

Pat Zaiontz, President
Barbara Gardner, Treasurer
Jonny Williams
Gari Lynn Hessong, Vice President
Clyde Hunt
David Arevalo
Vacancy

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



4-B COMMUNITY DEVELOPMENT CORPORATION

MINUTES

CITY OF MAGNOLIA

4B COMMUNITY DEVELOPMENT CORPORATION

THURSDAY SEPTEMBER 10, 2015 - 5:30 P.M.

Sewall Smith City Council Chambers

18111 Buddy Riley Blvd., Magnolia, Texas 77354

A meeting of the Magnolia 4B Community Development Corporation was held on September 10, 2015, 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 Pat Zaiontz called the meeting to order at 5:30 pm.

a. INVOCATION

Jonny Williams delivered the invocation.

b. PLEDGE OF ALLEGIANCE

President Zaiontz lead the pledge of allegiance to the United States flag.

2. ROLL CALL AND CERTIFICATION OF QUORUM

President Pat Zaiontz called roll and certified a quorum present with the following Board members in attendance: Pat Zaiontz, Gari Lynn Hessong, David Arevalo, Jonny Williams, Barbara Gardner

Absent: Clyde Hunt

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)

(For matters not on the agenda. Comments shall be limited to **three (3) minutes per person**. Comments by the Board shall be limited to:

- a. Statements of specific factual information given in response to an inquiry;
- b. A recitation of existing policy in response to an inquiry;
- c. A proposal to place the subject on a future agenda.

None.

4. ANNOUNCEMENTS

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

President Zaiontz introduced and welcomed newly appointed Board member, Brenda Hoppe, who will be replacing Jerry Reed.

5. TREASURER'S REPORT – UPDATE OF REVENUES & EXPENDITURES

(Barbara Gardner)

Barbara Gardner provided a brief summary of revenues and expenditures.

6. 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 4B CDC meeting held on August 13, 2015.

	<u>Vendor</u>	<u>Project #</u>	<u>Amount</u>
b.	TEDC	500550	\$ 250.00
c.	ICSC	500550	\$ 50.00
d.	Irrigation Station (Inv.#IN415293)	500848	\$ 178.80
e.	Living Earth	500848	\$ 1,090.00
f.	Liles Parker (Inv.#1175)	500640	\$ 518.00
g.	Tana Ross	500632	\$ 1,287.50

MOTION: Upon a motion to approve Consent Agenda items a. through g. made by Jonny Williams and seconded by Barbara Gardner, the Board members voted and the motion carried unanimously.

President Zaiontz amended the agenda order to address agenda items #10 and #11.

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' static face 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 \$1,800 per year, and also digital sign details and opportunities. Discussion followed.

Executive Director/City Administrator Paul Mendes suggested consulting with 4B CDC attorney Leonard Schneider and that this would need to be brainstormed as to how it would

benefit the City, ordinances would need to be amended to allow it, 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. APPROVED PROJECTS REPORTS/UPDATES

a. Unity Park Project – *(approved 2006-2007) - (Jonny Williams, Pat Zaiontz)*

Executive Director/City Administrator Paul Mendes reported speaking with Glen Woodson with the land clearing company about Mr. Woodson taking a look at the brush down at the barbeque area to possibly push it back and provide us with an estimate tomorrow. Also, Mr. Mendes reported that the impact mulch has been delivered which Daniel will need to install, and they are working on the irrigation system.

b. Yellow House – *(approved 2009) – (Barbara Gardner, Jonny Williams)*

President Zaiontz reported that the lease with The Shack has been mutually terminated and the Board will need to ratify the termination at the next meeting.

c. Economic Development Program – *(approved 2007-2008) – (Pat Zaiontz)*

No report.

(i). Grow Magnolia

Mr. Mendes reported that the two required public hearings have been conducted on the 16 acre voluntary annexation next to the Buck Grass property and the annexation ordinance will be on the October City Council agenda for consideration. Next Wednesday, Mr. Mendes also reported that they are going to start turning dirt for the pipeline project out to the HEB and he told the contractor that he could stage his equipment on the 42 acres that the City owns. They will be clearing a road and putting down some gravel.

d. Gateways – *(Barbara Gardner)*

Mr. Mendes reported that he is waiting for an estimate from the brick man in Magnolia Ridge.

e. Downtown Upgrades - *(approved 2011) – (Gari Lynn Hessong)*

New Stroll banners will be installed.

f. Project to promote new and expanded business development within the City limits and ETJ of Magnolia - Allocation of \$10,000.00 for land, buildings, equipment, facilities, expenditures, targeted infrastructure and improvements to promote new or expanded business development. *(approved March 2013)*

No report.

g. Project to promote new and expanded business development through the creation of a City Centre - Allocation of \$10,000.00 for land, buildings, equipment, facilities, expenditures, targeted infrastructure and improvements to promote new or expanded business development. *(approved March 2013)*

No report.

7. ECONOMIC DEVELOPMENT COORDINATOR REPORT

(Tana Ross)

- Monthly sales tax report
Tana Ross reported that ending the year, sales tax was up 12% overall, with an increase of not quite \$300,000 overall for the year; up over half a million dollars from two years ago.
- Monthly sales tax revenue comparison
Mrs. Ross reported that we are holding our own. Mrs. Ross showed the Board new Stroll banners. Executive Director/City Administrator Paul Mendes suggested that 4B pay for Stroll banners under maintenance.
- Monthly Economic Development Coordinator Report
Mrs. Ross briefly summarized report highlights.

8. 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:

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 (\$400 for 4A)

and be split with 4A EDC at \$400 each made by Jonny Williams and seconded by Gari Lynn Hessong, the Board members present voted and the motion carried unanimously.

9. CONSIDERATION – INTERNATIONAL COUNCIL 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 Jonny Williams and seconded by Barbara Gardner, the Board members present voted and the motion carried unanimously.

Barbara Gardner left at 6:10 p.m.

12. REQUESTS FOR FUTURE AGENDA ITEMS

President Zaiontz requested that an item be placed on the next agenda to ratify the lease termination with The Shack.

13. ADJOURNMENT

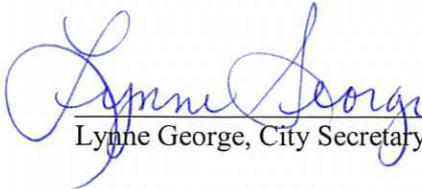
MOTION: Upon a motion to adjourn made by Gari Lynn Hessong and seconded by Jonny Williams, the Board members present voted, the motion carried unanimously and the meeting was adjourned at 6:20 p.m.




Pat Zaiontz, President

I hereby certify this is a true and correct copy of the minutes of the meeting held on September 10, 2015 by the Board of the City of Magnolia 4B Community Development Corporation.

ATTEST:


Lynne George, City Secretary