



## PASADENA ECONOMIC DEVELOPMENT CORPORATION

### Pre-Board Meeting

December 9, 2021, 3:00 p.m.

### Minutes

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#### **Members present:**

Steve Cote, President  
Marilyn Wilkins, Treasurer  
Salvador Serrano, Jr., Secretary  
Emilio Carmona  
Ernesto Paredes  
Steve Phelps

#### **Members Absent:**

Rick Lord, Vice President

#### **Others Present:**

Jeff Moore, Brown & Hofmeister, LLP  
Carlos Guzman, Pasadena EDC Executive Director  
Karina Tomlinson, PEDC Assistant Secretary  
Mary Keilers, Clark Condon

#### **Call to order:**

The Pre-Board meeting for the December 9, 2021 Pasadena Economic Development Corporation was called to order at 3:00 p.m. by Board President, Steve Cote.

#### **Agenda Item: Board Actions – Resolutions**

b. Carlos went through some slides covering the item pertaining to Skyrim Studios. This is part of the comprehensive Shaw Avenue redevelopment. Some of the things that have been done in the past 4 years include BEP grants, road reconstruction, enhancements such as pedestrian amenities and lighting. The one thing that is missing is the underpass parking. It's close to impossible to get a CO up on Shaw area because of the parking requirements, it's the original part of town. One of the things we can do is partner with the City since we can't do parking projects. One of the things we are trying to do is the lighted underpass project to make people feel more comfortable and safer to park there at night or during the day. It was adopted as part of the Program of Work for 2021. The rationale is to leverage investment on the North side and address connectivity of Shaw District to the rest of the city while improving safety. There was an RFP issued open to US artists, 24 submissions collected and 3 finalists were selected to submit concepts. The review panel consisted of Pasadena Public Works, Planning, EDC, PISD, a local Shaw Ave. business owner and Tx DOT. The selected artist was Blessing Hancock (Skyrim Studio Inc.) and one of the major reasons she was selected is because this artist has a strong community engagement component of her project. Deanna Schmidt, Planning Director provided some information about the selection process. She agreed that she was the strongest in community engagement, but the committee was also concerned with the durability of the installation and what would be needed for maintenance. They wanted to make sure there was low maintenance required. Another thing they noted about this artist is the success she has had at other locations, for example a similar concept in Austin. Carlos continued through the slides and added that the lights can be programmable. He stated that if it's approved by the Board, contracts are signed in December, Community engagement in 2<sup>nd</sup> quarter and installation at the end of 2022. *Steve Phelps if that is adequate lighting for the parking to*

*which Carlos responded yes. Steve Cote shared a conversation about Grapevine, TX and the unique setup they have in their downtown area. He mentioned the little pockets of parking on the block over from the downtown strip. Listening to Carlos during the presentation brought this to mind and how it functions very well. Marilyn Wilkins then asked if there will be some pedestrian controls since they will still need to go across the feeder. Carlos responded that it was something that was part of the Livable Centers Study that we would have to look into.*

c. The next item discussed was the BEP applicant – Samantha Marketplace who applied for a grant to knock down the wings place that has been vacant since 2018 and there is some retail space that has been vacant for 10 years. This will create more parking; it's a blighted property so it's a win-win. It's not one of the major corridors so it scored a 75. If this had been on Pasadena Blvd. or Richey it would have scored through the roof, but we still wanted to bring it for Board consideration. *There was some conversation among board members about where exactly it was located. Steve Phelps mentioned that he had driven by there before the meeting and he feels it makes sense. Marilyn asked if the property was owned by the City and Carlos clarified that it's a matching grant. Ernesto asked if they are going to fix the parking lot like in the rendering they provided. Carlos stated that the businesses in the back that have been vacant for 10 years will be more visible and that knocking down the building will free up more parking so that they will more than likely spruce it up a little bit.*

Pre-board meeting adjourned at 3:12 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION  
Board Meeting  
December 9, 2021, 3:12 p.m.  
Minutes

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**Agenda Item One: Call to order**

The Board meeting on December 9, 2021 for Pasadena Economic Development Corporation was called to order at 3:12 pm by Board President, Steve Cote.

**Agenda Item Two: Invocation**

Invocation given by Emilio Carmona.

**Agenda Item Three: Pledges**

Pledges led by Steve Phelps.

**Agenda Item Four: Public Comments**

No public comments made by attendees.

**Agenda Item Five: Approval of Minutes**

Steve Cote called for a motion to approve the minutes from the meeting held on October 28, 2021. Ernesto Paredes moved to approve the minutes seconded by Marilyn Wilkins. MOTION CARRIED UNANIMOUS.

**Agenda Item Six: Public Hearing**

*Public Hearing Opened at 3:14 pm*

- a. Consideration to authorize Staff to negotiate and execute an agreement with Skyrim Studio, Inc. to create a place making and light installation project in the amount of \$450,000 and a contingency of \$50,000 for a total appropriation of \$500,000.00.
- b. Consideration to authorize Staff to take all appropriate action on a Business Enhancement Program application filed by the following:
  1. Samantha Marketplace, LLC, at 330 Southmore Ave., for demolition and leveling of site in the amount of \$20,000.00.

*Public Hearing closed at 3:15 pm. No comments made by attendees.*

**Agenda Item Seven: Presentation – Little Vince Bayou by Mary Keilers of Clark Condon**

Carlos made some brief comments and mentioned that the board had approved a contract with Clark Condon and the results are being presented by Mary Keilers. She began by stating that they were contracted to look at analysis to make a connection between Vince Bayou and Little Vince Bayou so there were a couple different ways that were explored. One of the connections they looked at was along Harris Avenue all the way to Little Vince and also a connection South along Davis street to connect to all of the civic area. They also explored Park Lane going from Vince to Little Vince and of course the corridor along Little Vince as well. She mentioned that the experiences along Harris Ave. and Park Ln. are very different. One is a much larger street, busier traffic flow and more commercial oriented. Park Ln. is much more residential with large complexes and schools in the area. She then went over some things that were taken into consideration as part of the study such as connections, safe crossings at streets. They also looked at

Jackson Street which has a much wider space for crossing, although the sidewalks are not necessarily wide enough to facilitate a bicycle on the sidewalk so that was something to consider when identifying what the final cross section would be. Mary also mentioned that they had worked with an engineer through the process to help guide appropriate street cross sections. They believe routing along Jackson St. to cross Pasadena Blvd. would be a safer option. She then presented the perspective from Harris Avenue that she previously mentioned was much busier and also has different cross sections depending on where you are at, dividing into 3 distinct zones. The area by the school has 4 lanes of traffic with a turn lane; then you transition into a more residential area that has just 2 lanes of traffic and then you go to the third area which is a little bit further West and it has a different cross section. The condition of the road varies depending on which area you are on as well. The next slide covered were some of the zones she previously mentioned that further emphasized the difference between the 2 areas. The 2 experiences are very different if you are trying to connect the 2. If you are looking to have a more recreational pass through they recommend Park Lane is better suited to that condition. One of the other considerations was to tie into Little Vince Bayou itself. At Harris Ave. where it crosses Little Vince, it's also where Strawberry Rd. is in and it's not an inviting area for pedestrians to try and cross at that location so they tried exploring other options. They tried to find a better way to navigate that tricky intersection. She showed some additional images where you could see how it's a large convergence of traffic going in multiple directions. The last area from the analysis standpoint that had an impact on some of the decisions was the area that is the old alignment of Vince Bayou. Finally, some of the existing conditions – the sidewalks on Davis Street are in varying conditions. Some were more cracked than others in particular areas, so there may be pieces of this that need to be replaced as an interim solution and as a final solution the whole sidewalk could be removed and widened, providing another option. She continued and presented the proposed trail alignments showing a connection along Park Lane, South on Pasadena Blvd., crossing safely at the intersection of Jackson over to all of the properties owned by the City. Utilizing the land that the City already owns for the alignment and pulling it off the street, it becomes a very parklike setting to connect that section South towards Harris Ave. They also have suggested a possible connection that goes all the way up to East Park Lane that would be more of a neighborhood amenity, it's not necessary for the overall connectivity. Moving further South there is an existing bridge that connects across to the school. Due to the configurations of the roadways at Harris and Strawberry they are suggesting that the bridge be utilized to cross to the South side of the bayou and at that point could provide a civilized intersection at Davis Street which would provide safe passage to anyone who wants to walk to the civic area, but also walk to the school. From a recreational standpoint, they think Park Lane is the better solution in the interim to provide that connectivity. If you were looking for an entire loop system, in the future there would be consideration to improving Harris Ave. but that would be a more costly investment and a much longer term solution that would require studying Harris Ave. in detail to see what the best cross sections are overall. She continued with several street cross sections that they looked at. The main priority was adjusting any of the 4 ft. wide sidewalks to at least 6ft. wide and then also providing some designation for bike lane. Depending on the street cross section, for instance the one by the school is a 75 ft. ROW potentially adding 10 ft. sidewalks some time in the future and a designated bike lane. This would be located on the South side of the street and a 6ft. sidewalk on the North side of the street. In general they are just trying to provide better biking and pedestrian access and improve safety. In all of the drawings there is a difference between the widths of the sidewalks and designation of the bike lane and depending on the condition of the street the bike lanes and sidewalks switch. Section B is the residential area along Harris Ave. so one side has a 4ft sidewalk, the pavement is very wide. She stated that Sheena had challenged them with the interim solution to just stripe the asphalt intermittently because there is so much pavement. The reality is that the condition of the asphalt today is not conducive on the edges to do that. It's unsafe and uneven. There isn't really an interim solution, it's just a matter of moving forward with the full reconstruction of the roadway to provide better pedestrian amenities. She continued with the drawing that has a 6ft buffer, a 6ft sidewalk and doing sharrows on the road itself, this isn't a designated bike lane, it's where bikes and cars are meant to share the space. Section C shows 2 lanes of traffic each way and a designated bike lane in addition to the sidewalk so they are just really trying to

adapt each cross sections to each of the spaces. This would be more of a long term move. The next section she went over was on Davis Street. The long term vision would be converting the 4ft. sidewalk to a 6ft sidewalk and providing the sharrow striping on the street. An interim solution would be to not do the sidewalk, leave the existing 4ft. of space and still provide the striping and that would help improve the connectivity. There are a couple different options that could be pursued along Davis to provide that better North/South corridor. Next, along Jackson Ave. they think there is a way to retrofit the bridge so that it's safer and the crossing is better without completely redoing it. The lanes are pretty wide at 33ft so what could be done is reduce travel lanes to 10 ft., add some designated wheel stops and dedicate a bike lane within that space really creating a safer transition between Little Vince over to Pasadena Blvd. The last cross section she went over is on Park Lane. She mentioned the only improvement that would need to be done in the short term would be adding the sharrow striping and filling in any of the gaps. She said there are quite a few scenarios and mentioned that right now the sidewalks are 4ft wide. If there is a lot of movement there is a chance they could be upgraded in the future to 6ft, but as a low cost intermediate solution going along Park Lane with the sharrow and the signage is a great option to creating that loop today. Cost wise she mentioned they looked at a couple of different options. For Park Lane the cost is \$321k and that's with adding a 10ft trail construction as there is a small portion where the road doesn't continue all the way through. Long term for the full trail segment from Park Ln. to the crossing near Harris Ave. for Little Vince is \$880k. Harris Ave. is more of a roadway reconstruction which goes significantly up and that is something they advise be undertaken at some time in the future. The last section is Davis Street which is the improvement of the striping and the widening of the sidewalks at a cost of \$88k. She mentioned that both the \$321k and \$88k include sidewalk improvement in those numbers. Finally, she mentioned an optional segment going from Pasadena Blvd. to Scott Street which they explored in case the improvements that are being undertaken on Pasadena Blvd. potentially don't move forward there would need to be some improvement made so they added a line item to give us a budget idea (\$319k.) Carlos added that the Harris Ave. portion would be a phase to look at later on. Park Lane and Little Vince would be the first ones and Davis would depend on what happens with potential redevelopment of the mall. Park Ln. and Little Vince would go to the front of the line if this is something the Board would be interested because you can connect to the other Vince Bayou project that we're working on which should be completed in early 2025 if everything stays on track. *Marilyn asked if they are not worrying about Harris Ave. and they don't have to do the Pasadena to Scott then they are looking at \$1.3M? To which Carlos replied with a yes and he added that Pasadena Blvd. is in the County's court. He added that they decided to split the project into 2 phases to avoid delaying the project further because there has been a lot of work done with permits for TxDOT and Harris County Flood Control. So from Jackson going North keep things as they are which is more commercial, but from Jackson this way transition to more residential thinking because of the schools and other things in the area.*

#### **Agenda Item Eight: Board Actions - Resolutions**

- a. **PEDC RESOLUTION 21-047** – Consideration to authorize Staff to negotiate and execute an Economic Development Service Agreement with Economic Alliance Houston Port Region in the amount of \$45,000.00.
  - *Steve Cote stated that he would be abstaining from vote.*Marilyn Wilkins made a motion to approve, seconded by Emilio Carmona that PEDC Resolution 21-047 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.
- b. **PEDC RESOLUTION 21-048** – Consideration to authorize Staff to negotiate and execute an agreement with Skyrim Studio, Inc. to create a place making and light installation project in the amount of \$450,000 and a contingency of \$50,000 for a total appropriation of \$500,000.00.

Salvador Serrano, Jr. made a motion, seconded by Ernesto Paredes that PEDC Resolution 21-048 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- *Ernesto asked what the timeline is for the installation to which Carlos responded that it would be 12 months to complete. He also asked if there was anything to connect or identify the history of the area like the cemetery or Santa Anna's capture site. Carlos mentioned that he believes Chevron is working on something with the Santa Anna site. Ernesto added that he would like to see something to draw people to that. Carlos mentioned wayfinding and that he would be speaking to that in his report.*

- c. **PEDC RESOLUTION 21-049** – Consideration to authorize Staff to take all appropriate action on Business Enhancement Program applications filed by the following:
1. Samantha Marketplace, LLC, at 330 Southmore Ave., for demolition and leveling of site in the amount of \$20,000.00.

Ernesto Paredes made a motion to approve, seconded by Steve Phelps that PEDC Resolution 21-049, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- d. **PEDC RESOLUTION 21-050** – Consideration to approve a proposed Board Meetings schedule for Calendar Year 2022.

Marilyn Wilkins made a motion to approve, seconded by Steve Phelps that PEDC Resolution 21-050, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

#### **Agenda Item Nine: Report by Carlos Guzman, Executive Director**

Year-end review: Carlos stated he wanted to just go over some items and provide updates on timelines. Steve Cote asked when the improvement on Shaw would be complete and Carlos responded that between 90-120 days. He began by briefly reintroducing the Re-development process and the wheel of misfortune he likes to refer to that is composed of 7 primary activities that keep projects on track. He continued with Goal 1 from the Strategic Plan which was Marketing and Image – projects worked on were the 225 monument/gateway and the Shaw Avenue Mural Pilot – Revive. For the monument there was a delay due to supply chain because a part that is needed will not be available until February or this would have been done already. For the Shaw Ave. mural pilot they are nearing completion so the redevelopment wheel is almost all green. He then moved down to Goal 4 which is the Catalyst Projects and talked about some of the major thoroughfares. He began with Pasadena Blvd. for which we are waiting on the County and the interlocal agreement that will go through City Council. He mentioned again that the project was split into 2 phases to avoid any further delays. The first portion will be North of Jackson and we will give them the money to construct. Everything South will be done like the original Richey Road. They are willing to contribute to that portion of the project and will let us handle it so it will move a little faster. Right now it's only at the design phase, but once it begins it will move faster. The next wheel he went over was the Shaw Street Revitalization which is near completion. The next steps there are the actual enhancements that should be done hopefully in March or April. The next slide was the Richey Street Enhancements which was bid out and received zero bids. It is going to be re-bid and will come to the board at the January meeting. It's the shopping center when you turn South from Southmore. This is the one that the business owners asked us to push back until after the Holidays. Next slide was Goal 6 – Support Structures. Closed projects included the Livable Centers Study in support of Historic Pasadena Redevelopment and the Fiscal Analysis in support of the City Strategic Plan. Potential new projects include the Vince Bayou Greenway Plan and development as well as the Little Vince Bayou Greenway and North Trail Plan and development. The next wheel he presented was for the Vince Bayou Greenway that is in the design stage that was approved 2 meetings ago for 30% design. This should come back to the board in April to extend the contract for complete design and engineering. If there are no delays we plan on applying for matching

funds and hope to completed by early 2025. The next wheel is on Little Vince Bayou and North Side Trail Loop that was just presented by Clark Condon. We are in the planning phase so it's early on in the wheel of misfortune. If the Board decides to move forward on this we will go more into depth with design and moving the project forward. He then moved on with the 2022 Program of Work. Briefly showed the Goals outlined in the 2018 Strategic Plan and highlighted 5 of the 6 goals that EDC staff will focus on. Goal 1 – Marketing & Image included a wayfinding program. We were excited to move forward with this at the beginning of the year, but unfortunately, we lost our Marketing Manager so it might be something that will be moving to the latter half of the year. It's a long process, but as other projects like Richey and Shaw start being completed it will help to establish a wayfinding system to unify the City. For Business Development we will continue to market the BEP program. We have received more applications, but do have to turn some of them down because they don't meet the criteria established in the guidelines. We are also considering merging it with the Pasadena Loves Local campaign. Workforce, which is also in the Strategic Plan we will continue to work with our local educational institutions. One of the the recommendations was to open a workforce center on the north side that we are exploring. Catalyst Projects – the mall redevelopment is out of our hands and up to the mall owner; the Convention Center has always had interest in doing something out there. He has received some preliminary numbers from a hotel study that will be completed at the end of 2021. The incentives involved there are City incentives, not EDC incentives because it's a city owned property. There are also some state incentives for putting a hotel on City owned property you can capture sales tax from a 1,00 ft radius. Finally, some other things we are looking at, we were selected for the Senior/Medical Center Livable Centers Study that should begin sometime in the summer. HCA is investing between \$80-100M in the area and we want to leverage those resources, if there is something we can do we want to make sure we leverage those numbers to the max. To wrap up, the areas of focus for 2022 are the Medical Center Livable Centers Study; continued focus on Historic Pasadena, Corridor Developments in the Shaw, Richey Phase 2 and Pasadena Blvd. Quality of Life projects like the trails, greenspace and parks. Also business support and engagement and telling the Pasadena Story and continue to increase marketing efforts. He asked for the Board to reach out to him with any questions or feedback. He also let the board know that Baby Sheena 2.0 made her arrival and everyone is doing well. Lastly he informed the Board of some upcoming events and the next Board Meeting date in January. *Marilyn commented on how great the Shaw project is coming along and that she has heard that the J Morales updates to the old Post Office look beautiful so she was wondering about the Gun Center that is on Shaw. She mentioned that it is crumbling to which Carlos stated that we have been encouraging them to make some improvements. Marilyn asked if we have any leverage, Carlos responded it's privately owned. She added that if we're devoting all that money and time to develop the street, property owners should step up to the plate. At this time Jeff Moore stated that because this specific item was not on the Agenda any discussion should be brief.*

#### **Agenda Item Ten: Comments by Board Members**

Salvador Serrano, Jr. – Stated that he is happy with all the progress being done at the EDC. He's looking forward to next year and wished everyone a Merry Christmas.

Marilyn Wilkins – Wished everyone a Happy Holiday!

Emilio Carmona – He wished everyone a Merry Christmas and a Happy New Year! Added that he's very excited about this bayou trail.

Ernesto Paredes – He congratulated the Staff on the job they are doing.

Steve Phelps – He mentioned that Turner Industries was at a table at an event he was at and he mentioned the building they were working on and that it looked great! Carlos added that he had met with them. He wished everyone a Merry Christmas and Happy New Year.

Steve Cote – He thanked Carlos, Karina and Sheena for all the accomplishments this year. He stated he loves to look at the Strategic Plan and seeing what has been highlighted out. He loves looking at the original diagram of Shaw/Pasadena Blvd/Richey and mentioned that things are moving along greatly. Added that it's nice to see how everything is focused and in line with the Strategic Plan. He also wished everyone a Merry Christmas and a Happy New Year!

**Agenda Item Eleven: Executive Session**

**\*\*NOTE\*\* 3:55 PM** – At this time, Board President Steve Cote announced that the Board would be “going behind closed doors” for an Executive Session.

- a. Convene in executive session pursuant to Section 551.087, Texas Government Code to deliberate regarding economic development negotiations for Business Attraction/Retention Projects.
- b. Convene in executive session pursuant to Section 551.072 and 551.087, Texas Government Code to deliberate the purchase, exchange, lease or value of real property and to deliberate regarding economic development incentives – Project #2002.
- c. Convene in executive session pursuant to Section 551.072, Texas Government Code to deliberate the purchase, exchange, lease or value of real property – Project #2101.
- d. Convene in executive session pursuant to Section 551.074, Texas Government Code to deliberate the appointment, employment, evaluation, reassignment, or duties – discussion of economic development staff.

**Agenda Item Twelve: Reconvene into Regular Session**

**\*\*NOTE\*\* 4:32 PM** – At this time, President Steve Cote reconvened the Regular Board Meeting.

The Board will reconvene into Regular Session, pursuant to the provisions of Chapter 551 of the Texas Government Code, to take any action necessary regarding:

- a. Deliberation regarding economic development negotiations for Business Attraction/Retention Projects.
- b. Deliberation regarding real property – Project #2002.

**PEDC RESOLUTION 21-051** – Consideration to authorize PEDC Staff to execute a non-binding Letter of Intent on the terms as discussed in executive session.

Ernesto Paredes made a motion to approve, seconded by Salvador Serrano, Jr. that PEDC Resolution 21-051, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

**PEDC RESOLUTION 21-052** – Consideration to authorize Staff to negotiate and execute a third amendment to a real estate sales contract on the terms as discussed in executive session.

Salvador Serrano, Jr. made a motion to approve, seconded by Ernesto Paredes that PEDC Resolution 21-052, be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- c. Convene in executive session pursuant to Section 551.072, Texas Government Code to deliberate the purchase, exchange, lease or value of real property – Project #2101.
  - No deliberation
- d. Convene in executive session pursuant to Section 551.074, Texas Government Code to deliberate the appointment, employment, evaluation, reassignment, or duties – discussion of economic development staff.
  - No deliberation



**Agenda Item Thirteen: Adjournment**

Board President, Steve Cote called for a motion to adjourn the December 9, 2021 meeting at 4:34 pm. Ernesto Paredes moved, seconded by Marilyn Wilkins. MOTION CARRIED UNANIMOUS.