

1. Executive Director Report

- **June Business Meet & Greet** – The next monthly meet and greet event will be held Thursday, June 28, 2012 at 5:30 p.m. in the front parking lot of Village Park Shopping Center. This will be an opportunity for residents and businesses to see a physical layout of proposed improvements to the Park Row corridor.
- **Del Taco Ribbon Cutting** – Del Taco will hold a ribbon cutting grand opening ceremony Saturday, June 30, 2012 at 10:00 a.m. to help show support for the town's local businesses.
- **The Towers** – Westwood Village is undergoing renovations with the support of PEDC and the Town. The shopping center has changed its name to reflect the changes and is now called The Towers.

2. Approval of PEDC Minutes for June 13, 2012.

Treasurer Barbara Rogers moved to approve the PEDC minutes from June 13, 2012. Director Mike Aguillard seconded the motion.

The vote was as follows:

Ayes: Brown, Aguillard, Mayo, Rogers, Sturiale, and Surratt

Nays:

Abstentions:

President Brown declared the motion passed unanimously.

3. Approval of Revenues and Expenditures for June 27, 2012.

PEDC discussed expenditures presented including park maintenance costs.

Treasurer Barbara Rogers moved to approve the Bills Payable for June 27, 2012. Director Paul Sturiale seconded the motion.

The vote was as follows:

Ayes: Brown, Aguillard, Mayo, Rogers, Sturiale, and Surratt

Nays:

Abstentions:

President Brown declared the motion passed unanimously.

CITIZEN'S OPEN FORUM

None at this time.

DISCUSS, REVIEW AND CONSIDER ANY ACTION AND/OR DIRECT STAFF ON THE FOLLOWING ITEMS OF BUSINESS

4. New Member Orientation and Training

Executive Director Sean Fox briefed PEDC on issues including staff responsibilities and history of economic development corporations as well PEDC funds and responsibilities.

Economic Development Coordinator Pam Mundo discussed topics including open meetings trainings, the PEDC Strategic Plan, and the Shop Pantego program. Ms. Mundo also discussed the Texas Dealmaking Conference in November,

PEDC discussed issues related to park maintenance, financial responsibility, and social media.

5. Discuss and consider attending the NTCAR Conference

Economic Development Coordinator Pam Mundo discussed an upcoming real estate expo to be held in August for consideration by PEDC.

PEDC discussed target markets, future development and preparation required.

Director Paul Mayo made a motion to attend the NTCAR Conference in a single booth. Director Mike Aguillard seconded the motion.

The vote was as follows:

Ayes: Brown, Aguillard, Mayo, Sturiale, Surratt

Nays:

Abstentions:

President Brown declared the motion passed unanimously.

6. Discuss and consider advertising for Shop Pantego

Economic Development Coordinator Pam Mundo discussed the steps that have been taken to advertise the Shop Pantego program including inclusion in the monthly Town newsletter and a link on the Town website. Ms. Mundo requested permission to advertise in the Arlington Citizen Journal.

PEDC discussed direct mail marketing and business coupons. PEDC directed staff to create a Shop Pantego Facebook page and bring more information regarding advertising costs and options.

7. Discuss and consider meeting once a month

President Bill Brown explained PEDC's historical meeting schedule. Executive Director Sean Fox recommended postponing this agenda item based on this evening's discussion.

PEDC discussed issues including reserving the second meeting date as optional.

Mayor Paradise thanked the new board for their enthusiasm.

PEDC MEMBER INQUIRY

None at this time.

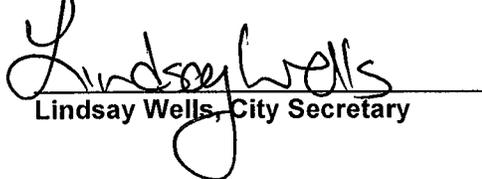
ADJOURNMENT

President Brown adjourned the regular session at 9:13 p.m.

APPROVED:


Bill Brown, President

ATTEST:


Lindsay Wells, City Secretary

