

# Community Development Corporation

200 North Brazil

Los Fresnos, TX 78566

## Regular Meeting

<http://citylf.cloudaccess.net/en/>

### ~ Minutes ~

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Monday, March 2, 2015

6:00 PM

City Hall

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### AGENDA

#### Call to Order

The meeting was called to order at 6:00 PM by President Enrique C. Juarez

#### Invocation and Pledge of Allegiance

#### Citizens Forum

#### Action Items

#### Consideration and ACTION to approve Minutes from February 2, 2015 meeting.Adopted

Minutes were approved.

Donald Henderson made a motion to approve Consideration and ACTION to approve Minutes from February 2, 2015 meeting., seconded by Irene Romero the vote was [Unanimous].

#### Consideration and ACTION to acknowledge the February 2015 Financial Report.Adopted

Mr. Milum stated that this is the fifth month of fiscal year. There were 6 checks written for a total of \$10,189.20. For the fifth of the fiscal year we should be at 41.57%. The revenues are 44.51% and the expenditures are at 15.42%. Mr. Milum stated that the sales tax has increased by 29.3%.

Motion was made and seconded to acknowledge the February 2015 financial report.

Richard Robinson made a motion to approve Consideration and ACTION to acknowledge the February 2015 Financial Report., seconded by Donald Henderson the vote was [Unanimous].

#### Consideration and ACTION to approve the purchase of banners.Adopted

Mr. Milum showed the Board samples of different sizes of banners. He also showed them the different pictures of Christmas banners, Patriotic banners, welcome banners and rodeo banners.

Mr. Juarez stated that since the CDC is paying for the banners he feels that CDC logo should be on all the banners and the size of the banners should be 30 x 60.

Mr. Milum answered questions from the Board.

Motion was made and seconded to approve purchasing 44 each of Christmas banners, Patriotic banners, Welcome to Los Fresnos banners, and rodeo banners and they should be 30 x 60 digital print with the CDC logo on all banners, and also to purchase the brackets.

Donald Henderson made a motion to approve Consideration and ACTION to approve the purchase of banners., seconded by Irene Romero the vote was [Unanimous].

**Consideration and ACTION to approve an update retail trade demographics.**Adopted

Mr. Milum explained that Retail Coach conducted a study for the CDC in 2011 for \$30,000 to determine retail leakage and provide pertinent information that potential retailers would need to know in order to locate in this area. The information is now 4 years old and the retail area has changed. The 2010 census data was not available when the study was done. Retail Coach has offered to update the retail trade area demographics, the City demographics, the retail gap analysis and to update the marketing flier for \$2,500. The updated information will be extremely valuable.

Mr. Milum answered questions from the Board.

Motion was made and seconded to approve \$2,500 for Retail Coach to update the retail area demographics.

Donald Henderson made a motion to approve Consideration and ACTION to approve an update retail trade demographics., seconded by Daniel Alvarez the vote was [Unanimous].

**Report by CDC Consultant**

**Report by CDC Consultant A. Business Prospects B. Business Contacts C. Street Light Project D. Fireworks E. Market Days F. Sign Location G. Christmas Lighting**No Action

Mr. Martinez reported on various business prospects, business contacts, street light project, 4th of July fireworks, market days, sign location and Christmas lighting.

made a motion to approve Report by CDC Consultant A. Business Prospects B. Business Contacts C. Street Light Project D. Fireworks E. Market Days F. Sign Location G. Christmas Lighting, seconded by the vote was .

**Report by General Manager**

**Report by General Manager A. Paseo Pointe Apartments on Whipple Road B. Walmart**No Action

Mr. Milum reported that Paseo Pointe Apartment is getting closer to final completion. Wal-Mart is scheduled to open on March 11 with the Grand Opening Day beginning at 7:30 a.m.

made a motion to approve Report by General Manager A. Paseo Pointe Apartments on Whipple Road B. Walmart, seconded by the vote was .

**Committee reports and action as may be appropriate**

**A. Advertising & Promotion Committee B. Business Program & by Laws Committee C. New Industry Development/City Development Committee D. CDC Grants Exploration Committee**  
**No Action**

There were no reports.

made a motion to approve A. Advertising & Promotion Committee B. Business Program & by Laws Committee C. New Industry Development/City Development Committee D. CDC Grants Exploration Committee, seconded by the vote was .

**Adjournment**

The meeting was closed at 6:43 PM

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Presiding Officer of the Council

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Recorder