



AGENDA PANTEGO ECONOMIC DEVELOPMENT CORPORATION

May 13, 2015

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: Bill Brown
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
 - April 22, 2015
3. Summary of Revenues and Expenditures
 - May 11, 2015

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 a proposal from the Star Telegram Newspaper regarding digital and print advertising.
5. Discuss, direct, and consider action on the involvement of PEDC and options for marketing at PantegoFest 2015.
6. Discuss, direct, and consider action on changing the dates and times for the PEDC meetings.

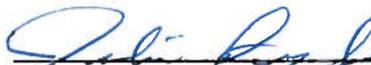
PEDC MEMBER INQUIRY

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, May 10, 2015 at 5:00 p.m., and remained so posted at least 72 hours before said meeting commenced.


Julie Arrington, City Secretary



Auxiliary aids and services are available to a person who, 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.

May 11, 2015

**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, May 10, 2015 and remained so posted at least 72 hours before said meeting convened.


Julie Arrington, City Secretary





Executive Director’s Report

To: PEDC Board of Directors

From: Matt Fielder, Executive Director

Date: May 13, 2014

Park Row Construction

Construction on Park Row is scheduled to begin the week of May 11th, but remains dependent upon the weather. Staff distributed a flyer to the businesses located on Park Row in person and by e-mail. The flyer was also sent to property owners and managers. An information meeting was held on May 7th. Construction will begin at the east end of Park Row, and be conducted in stretches not to exceed 750 feet. The contract provides for no more than 150 calendar days for completion, which would be at the end of September.

New Businesses

Dairy Queen has scheduled to open on May 18th. They had previously scheduled a grand opening ceremony for May 23rd, but has since cancelled it, due to that being the Memorial Day weekend. They are looking to reschedule sometime in June. Construction on the emergency room clinic on Bowen and the Dollar store on Park Row is underway.

Park Improvements

The budget amendment approved by the Board on March 25th has been submitted to the Council for approval. Staff is working to obtain additional quotes for the playground padding in order to move forward when the 60 notice period is complete.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 5/13/15
Re: PEDC Minutes

Attachments: 042215 PEDC Minutes

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 22nd day of April 2015 with the following members present:

Bill Brown	President
Danny Lakey	Vice-President
Arsalan Gittiban	Treasurer
Gloria Van Zandt	Director
Stephanie Springer	Director

Members Absent:

Fred Adair	Secretary
Don Surratt	Director

Constituting a quorum. Staff present was:

Matt Fielder	City Manager
Julie Arrington	City Secretary
Scott Williams	Public Works 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 Bill Brown called the meeting to order at 7:00 p.m.

INVOCATION

Vice President Lakey led the invocation which was followed by the Pledge of Allegiance.

PRESIDENT'S COMMENTS

None.

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

None.

REGULAR BUSINESS

1. Executive Director Report

Mr. Fielder informed the Board Mr. Joyce and he will meet with a prospective business tomorrow that is interested in moving to Pantego. They are a plumbing supply company.

2. Approval of PEDC Minutes

- **April 8, 2015**

No comments. Treasurer Gittiban made a motion to approve the minutes from April 8, 2015. Director Springer seconded the motion.

The vote was as follows:

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

Nays: None

Abstention: None

President Brown declared the motion passed unanimously.

3. Summary of Revenues and Expenditures

- **April 22, 2015**

No comments. Vice President Lakey made a motion to approve the expenses. Director Springer seconded the motion.

The vote was as follows:

Ayes: 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 presentation from the Star Telegram Newspaper regarding their Arlington Citizen Journal section for digital advertising.

Pam Mundo, with Mundo and Associates, introduced Tobin Morgan and Amanda Onorato with the Start Telegram to discuss advertising options. Mr. Morgan and Ms. Onorato distributed handouts and discussed the various options for advertising; such as audience targeted e-mails, sponsored content ads, Banner ads, Rec ads, Native ads, landing pages, and inserts into the newspaper. They discussed the control of the Board by setting zip codes, or a five mile radius, and parameters on search engine targeting. There was discussion on targeting people who work in Arlington but live elsewhere; impressions versus runtime cost; the dashboard information; and the costs associated with each of these discussions. Ms. Onorato demonstrated the Native ad using sponsored content that was done for Arlington regarding their new Brand. The Board contemplated the many ways the landing page could be utilized with the Shop Pantego website. The inserts are 8.5 inches by 11 inches glossy paper that are inserted into the paper. Mr. Morgan informed the Board the inserts are available to subscribers and non-subscribers. The representatives recommend the Native ad for PantegoFest and target audiences; as well as landing page business ads. The Board requested them to come to the next meeting with specific proposals and costs.

PEDC MEMBER INQUIRY

None.

ADJOURNMENT

President Brown adjourned the regular session at 7:50 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: 05/13/2015
Re: PEDC Expenditure Approval

- Summary of Expenditures and Purchase Requisitions over \$1,000 for board approval
- Statement of Revenues and Expenditures for Fiscal Year 2014/2015

Vendor Payment Listing 05/13/2015

Invoices submitted for approval:

Mundo & Associates	April Professional Services & Expense Reimbursement	\$ 3,039.50
		Total <u>\$ 3,039.50</u>

PURCHASE REQUISITIONS OVER \$1,000

None for this Meeting

Total \$ -

MUNDO & ASSOCIATES

Economic Development, Planning and Civil Engineering
www.mundoandassociates.com

MUNDO & ASSOCIATES INC. 5542 CANADA CORY 214.771.0916
IRVING, TX 75012 214.642.3152
972.415.4596
fax 972.771.0915

May 1, 2015

Bill Brown, President
Wm.brown@sbcglobal.net

Arsalan Gittiban, Treasurer
dragittiban@yahoo.com

Cherie Charboneau
ccharboneau@townofpantego.com

Ariel Carmona
acarmona@townofpantego.com

Town of Pantego
1614 S. Bowen Road
Pantego, TX 76013

Invoice for Services from Mundo and Associates, Inc. for the Pantego EDC.

April Services (see description attached)	\$3,000.00
Deed Copies from County Clerk (see attached)	39.50
Total	\$3,039.50
Description of Work and Receipt Attached	

Thank you for the opportunity to serve the Pantego EDC
Pamela J. Mundo, President
Mundo and Associates, Inc.



MUNDO & ASSOCIATES

Economic Development, Planning and Civil Engineering
www.mundoandassociates.com

MUNDO & ASSOCIATES, INC. 5542 CASABIA COURT 214.773.0966
ROCKWALL, TX 75082 214.642.5354
972.415.4596
fax 972.771.0915

Description of Work

Pantego EDC

April, 2015

April 1, 2015 Worked on Shop Pantego events for Dairy Queen coming soon and Annual Bash for Texas Fitt also updated some of the businesses on Shop Pantego. 3 hrs

April 8, 2015 Worked on Texas Ranger Advertising information as well as advertising Available from Star Telegram, prepared the Grant Application booklets and Attended the meeting of the PEDC 8 hrs

April 14, 2015 Worked on plans for the agenda regarding Star Telegram Representatives Worked on the Timeless Treasures and Mad Mikes Shop Pantego pages 3 hrs

April 16, 2015 Worked on the business directory, visited business on Shop Pantego Including Chop House Burgers, All Paws, Timeless Treasures, Mad Mikes and Signarama and then worked on their Shop Pantego Site 7 hrs

April 17, 2015 Contact Signarama with information needed for advertising and mass Mailing and for Pantego Fest

April 20, 2015 Contacted Julie A on Timeless Treasures, contacted Chamber on Timeless Treasures for membership and Small Business startup assistance, contacted Timeless Treasures on Minority Business Council information. Contacted Shop Pantego for more Information on Daily Deals, updated Shop Pantego information on how to join, started Newsletter, discussed agenda item for PEDC with Star Telegram representatives 8 hrs

April 21, 2015 Updated draft of newsletter, worked on business directory, added Timeless Treasures, Farmers Insurance, Pure Zen Nall Spa, Sweet Nana's Granola, Annie too Hair and Nails, Farrell Property; unpublished AB Strings, Edward Jones Financial, Lizzie Jo's Boutique, Martin Family Chiropractic and a duplicate Oh Sew Cool; updated

MUNDO & ASSOCIATES

Economic Development, Planning and Civil Engineering
www.mundoandassociates.com

MUNDO & ASSOCIATES, INC. 5542 CANADA COURT 214.773.0966
ROCKWELL, TX 78087 214.642.5157
972.415.4506
fax 972.774.6915

Anything Goes, Chop House Burgers and Dr. Jeckles 5 hrs

April 22, 2015 Toured sites of new CO's to see if businesses had started, took photos
Of property available on Arkansas and called each owner for Information, reviewed
Businesses and available property in The Towers and Lakewood Shopping Center, took
photos of DQ and Dollar Tree Sites, attended PEDC meeting 6 hrs

April 23, 2015 Prepared data sheets for W. Arkansas Lots 1A and Lot 21A 2 hrs

Total Service Hours 42 hrs

Contract requirements is for 30 hours





MARY LOUISE GARCIA
 COUNTY CLERK, TARRANT COUNTY
 100 W. WEATHERFORD
 FORT WORTH, TX 76196-0401

Receipt Time: 03/25/2015 02:27:29 PM

Receipt #: 2610107

Issued To: PAM MUNOO

Documents

#	Type	# Pages	Quantity	Reference #	Book / Page	Amount
1	Cust Copy	6	1	NA		\$6.00
Total :						\$6.00

Payments

#	Type	Payment #	Amount	NSF
1	CASH		\$6.00	
Total Payments:			\$6.00	

THANK YOU



MARY LOUISE GARCIA
 COUNTY CLERK, TARRANT COUNTY
 100 W. WEATHERFORD
 FORT WORTH, TX 76198-0401

Receipt Time: 03/25/2015 01:41:20 PM

Receipt #: 2809984

Issued To: PAM MUNDO

Documents

#	Type	# Pages	Quantity	Reference #	Book / Page	Amount
1	Plai Copy	3	1	NA		\$10.50
2	Cusi Copy	23	1	NA		\$23.00
Total :						\$33.50

Payments

#	Type	Payment #	Amount	NSF
1	CASH		\$33.50	
Total Payments:			\$33.50	

THANK YOU

Pantego Economic Development Corporation
Construction/ Operating Fund Budget for Fiscal Year 2014/2015
As of May 13, 2015

	Budget FY 2014/2015	Actual FY 2014/2015
ESTIMATED BEGINNING FUND BALANCE	\$ 94,006	\$ 276,182
REVENUES		
Sales Tax Revenue	318,104	-
Interest Revenue	500	275
Gas Royalty Revenue	750	331
Other Revenue	-	-
TOTAL REVENUE	\$ 319,354	\$ 606
EXPENDITURES		
Professional Fees		
Contract Services (Engineering & Legal)	\$ 2,500	\$ -
Professional Services (EDC Consultant)	36,000	21,000
TOTAL PROFESSIONAL FEES	38,500	21,000
Marketing and Advertising		
Arlington Chamber of Commerce	10,000	-
Miscellaneous Marketing and Advertising	15,000	3,182
TOTAL MARKETING & ADVERTISING	25,000	3,182
Activities		
Seasonal Decorations(Tree Lighting)	8,500	4,402
TOTAL ACTIVITIES	8,500	4,402
Maintenance		
Landscaping and Improvements	20,000	2,785
Sprinkler System Maintenance	500	5
General Maintenance and Repair (Bldg & Park)	12,000	2,069
Statue Maintenance Agreement	4,050	-
TOTAL MAINTENANCE	36,550	4,859
Training/Travel		
Miscellaneous	3,500	1,632
TOTAL OTHER	1,000	154
TOTAL OTHER	4,500	1,786
Projects		
Unidentified Grants 2014	130,000	-
Pantego Arch Lighting	20,000	-
Park Row Redevelopment Project	-	1,762
Engineering - Park Row	-	9,003
TOTAL PROJECTS / INCENTIVES	150,000	10,765
TOTAL EXPENDITURES	\$ 263,050	\$ 45,994
Transfer to General Fund (Adm. Fees)	\$ (49,637)	\$ (49,637)
Transfer to General Fund (Park Maint)	(48,252)	(48,252)
Transfer to General Fund (CRB & PantegoFest)	(17,500)	(17,500)
Net Change in Fund Balance	\$ (59,085)	\$ (160,778)
Estimated Ending Fund Balance	\$ 34,921	\$ 115,404



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Pam Mundo, Consultant
Date: 05/13/15
Re: Discuss, direct, and consider action on a proposal from the Star Telegram Newspaper regarding digital and print advertising.

Pam Mundo has received a proposal from Toby Morgan with the Star Telegram Newspaper. Mrs. Mundo would like to emphasize the economic development aspect of building the 100,000 person market to Shop Pantego as well. She feels Pantegofest is a good format to begin to promote Pantego but the Board should include the opportunities for retail as well.

Attachments:

Proposal



Objective- Increase awareness and attendance for Pantego Fest through a multi-media approach based on geography, audience and interest

Strategy-

- Geographically and audience targeted Print & Online
- Reach Tarrant County adults on news/life & arts/entertainment sites
- Reach Star-Telegram, DFW.com, Arlington Citizen Journal, Mansfield News Mirror site visitors
- Reach those contextually relevant based on the searches they do, sites they visit and content they consume (i.e. 'Moms', 'festival goers', 'college', 'art & entertainment seekers', 'family activities')
- Reach DFW.com weekly readers
- Reach Arlington Citizen Journal readers

Option 1- \$3,000

- Online Campaign
 - 165K impressions on Facebook
 - 146K impressions (50% mobile) on Star-Telegram.com, DFW.com, and community paper sites (ACJ & Mansfield News Mirror)
 - 121K impressions (50% mobile) on audience targeted sites to moms, families, entertainment seekers, festival goers, concert goers, design focused, etc (targeted by geo, demo, keyword & context)
 - \$250 pay per click advertising on Google/Yahoo/Bing
 - Includes full management and tracking dashboard

Option 2- \$5,000

- Arlington Citizen Journal- 80,000 inserts sent to everyone in a 3mile radius. These inserts are full color, 8 ½ X 11 on heavy gloss paper and include art work on the front and back. They are placed inside the ACJ and delivered to every home within your 3 mile radius.
- Online Campaign
- 140K impressions on Facebook
 - 89K impressions (50% mobile) on Star-Telegram.com, DFW.com, and community paper sites (ACJ & Mansfield News Mirror)
 - 63K impressions (50% mobile) on audience targeted sites to moms, families, entertainment seekers, festival goers, concert goers, etc (targeted by geo, demo, keyword & context)
 - \$150 pay per click advertising on Google/Yahoo/Bing
 - Includes full management and tracking dashboard

Option 3- \$7,000

- Arlington Citizen Journal- 80,000 inserts sent to everyone in a 3mile radius. These inserts are full color, 8 ½ X 11 on heavy gloss paper and include art work on the front and back. They are placed inside the ACJ and delivered to every home within your 3 mile radius.
- Online Campaign
 - 10K email blasts- Targeted by age, gender, income, zip code, and areas of interest. These sent to people who are both targeted and 'opted in' to receive it
 - 152K impressions on Facebook
 - 146K impressions (50% mobile) on Star-Telegram.com, DFW.com, and community paper sites (ACJ & Mansfield News Mirror)
 - 120K impressions (50% mobile) on audience targeted sites to moms, families, entertainment seekers, festival goers, concert goers, etc (targeted by geo, demo, keyword & context)
 - \$300 pay per click advertising on Google/Yahoo/Bing
 - Includes full management and tracking dashboard

Option 4- \$3,246

- Print Only
- Arlington Citizen Journal- 80,000 inserts sent to everyone in a 3mile radius. These inserts are full color, 8 ½ X 11 on heavy gloss paper and include art work on the front and back. They are placed inside the ACJ and delivered to every home within your 3 mile radius. See attached for maps and zip codes



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Pam Mundo, Consultant
Date: 05/13/15
Re: Discuss, direct, and consider action on the involvement of PEDC and options for marketing at PantegoFest 2015.

Signarama has offered to prepare a 4 x 6 card as a coupon either black-and-white or 4-color printing. The 1,000 copies will cost \$72 plus a \$65 setup and design fee for a total of \$137 for each business coupon. They are making a sample for us of the coupon as an example.

Attachments:

None.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Pam Mundo, Consultant
Date: 05/13/15
Re: Discuss, direct, and consider action on changing the dates and times for PEDC meetings.

There has been a couple of request to lower the number of meetings to once a month instead of twice a month. The Board will discuss the need for two monthly meetings.

Attachments:

None.