DEVELOPMENT CORPORATION**

**MINUTES**

**CITY OF MAGNOLIA  
4B COMMUNITY DEVELOPMENT CORPORATION  
REGULAR MEETING  
THURSDAY APRIL 14, 2011 - 5:30 P.M.  
Sewall Smith City Council Chambers  
18111 Buddy Riley Blvd, Magnolia, Texas 77354**

A regular meeting of the Magnolia 4B Community Development Corporation met on April 14, 2011, beginning at 5:30 pm, in the Sewall Smith City Council Chambers located at 18111 Buddy Riley Blvd, Magnolia, Texas 77354.

**1. CALL TO ORDER**

President Frank Parker called the meeting to order at 5:30 pm.

**2. INVOCATION AND PLEDGE OF ALLEGIANCE**

Board member Jonny Williams delivered the invocation and Frank Parker led the pledge of allegiance.

**3. ROLL CALL AND CERTIFICATION OF QUORUM**

President Frank Parker called roll and certified a quorum present with the following Board members in attendance: Frank Parker, Jerry Reed, Jonny Williams, Andy Mize, Pat Zaiontz, Clyde Hunt and Gari Lynn Hessong.

Staff present: Executive Director Paul Mendes, City Secretary Lynne George Economic Development Coordinator Deborah Rose Miller, Farmers Market Coordinator Brenda ("Boo") Henderson

Also present: Tana Ross, Words, Inc.

**4. PRESENTATIONS**

- a. Greg Holcombe – Beautification ideas for the City of Magnolia  
Greg Holcombe shared an idea that he had that when a grant is approved, or when someone is doing beautification or landscaping improvements, that the applicant or person doing the improvements be required to plant or dedicate a magnolia tree.

b. Presentation by Chris Hardee of Century 21

Chris Hardee presented a proposal to represent the City of Magnolia regarding the yellow house, to act as real estate broker to locate a business that would generate sales tax revenue for the City. Mr. Hardee discussed a plan of action, term of listing, marketing, rent, options and commission, as well as even the option of possibly selling the yellow house as well. Discussion followed regarding possibilities and opportunities.

President Frank Parker amended the agenda order to address item No. 9. f.

9. f. Farmers Market

Farmers Market Coordinator Brenda ("Boo") Henderson reported that at the March 27<sup>th</sup> Farmers Market, there were 17 vendors approved, 3 did not show, and \$330 was collected. For the first craft market, there were 25 vendors, and 10 more are expected for the next market. Sales were not that good for the first time due to the newness of it, but the vendors were happy with the turnout. \$920 was collected for the craft market. For the April 10<sup>th</sup> market, she reported 19 vendors were approved, 3 did not show, with 4 more approved vendors, for a total of 26 vendors.

5. **CITIZENS FORUM**

*(No official or formal action or vote may be taken on any comment made by citizens during Citizens Forum)*  
None.

6. **ANNOUNCEMENTS**

*(Hear announcements concerning items of community interest from the Board members and City staff for which no action shall be taken or discussed.)*

City Administrator Paul Mendes presented the new aerial map that was developed for economic development marketing opportunities to the board members. He commented that it will be a very useful tool and that he also has it in digital format that could be used for presentation purposes.

7. **FINANCE MANAGER REPORT- MARCH 2011 FINANCIAL STATEMENT**

*(Jerry Reed)*

Jerry Reed provided a brief financial recap.

8. **CONSENT AGENDA – ROUTINE ITEMS:**

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

a. Approval of the minutes of the meeting of the 4B CDC held on March 10, 2011.

b. Consider and possible action to authorize City Administrator to order aerial map.

	<b><u>Vendor</u></b>	<b><u>Project Acct #</u></b>	<b><u>Amount</u></b>
c.	Upbeat Site Furnishings	Unity Park	\$1,960.27
d.	Lowe's Home Centers	Unity Park	\$ 68.22
e.	KwikKopy	Farmers Mkt	\$ 257.50
f.	Daniel's Landscaping Inv #2713	500846	\$1,134.00
g.	Stuckey's Contract Services Inv. #05-1669	Unity Park	\$1,330.00
h.	Sam's Club	Unity Park	\$ 133.18
i.	Doodie Calls (Inv. #1249)	Yellow house	\$ 85.00
j.	Alphagraphics (Inv. #110185)	Traffic study	\$ 91.03
k.	Liles Parker (Inv. #10603)	500640	\$ 259.00



l.	Words, Inc. (April 7, 2011)	500675	\$ 200.00
m.	Aerial Focus (Inv. #67660)	500742	\$2,720.00

**MOTION:** Upon a motion to approve item a. made by Jonny Williams and seconded by Pat Zaiontz, the Board members voted and the motion carried unanimously.

**MOTION:** Upon a motion to approve items c. through l. made by Jonny Williams and seconded by Gari Lynn Hessong, the Board members voted and the motion carried unanimously.

**MOTION:** Upon a motion to approve items b. and m. made by Jonny Williams and seconded by Pat Zaiontz, the Board members voted and the motion carried unanimously.

### **OLD BUSINESS**

#### **9. DISCUSSION/REPORT – APPROVED PROJECTS**

*(President Frank Parker)*

a. *Unity Park Project – (approved 2006-2007)*

Jonny Williams reported that there was more vandalism at the park. Vandals threw rocks at the walls and broke out some of the fascia stone. The surveillance camera video is being reviewed to identify the vandals and we are going to pursue the matter. He commented on the quality of the current surveillance system cameras/video and that sometimes it is not real clear. Sgt. Silliman indicated that he could get a better surveillance system that rotates 360°, and zooms in and out on key areas like the splashpad and skatepark areas, as well as the pavilion area, with much better resolution. He estimated the cost of the better camera surveillance system to be around \$1,000, but stated that the vandals are doing more than that in damage. He recommended that the Board pursue the better camera surveillance system, as well as have someone sit up in the room above the pavilion and monitor activities.

Gari Lynn Hessong reported that the Chamber Bar-B-Que cookoff was successful, everyone loved it, and that they can't wait to do it again next year.

b. *Yellow House*

Jonny Williams commented that he would like to move forward to let Chris Hardee act as real estate broker to locate a business that would generate sales tax revenue for the City.

c. *Street Extension Project – (approved 2006-2007)*

City Administrator Paul Mendes reported that this coming week, Mr. Riley indicated that he would be able to come down and cut back the sides of 6<sup>th</sup> Street to give us a better view of what we are going to need to do to improve the existing portion of the street, and is also going to put together a proposal on the cost of extending the street across the northern part of Alpha Academy.

Deborah Rose Miller stated that the plan is to do a land swap between the school and the City and she will be attending a meeting with the school board regarding this matter.

d. *Community Marketing Project – (approved 2007-2008)*

No report.

- e. Economic Development Program – *(approved 2007-2008)*  
City Administrator Paul Mendes provided a copy of a traffic count and traffic study put together by the Police Department for a one year period, indicating almost 1 million cars a month coming through the intersection of 1488/1774. Mr. Mendes also reported that on Tuesday night, City Council voted for the City of Magnolia to become the host city for the Texas Renaissance Festival for the next three years, and we are looking forward to working with them to do a number of things, including parking. Deborah Rose Miller is working with the school to try and procure a parking area to enable the City to coordinate a park & ride with the intention of trying to keep some of the traffic out of the intersections, to help raise a little revenue for the benefit of the school clubs, as well as the Community Foundation. Mr. Mendes also reported that he has made calls to Target, Walmart, Kmart, Sears, etc. to see if they would be interested in doing something in Magnolia. He received a positive, encouraging response from Walmart. Deborah Rose Miller reported that Conroe's ETJ is just slightly west of Thousand Oaks.
- g. Gateways  
No report – on hold.
- h. Stroll  
Tana Ross reported that she is busy promoting and marketing events, provided a copy of a report of her efforts, and stated that she is very happy with the good coverage that Magnolia is now getting.
- i. Reorganization of 4b Accounting Codes  
In progress.
- j. Description of Official Projects  
In progress.
- k. CONSIDERATION – COUNTRY RESIDENTIAL INVESTMENTS, LTD., (“C.R.I.”) (LAKE WINDCREST CLEANERS) GRANT  
Consideration and possible action regarding grant Agreement noncompliance.

**MOTION:** Upon a motion made by Jonny Williams to authorize City Attorney Leonard Schneider to prepare a demand letter to Mr. Foor and seconded by Clyde Hunt, the Board members voted and the motion carried unanimously.

#### NEW BUSINESS

##### 10. CONSIDERATION – PUBLIC LED SIGN

Discussion, consideration and possible action upon finding that the project will advance the economic interests of the City of Magnolia and is the type of project it believes is within the intent of the statute creating the Economic Development Corporation to adopt and designate the following as a project: Public information LED sign for City Hall, and set a date for a public hearing.

City Administrator Paul Mendes explained the many uses of the sign, especially during emergencies. The recommendation is to choose Adbrite. Discussion followed regarding the location.



**MOTION:** Upon a motion made by Jonny Williams finding that the project will advance the economic interests of the City of Magnolia and is the type of project it believes is within the intent of the statute creating the Economic Development Corporation to adopt and designate a public information LED sign as a project, and seconded by Clyde Hunt, more discussion followed.

Jonny Williams withdrew his motion.

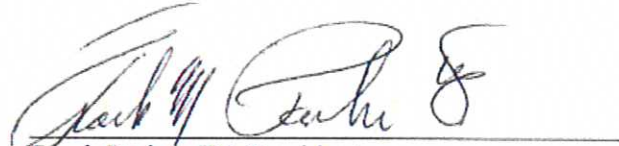
**MOTION:** Upon a motion made by Jonny Williams finding that the project will advance the economic interests of the City of Magnolia and is the type of project it believes is within the intent of the statute creating the Economic Development Corporation to adopt and designate a public information LED sign as a project to include buying one sign and putting it in front of City Hall, and renting one to put in a location to be determined to conduct a test on another site. Gari Lynn Hessong seconded the motion. The Board members voted and the motion carried unanimously. The public hearing is scheduled for May 12, 2011.

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

LED sign and location(s).

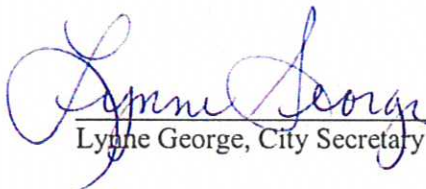
**12. ADJOURNMENT**

**MOTION:** Upon a motion to adjourn made by Clyde Hunt and seconded by Gari Lynn Hessong, the Board members voted, the motion carried unanimously and the meeting adjourned at 6:47 p.m.

  
Frank Parker, III, President

I hereby certify this is a true and correct copy of the minutes of the special meeting held on April 14, 2011, by the Board of the City of Magnolia 4B Community Development Corporation.

ATTEST:

  
Lynne George, City Secretary

