



PASADENA ECONOMIC DEVELOPMENT CORPORATION

Pre-Board Meeting

April 28, 2022, 3:00 p.m.

Minutes

Members present:

Steve Cote, President
Rick Lord, Vice President
Salvador Serrano, Jr., Secretary
Emilio Carmona
Ernesto Paredes
Steve Phelps

Members Absent:

Marilyn Wilkins, Treasurer

Others Present:

Jeff Moore, Brown & Hofmeister, LLP
Robin Green, City of Pasadena Public Works Director
Carlos Guzman, Pasadena EDC Executive Director
Sheena Salvino, PEDC Redevelopment Manager
Julianne Echavarria, Marketing Manager
Karina Tomlinson, PEDC Assistant Secretary

Call to order:

The Pre-Board meeting for the April 28, 2022 Pasadena Economic Development Corporation was called to order at 3:00 p.m. by Board President, Steve Cote.

Steve read through the Agenda and asked if there were any questions or discussion regarding the minutes for March. He mentioned there were a couple of items up for a Public Hearing and read them aloud next.

Agenda Item Six: Public Hearing

- a. Amendment to contract with Houston Parks Board (PEDC 21-030) – Carlos mentioned at this time that he has slides for all of the action items, but that not all are part of the Public Hearing portion. Steve asked him to go ahead and go through the slides so that during the actual meeting they can just go right to a vote. He decided to read them both out under the Board actions so that the slides could be covered in order.

Agenda Item Seven: Board Actions – Resolutions

- a.) Financial Report of Investment Activities
- b.) Pasadena Loves Local contract with Pasadena Chamber – At this time Salvador mentioned that he would be abstaining from vote on this item as he is Chairman of the Pasadena Loves Local committee. Carlos began the slides with a summary of BRE visits and outcomes. He asked Cristina and Alix if they had anything to share and Alix responded that everything is going well. Cristina added that the real takeaways are representing the thousands of employees and collecting data from them. They appreciate hearing from the City and commend Carlos and the team for the follow up action. She briefly mentioned some of the current outreach and

outcomes of those events. Carlos added that as a result of the visits we are able to see trends of what some of the businesses are building in Pasadena. He added that we as an EDC need to see how to work with other departments to address some of those challenges because we're in the redevelopment business, especially in the North side. We need to see how to amend some of the ordinances to make sure we can encourage development in the City.

- c.) TIP Strategies Strategic Plan Update – 80% of the initiatives that were part of the plan adopted in summer 2018 have either been started or completed. With COVID a lot of things have changed and it's time for an update. The update time frame is 4-6 months that we hope to kick off in June. It's a great time for them to start as we will be doing the Livable Centers at the medical center, things happening with some of the catalyst projects and just getting community input regarding things that have changed since we did the first plan in 2018.

At this time, Steve Phelps asked about the next 3 items and if the pay was reasonable. Carlos responded that he would be covering them during his report. Steve C. added that this item was discussed at the previous meeting and everyone had agreed that coming into the 5th year we might as well start getting ahead.

- d.) Amendment to contract with Houston Parks Board (PEDC 21-030) – Carlos reminded the Board that this is something we've been working on for over a year that came up from the Parks Master Plan that Jed and our Parks Department came up with. This is a 3.7 mile trail that will connect Memorial Park to Strawberry Park. Previously, the Board authorized 30% design, this item is for the 70% remaining. This also helps us because there is also outside funding opportunities. Precinct 2 is looking for projects and there is other opportunities with State and Federal money. We want to have this ready as fast as possible in order to score higher when grant applications open up. Steve C. went back to the question that Steve Phelps had and mentioned that TIP Strategies helped build the Strategic Plan and Carlos added that the rate is lower for the update because 4 years ago the fee was for 150k because it was started from scratch. They will be looking at the strategies, and if there are any not started they will help us identify if it still makes sense to keep them or identify new ones. There will be public engagement meetings as well as a Steering Committee. Steve C. then asked about the Houston Parks item as well. Carlos mentioned that they are the ones that did Buffalo Bayou and the fee is very reasonable.

- e.) Middleton Brown, LLC contract – Carlos mentioned that this was also discussed in the previous meeting. It's a 2 step process and we are already working on the water tower, but it only solves part of the problem. By putting this 18-inch waterline loop we will be helping the industrial district avoid those problems. Robin Green, Public Works Director then added some detail based on the slide being presented. He stated the 18-inch loop will come down Bay Area Blvd. then follows the alignment of the Choate Rd. ROW and ties back into the 24-inch line on Red Bluff. He said this will improve the pressure.

Agenda Item Eight: Report by Executive Director

Carlos began his report with some project updates. Shaw Area Revitalization – Light poles installed, electricity meter installed, irrigations systems complete, street furniture is on site to be installed in May. The pavers are being installed now and we expect completion in June of this year. We went about it the long way, but we were able to work with Public Works to make the changes and incorporate what the business owners in that area wanted so we are very excited about this. This can be an example of what we can do when we follow the process that we are trying to implement here with EDC funding for projects. 225 Gateway Monument – After delays with supply chain issues, it is also making progress. Substantial completion is early May. Richey Street – This is taking longer than we wanted. We have put this out for bid twice and have received nothing. Sheena has been working really closely with this and the recommendation from the consultant was to bid out 2 projects. There was a pre-bid meeting on 4/20. There are some challenges remaining for the bid package as there are 17 signs that need to be relocated because they are in the ROW. 3-5 of the

signs cause concern among bidders. Carlos mentioned that there are some options and asked Sheena to explain those options to the Board. Sheena added that the 3-5 of concern are very challenging to move in terms of taking them down and storing them. That may put them in a state of impossible to put back. The sign folks don't want to carry that liability so knowing that she asked the Board what they wanted to do. She asked if they wanted to increase the contingency; come back to the board on a case-by-case basis for feedback; consider an allowance for 3-5 signs for an amount not to be exceeded for improving or stabilizing the sign? She added there could also be the option to not move the sign at all and the business will just lose the parking space and put it on the business owner to replace it and we'll install it. She added that she definitely doesn't want to do nothing. She'd like to go to the owners and let them know that the signs are going to be an issue. From the Board's perspective, she asked what they would like to see. Do they want to see them on a case-by-case basis. Steve C. asked how many business owners there are to which Sheena stated it's actually the property owners that would be making the decision and of them she said there are 5. She said it's not hard to get in touch with them, she just doesn't want to not be advertising businesses. Taking down their signs means there goes a little bit of their advertising to some extent. We want to do no harm, but we also want to preserve their parking, which has been very important to them. Steve Cote stated he'd like to hear back from them first on what they are willing to do because in some cases they recognize the sign is old and needing replacing and maybe they budget for it to some extent. He said setting aside money or not knowing the condition of each one would not really solve the issue. Sheena agreed that it sounds like the best option and stated she will keep the Board informed on what she hears back. Rick Lord then asked if that coincides with what the redevelopment is going to look like. He wants to make sure they stay within the design laid out for the area and if they do then maybe, something could be worked out with them. He stated that if they are just going to put up a sign he feels we will have the same mess as before. Sheena added that there are 2 thought processes along this. The first is you take down all of the signs and replace a uniform like plaza sign. The other thought process allows for a little bit of character since they are all small businesses and not chains. Other than the McDonald's and the gas station on the corner they are all small businesses with small business identities. It's not a uniform marketplace, so you're allowing them to be a distinct district in an otherwise sea of strip malls that already exist in Pasadena. The idea was to preserve that unique character to that area by building on it so we're adding color into the crosswalks, color into the seats, light elements and adding streetscape so it will be enhanced by our project. Sheena stated she may have to tell some of the property owners that the signs are going to crumble if someone takes them down so they will either have to forgo the parking or leave the sign there, or we're going to take it down and they will decide to replace at their own leisure. Steve C. asked if when she does hear back from the property owners if they could get some pictures to see what she's talking about. Ernesto added that he had recently visited the area and added that it is very unique and like going back in time, but also stated that it does need the reality of the 21st century. He added that some of those signs could be dangerous and suggested reviewing them case by case. He feels that once they hear about the project we have going on they will buy into it and that we just need to have a little bit of patience. Vince Bayou Greenway – Bike event at Memorial Park. Julianne gave a quick recap of the event that was a joint function between the Houston Parks Board, Pasadena Parks & Rec as well as the EDC. There were 20-25 community members in attendance. Bay Area Cycling was there and provided bike safety and maintenance tips and Jed Aplaca led the caravan of people along the bike ride. Clark Condon was also there with a map providing community members some information about the Greenway. Little Vince – This is something that the City thought of making a road some years back, but it did not happen. They own most of the real estate so we are also looking at starting that in the near future. Sheena added that we have already done the planning for this exercise and now is being moved into design. What that entails is property acquisition. The City is also working on a drainage project for this area so they are trying to integrate it with that by updating the designs to reflect mutual goals of safety, connectivity, economic development, and improved visual appeal. It looks like it will be a shared

use pathway with some beautification along the drainage ditches such as pollinator or rain gardens. It's an opportunity to improve gateways. Livable Centers II – HGAC liked what we did for the first one in the Shaw area as far as implementation so we submitted for another one in the medical center area. He showed a slide with some application timing and when it's moving forward. Sheena will be on the selection committee. He also showed a slide with the boundaries of the study and mentioned TIP strategies will probably get some information from this for the Strategic Plan update. He reminded the board that HCA has millions of dollars in investment so we want to make sure to leverage that investment, to encourage more or to maximize investments. This will be part of our Program of Work probably the next fiscal year. Wayfinding & Street Signage – Sheena has been working on this which comes straight from our Strategic Plan. With more things happening on the North side and other catalyst projects he feels ready to do this and with guidance from the Board the RFP was issued in April. Proposals are due May 13th, so there may be board action at the June meeting. The next slide Carlos presented was the project overview. He wanted to show the board that when we follow the plan, design, build process we minimize errors and maximize our resources. Budget FY '23 – He mentioned there will be some preliminary numbers for the next meeting, Board approval in June and will go to Council in July. With the recent budget amendment a lot of the CIP Catalyst Projects were taken care of. With the operating budgets there is not any major changes expected. Some drivers for the FY'23 budget are the Strategic Plan update, Livable Centers II implementation, catalyst projects (mall & convention center), renewed focus on site selectors and finally, quality of life projects (trails.)

Pre-board meeting adjourned at 3:33 pm.

PASADENA ECONOMIC DEVELOPMENT CORPORATION
Board Meeting
April 28, 2022, 3:33 p.m.
Minutes

Agenda Item One: Call to order

The Board meeting on April 28, 2022 for Pasadena Economic Development Corporation was called to order at 3:33 pm by Board President, Steve Cote.

Agenda Item Two: Invocation

Invocation given by Steve Cote, Board President.

Agenda Item Three: Pledges

Pledges led by Steve Phelps, Board Member.

Agenda Item Four: Public Comments

- No comments made by those in attendance.

Agenda Item Five: Approval of Minutes

Steve Cote called for a motion to approve the minutes from the meeting held on March 24, 2022. Ernesto Paredes moved to approve the minutes seconded by Rick Lord. MOTION CARRIED UNANIMOUS.

Agenda Item Six: Public Hearing

Public Hearing Opened at 3:35 pm

- a. Consideration to authorize Staff to negotiate and execute an amendment to a contract with the Houston Parks Board (PEDC 21-030), for full final design service and a portion of management costs for the Vince Bayou Greenway in the amount not to exceed \$948,540.00. (CIP# R066).
- b. Consideration to authorize Staff to negotiate and execute an agreement with Middleton Brown, LLC, to provide design, bid and construction phase services for the Pasadena Industrial District 18-inch Waterline Loop (CIP# W080) in the amount of \$815,760.00 from the Industrial District Infrastructure Improvements Project account (Z006).

Public Hearing closed at 3:36 pm. No comments made by attendees.

Agenda Item Seven: Board Actions - Resolutions

- a. **PEDC RESOLUTION 22-005** – Consideration to accept the Financial Report of Investment Activities for the Fiscal Quarter ended March 31, 2022.

Rick Lord made a motion to approve, seconded by Ernesto Paredes that PEDC Resolution 22-005 be passed, approved and adopted. MOTION CARRIED UNANIMOUS

- b. **PEDC RESOLUTION 22-006** – Consideration to authorize Staff to negotiate and execute an agreement with the Pasadena Chamber of Commerce to promote, engage and support the Pasadena Loves Local initiative in the amount of \$30,000.00.
- *Salvador Serrano, Jr. abstained from voting on this item.*
- Steve Phelps made a motion, seconded by Emilio Carmona that PEDC Resolution 22-006 be passed, approved and adopted. MOTION CARRIED.
- c. **PEDC RESOLUTION 22-007** – Consideration to authorize Staff to negotiate and execute a professional services agreement with TIP Strategies for an update to the Pasadena Economic Development Corporation Strategic Plan in the amount not to exceed \$105,000.00.
- *Steve added that the rate is better as a result of the fact that they have already laid the groundwork 4 years ago and that helps both time and rate.*
- Steve Phelps made a motion, seconded by Salvador Serrano, Jr. that PEDC Resolution 22-007 be passed, approved and adopted. MOTION CARRIED UNANIMOUS
- d. **PEDC RESOLUTION 22-008** – Consideration to authorize Staff to negotiate and execute an amendment to a contract with the Houston Parks Board (PEDC 21-030), for full final design service and a portion of management costs for the Vince Bayou Greenway in the amount not to exceed \$948,540.00 (CIP# R066).
- Rick Lord made a motion, seconded by Emilio Carmona that PEDC Resolution 22-008 be passed, approved and adopted. MOTION CARRIED UNANIMOUS
- e. **PEDC RESOLUTION 22-009** – Consideration to authorize Staff to negotiate and execute an agreement with Middleton Brown, LLC to provide design, bid and construction phase services for the Pasadena Industrial District 18-inch Waterline Loop (CIP# W080) in the amount of \$815,760.00 from the Industrial District Infrastructure Improvements Project account (Z006).
- Ernesto Paredes made a motion, seconded by Rick Lord that PEDC Resolution 22-009 be passed, approved and adopted. MOTION CARRIED UNANIMOUS

Agenda Item Eight: Report by Carlos Guzman, Executive Director

Carlos provided the report during Pre-Board meeting.

Agenda Item Nine: Comments by Board Members

Rick Lord – No comment.

Salvador Serrano, Jr. – Stated it's great stuff being done and added that the partnership with the Chamber is great as well.

Emilio Carmona – He's glad to see that the Vince Bayou Greenway is coming along.

Ernesto Paredes – Echoed the collaboration with the Chamber. He feels it speaks a lot for the businesses and the community.

Steve Phelps – Passed.

Steve Cote – Stated he's served a lot of years on the Education Foundation for PISD and mentioned they have some votes coming up for a Bond election. He hopes people will go and read about it and get educated about it and go support the Pasadena Independent School District and their initiative.

Agenda Item Ten: Executive Session

****NOTE** 3:42 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 551.087, Texas Government Code to deliberate regarding economic development incentives – Project #2201.
- d. Convene in executive session pursuant to Section 551.087, Texas Government Code to deliberate regarding economic development incentives – Project #2202.
- e. 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 Eleven: Reconvene into Regular Session

****NOTE** 4:33 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.
 - c. Deliberation regarding economic development incentives – Project #2201.
 - d. Deliberation regarding economic development initiatives – Project #2202.
 - e. Deliberation regarding economic development staff.
- *There was no action taken on any of the items listed above.*

Agenda Item Twelve: Adjournment

Board President, Steve Cote called for a motion to adjourn the April 28, 2022 meeting at 4:34 pm. Ernesto Paredes moved, seconded by Rick Lord. MOTION CARRIED UNANIMOUS.