



AGENDA

PANTEGO ECONOMIC DEVELOPMENT CORPORATION

July 23, 2014

TOWN COUNCIL CHAMBER
1614 S. BOWEN ROAD
REGULAR SESSION 7:00 P.M.

REGULAR SESSION 7:00 P.M.

CALL TO ORDER AND GENERAL COMMENTS

INVOCATION: Fred Adair, Director

PLEDGE OF ALLEGIANCE

PRESIDENT'S WELCOMING COMMENTS

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

REGULAR BUSINESS

1. Executive Director Report
2. Approval of PEDC Minutes
 - July 9, 2014
3. Summary of Revenues and Expenditures
 - July 23, 2014

CITIZENS OPEN FORUM

This is a time for the public to address the PEDC on any subject not on this agenda. However, in accordance with the Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. The PEDC or an appropriate Town official may make a statement of factual information or policy on the subject in response to an inquiry by a member of the public. Issues raised may be referred to Town Staff for research and possible future action.

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

4. Discuss, direct, and consider action on estimates for the Shopping Bag to be used at Pantego Fest.
5. Discuss, direct, and consider action on creating an Integration Committee for the Arlington Chamber of Commerce.
6. Discuss, direct, and consider action on the Painting of the Park facilities and equipment.

SCHEDULES EXECUTIVE SESSION

The PEDC will convene in the City Manager's Office pursuant to the Texas Government Code for an executive session as follows:

- Pursuant to Government Code Section 551.071 Litigation Matters, to discuss pending or contemplating litigation, settlement offers, and other legal matters that implicates the attorney-client privilege – Loan Defaults.

Following the Scheduled Executive Session, the PEDC will reconvene in public session and may take any and all action necessary concerning the Executive Session.

PEDC MEMBER INQUIRY

If a member of the PEDC makes a spontaneous inquiry about a subject not on this agenda, then the PEDC or an appropriate Town official may make a statement of factual information or policy in response to such an inquiry. However, in accordance with Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. Issues raised may be referred to Town Staff for research and possible future action.

ADJOURNMENT

CERTIFICATION

Prepared and posted in accordance with Chapter 551 of the Texas Government Code. I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted by the following date and time: Sunday, July 20, 2014 at 5:00 p.m., and remained so posted at least 72 hours before said meeting convened.


Julie Arrington, City Secretary

Auxiliary aids and services are available to a person when necessary to afford an equal opportunity to participate in Town functions and activities. Auxiliary aids and services or accommodations should be requested forty-eight (48) hours prior to the scheduled starting time by calling the City Secretary's Office at (817) 548-5852

Complete PEDC Agenda and background information are available for review at the City Secretary's Office and on the Town's website: www.townofpantego.com

NOTICE of POTENTIAL QUORUM

NOTICE IS HEREBY GIVEN THAT A POTENTIAL QUORUM OF THE TOWN COUNCIL OF THE TOWN OF PANTEGO MAY BE PRESENT DURING THE REGULAR MEETING OF THE PANTEGO ECONOMIC DEVELOPMENT CORPORATION.

July 23, 2014

**TOWN COUNCIL CHAMBER
1614 SOUTH BOWEN ROAD
PANTEGO, TEXAS**

BEGINNING AT 7:00 P.M.

Prepared and posted in accordance with Chapter 551 of the Texas Government Code. I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted by the following date and time: Sunday, July 20, 2014 and remained so posted at least 72 hours before said meeting convened.


Julie Arrington, City Secretary



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Matt Fielder, City Manager
Date: 07/23/2014
Re: Executive Director Report

Incentive Application

An incentive application was received from a prospect that had previously made a loan request to the Board. This business is a daycare and the request was for a majority of the remaining incentive fund. As the business does not create any sales tax, and the amount requested was excessive, staff directed them to the Small Business Development Center.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 07/23/14
Re: Approval of PEDC Minutes

Attachments:

PEDC minutes from July 9, 2014

Pantego Economic Development Corporation
July 9, 2014

STATE OF TEXAS §

COUNTY OF TARRANT §

TOWN OF PANTEGO §

The Pantego Economic Development Corporation of the Town of Pantego, Texas, met in regular session at 7:00 p.m. in the Council Chamber, 1614 South Bowen Road, Pantego, on the 9th day of July 2014 with the following members present:

Bill Brown	President
Danny Lakey	Vice President
Fred Adair	Secretary
Arsalan Gittiban	Treasurer
Stephanie Springer	Director
Gloria Van Zandt	
Don Surratt	

Absent: None

Constituting a quorum. Staff present was:

Matt Fielder	City Manager
Chelsea Nelson	Support Specialist
Ariel Carmona	Finance Director
Chad Joyce	Community Development Director

Also in attendance:

Pam Mundo	Economic Development Coordinator
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REGULAR SESSION 7:00 P.M.
CALL TO ORDER AND GENERAL COMMENTS

President Brown called the meeting to order at 7:00 p.m.

INVOCATION

Director Surratt led the invocation which was followed by the Pledge of Allegiance.

PRESIDENT'S COMMENTS

President Brown informed the Board he will hold the Executive Session before agenda item number 9.

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

Director Surratt gave positive comments on the information he received from Mundo and Associates; along with the pictures, via e-mail earlier today.

REGULAR BUSINESS

1. Executive Director Report

Mr. Fielder informed the Board Scott Williams assumed the duties of Public Works Director on Monday, July 7th and gave the Board a brief description of Mr. Williams work history. He reminded the Board the Community Relations Board will host another movie night at Bicentennial Park at

9:00 p.m. on Saturday July 12th showing Monsters University.

2. Approval of PEDC Minutes

- **June 25, 2014**

No comments were given.

Secretary Adair made a motion to approve the minutes as presented. Director Surratt seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Springer, Van Zandt, and Gittiban

Nays: None

Abstention: None

President Brown declared the motion passed unanimously.

3. Summary of Revenues and Expenditures

- **July 9, 2014**

Director Surratt inquired if Alan Plummer and Associates itemize their invoices to reflect what they have accomplished and if their overall costs will meet the amount of the estimate. Mr. Fielder stated he believes their costs will meet the estimated amount.

Director Surratt made a motion to approve the PEDC expenditures and payments for July 9th. Vice President Lakey seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Springer, Van Zandt, and Gittiban.

Nays: None.

Abstentions: None.

President Brown declared the motion passed unanimously.

CITIZEN'S OPEN FORUM

None.

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

4. Discuss, direct, and consider action on a Proposal from Mark Joeckel for the Administration of the Town and PEDC Social Media pages.

Mr. Fielder introduced Mr. Joeckel and informed the Board he made a presentation last month at a Town Council Meeting.

Mr. Joeckel gave a brief statement on his background and how he came to operate Arlington Proud. He went through his Power Point Presentation and presented an inventory of the Town's current Social Media and website pages. He illustrated his findings from his Google searches of different shopping categories; such as rental property, event planning, and restaurants. He recommends starting a Google Search AdWords Campaign, new websites, improved Search Engine Optimizations, monitor and support the success of the paid media programs, executing day-to-day social media initiatives, maintaining calendars, and promoting employee participation. He recommends a monthly management of the program. There was discussion on the number of

Search Engine Optimizations a business can have and a report that will show the number of searches each engine brings up. The cost of the engine is based on the number of clicks received from the engine. The cost of the click is based on the word used; such as Mexican food is approximately \$0.75 per click.

There was no action on this item.

5. Discuss, direct, and consider action on the Painting of the Park facilities and equipment.

Mr. Joyce reminded the Board the Budget includes \$20,000 for this project. Staff has walked the Park and identified the priority for repairs to the park equipment. Since the estimates are over budget staff required estimates per piece of equipment. Staff recommends using Moffett Commercial Paint contracting and Stephens Painting for the work. The most important items to be painted are the bridges and Gazebo. There was discussion on the lack of guarantee for the work and the exact scope of work. Director Surratt is concerned with discussing the Park Master Plan with Council prior to spending money on the park repairs. The Board discussed the rust on the equipment and the priority of repairs compared to the timeline of the Park Master Plan approvals. President Brown will visit the park, take pictures of the needed repairs, obtain feedback from the painting contractors, and report back to staff and the Board.

There was no action on this item.

6. Discuss, direct, and consider action on the Park Row Arch Lighting Project.

Mr. Fielder reminded the Board they decided to table this item and add it with the Park Row Streetscape project. He informed the Board that Council has requested temporary or permanent lighting for Pantego Fest. Since there is cost associated with temporary lighting, he needs direction from the Board prior to getting this done. There was discussion on the costs and equipment needed. Staff was directed to contact companies and obtain estimates for temporary lighting and leaving it up through Christmas.

7. Discuss, direct, and consider action on Pantego Fest.

There was discussion on sponsorships from the local businesses, the number of bags needed, and a demonstration of the different sizes. The Board collectively agreed there should be 1000 bags ordered and discussed how to distribute the bags and the design of the bags. The consensus of the Board is to have Pantego Fest and Shop Pantego on the bag and removing "Keep it Local". The left over bags will be reused for other promotional events. Mr. Fielder informed the Board if they spend more than \$5,000 they must have three estimates to choose from. The Board agreed not to print T-shirts this year. There was discussion on hanging a banner with the logo across the arch on Park Row and other means to market the logo. Mr. Fielder informed the Board Barbara Brown has offered to advertise Pantego Fest on her electronic sign and there are plans to have an electronic sign at Bowen Rd. Staff was directed to obtain three estimates for the shopping bags.

8. Discuss, direct, and consider action on a report regarding the loan incentives provided by the Board to various businesses located in Pantego.

Mr. Fielder informed the Board a summary of the loans and their status was placed on drop box. There was discussion on the power the Board has to enforce payment of the loans for businesses that are delinquent or closed. Staff was directed to have this item moved to an Executive Session with the EDC Attorney on the next agenda.

Regular Session Recessed at 9:03 p.m.

Executive Session opened at 9:05 p.m.

SCHEDULED EXECUTIVE SESSION

The PEDC will convene in the City Manager's Office pursuant to the Texas Government Code for an executive session as follows:

- Pursuant to Government Code Section 551.074 to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee – Economic Development Coordinator Position.

Following the Scheduled Executive Session, the PEDC will reconvene in public session and may take any and all action necessary concerning the Executive Session.

Executive Session closed at 9:44 p.m.

Regular Session reconvened at 9:45 p.m.

President Brown declared no action was taken during the executive session.

9. Discuss, direct, and consider action on the budget for the Fiscal year 2014/2015.

Mr. Fielder informed the Board the information from the discussion last week was put it into the budget format and due to the Bond Covenant the Board has to establish a separate debt service fund and maintain one year of debt service in reserve. These are the only non-discretionary expenditures the Board has. The cost of the Arlington Chamber of Commerce was added, the cost of painting was removed, and everything else is carried over from this year. Staff needs guidance on any adjustments for the numbers. A separate Project Fund was created for the incentives and funds were added to bringing the balance up to \$150,000. There was discussion on moving the cost of the Arlington Chamber of Commerce into the Marketing and Advertising line item and on using the Sales Tax Revenue to increase the Project Fund. Mr. Fielder clarified the Park Maintenance funds transferred to the General Fund were for personnel expenses and the amount in the Project Fund Estimated Ending Fund Balance line item. The Board agreed to move \$20,000 from the Project Funds to create a new line item for the Park Row Archway lighting.

Director Surratt made a motion to approve the PEDC Projects and Operating Fund Budget for 2014-2015 as discussed with the changes recommended for the Archway lighting in the amount of \$20,000 with that \$20,000 coming out of the \$150,000 Project Funds. Director Springer seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Springer, Van Zandt, and Gittiban.

Nays: None

Abstentions: None

President Brown declared the motion passed unanimously.

PEDC MEMBER INQUIRY

None.

ADJOURNMENT

President Brown adjourned the regular session at 10:08 p.m.

APPROVED:

Bill Brown, President

ATTEST:

Fred Adair, Secretary



Memo

To: President Bill Brown and PEDC Board Members

From: Ariel Carmona, Finance Director

Date: 07/23/2014

Re: PEDC Expenditure Approval

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- Summary of Expenditures and Purchase Requisitions over \$1,000 for board approval
 - Statement of Revenues and Expenditures for Fiscal Year 2013/2014

Vendor Payment Listing 07/23/2014

Invoices submitted for approval:

NONE FOR THIS MEETING

Total \$ -

PURCHASE REQUISITIONS OVER \$1,000

NONE FOR THIS MEETING

Pantego Economic Development Corporation
Construction/ Operating Fund Budget for Fiscal Year 2013/2014
As of July 23, 2014

	Budget FY 2013/2014	Actual FY 2013/2014
ESTIMATED BEGINNING FUND BALANCE	\$ 236,821	\$ 413,681
<u>REVENUES</u>		
Sales Tax Revenue	285,000	179,943
Interest Revenue	500	127
Gas Royalty Revenue	750	1,128
Other Revenue	1,500	-
TOTAL REVENUE	\$ 287,750	\$ 181,198
<u>EXPENDITURES</u>		
Professional Fees		
Contract Services (Engineering & Legal)	\$ 2,750	\$ 1,610
Professional Services (EDC Consultant)	36,000	24,000
TOTAL PROFESSIONAL FEES	38,750	25,610
Marketing and Advertising		
Miscellaneous Marketing and Advertising	25,000	11,331
TOTAL MARKETING & ADVERTISING	25,000	11,331
Activities		
Seasonal Decorations(Tree Lighting)	10,000	8,591
TOTAL ACTIVITIES	10,000	8,591
Maintenance		
Landscaping and Improvements	20,000	10,801
Sprinkler System Maintenance	500	45
General Maintenance and Repair (Bldg & Park)	12,000	5,134
Statue Maintenance Agreement	3,500	4,050
TOTAL MAINTENANCE	36,000	20,030
Other Training/Travel		
Miscellaneous	3,500	1,138
TOTAL OTHER	1,000	1,023
Projects		
Commercial Revitalization Grants (Cross Fit and Faith)	35,000	35,000
Commercial Revitalization Grant/Loan (Boutique U, LLC)	9,500	9,500
Commercial Revitalization Grant/Loan (VIP Grooming)	20,000	20,000
Commercial Revitalization Loan (Mad Mike's Ice Cream)	15,000	15,000
Commercial Revitalization Grant (Anything Goes)	6,882	6,882
Unidentified Grants 2014	63,618	-
Park Row Redevelopment Project	5,000	9,937
Comprehensive Plan	-	1,491
Park Painting Project	20,000	-
TOTAL PROJECTS / INCENTIVES	175,000	97,810
TOTAL EXPENDITURES	\$ 289,250	\$ 165,532
Transfer to General Fund (Adm. Fees)	\$ (96,607)	\$ (96,607)
Transfer to General Fund (Park Board)	(17,500)	(17,496)
Net Change in Fund Balance	\$ (115,607)	\$ (98,438)
ESTIMATED ENDING FUND BALANCE	\$ 121,214	\$ 315,243



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Matt Fielder, Executive Director
Date: 07/23/14
Re: Pantego Fest Shopping Bags

At the last PEDC meeting there was discussion on the number of bags needed. The Board decided more than 1,000 bags are needed. The original estimate for 1,000 bags came in over \$5,000. The Town is required based on the amount to have at least three estimates. The Board directed the Executive Director to obtain three estimates. I expect to have all three quotes in before the meeting and will present them to the board at the meeting. I was unable to obtain them prior to the deadline for the Packet.

Attachments: None.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Matt Fielder, Executive Director
Date: 07/23/14
Re: Creating an Integration Committee for the Arlington Chamber of Commerce

The Town Council for the Town of Pantego passed at the last Council Meeting the Partnership with the Arlington Chamber of Commerce. The Economic Development Board needs to select boardmembers who will work with the Chamber to integrate the Town of Pantego into the Arlington Chamber of Commerce.

Attachments:

Arlington Chamber of Commerce List of Committees.



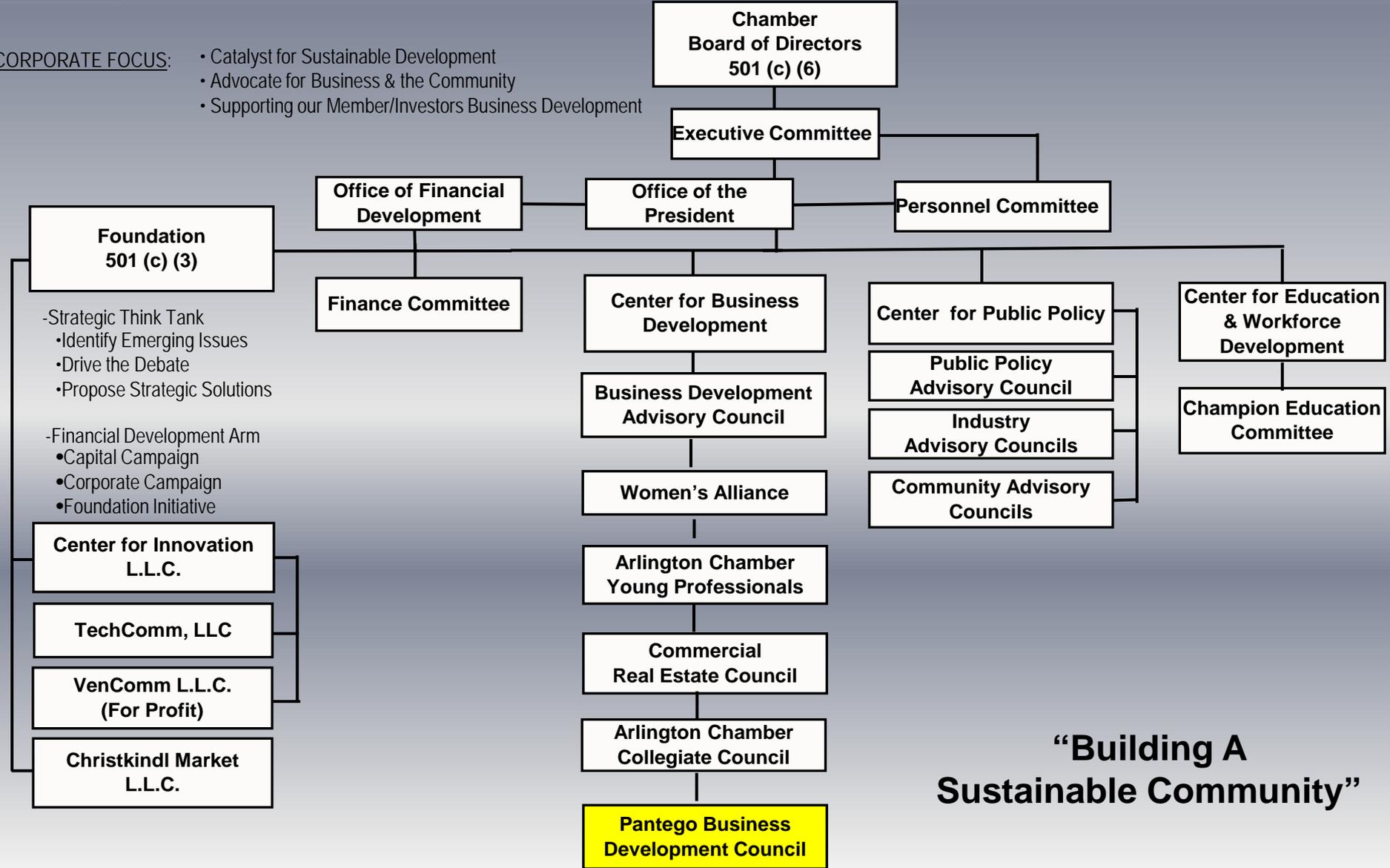
Arlington Chamber of Commerce

"Membership Based, Investor Driven"



CORPORATE FOCUS:

- Catalyst for Sustainable Development
- Advocate for Business & the Community
- Supporting our Member/Investors Business Development



"Building A Sustainable Community"



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: President Brown
Date: 07/23/14
Re: Painting of the Park Facilities and Equipment

At the last PEDC meeting there was discussion on the painting of the park facilities and equipment and which pieces were priorities. President Brown stated he would walk the park and inspect the equipment. He has done so and will give the Board his findings.

Attachments: None.