



PASADENA ECONOMIC DEVELOPMENT CORPORATION  
Pre-Board Meeting  
May 23, 2024, 3:00 p.m.  
Minutes

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**Members present:**

Marilyn Wilkins, Vice President  
Salvador Serrano, Jr., Treasurer  
Ernesto Paredes, Secretary  
Angela West  
Efren Arjona

**Members Absent:**

Rick Lord, President  
Elaine Domec

**Others Present:**

Jeff Moore, Brown & Hofmeister, LLP (via Zoom)  
Rick Guerrero, Executive Director  
Julianne Echavarria, PEDC Marketing Manager  
Karina Tomlinson, PEDC Manager  
Yolanda Vegas de Eaves, Sr. Office Assistant

**Call to order:**

The Pre-Board meeting for the May 23, 2024, Pasadena Economic Development Corporation was called to order at 3:00 p.m. by Board Vice President, Marilyn Wilkins.

Marilyn Wilkins read through the items on the agenda and asked if anyone had any questions.

With no questions or comments by the Board, Marilyn Wilkins concluded the Pre-Board meeting.

Pre-board meeting adjourned at 3:03 p.m.

**PASADENA ECONOMIC DEVELOPMENT CORPORATION**  
**Board Meeting**  
**May 23, 2024, 3:03 p.m.**  
**Minutes**

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**Agenda Item One: Call to order**

The Board meeting on May 23, 2024, for Pasadena Economic Development Corporation was called to order at 3:03 p.m. by Board Vice President, Marilyn Wilkins.

**Agenda Item Two: Invocation**

Invocation given by Angela West, Board Member.

**Agenda Item Three: Pledges**

Pledges led by Salvador Serrano Jr., Treasurer.

**Agenda Item Four: Public Comments**

No comments made by attendees.

**Agenda Item Five: Approval of Minutes from April 25, 2024**

Marilyn Wilkins called for a motion to approve the minutes from the meeting held on April 25, 2024. Ernesto Paredes moved to approve the minutes, seconded by Salvador Serrano, Jr. MOTION CARRIED UNANIMOUS.

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

- a. **PEDC RESOLUTION 24-012** – Consideration for the Board to call a public hearing on June 27, 2024, to allow public comment regarding the proposed FY 2025 Budget.

R. Guerrero started his presentation introducing PEDC’s fiscal year guidance that shows FY2024 budgeted for \$17.6 and year-end estimates of \$18.4M. The FY2025 proposed budget of \$18.2M stays flat all the way across. The sales tax collections are consistent, they have plateaued, which means that we need to stimulate the sales revenue tax. Interest in the budget has helped these past two years, for FY24 it was budgeted for \$3.2M and the year-end estimate is \$3.8M, the projection for FY2025 is \$3.7M. These numbers have helped to bump up revenue for 2024 and should do the same for 2025. Projects will be the same as we still work on our catalyst projects; major corridors like Pasadena Blvd., which is torn up at this point, will be completed on the next 12 to 18 months; Richey Street is very much completed except for the streetlighting, we are waiting for CenterPoint and their estimate is 4 to 5 months until the lights are installed. We also have a renewed focus on entertainment and tourism, something that we overlooked in the past, and it will be a big objective moving forward. The estimated balance for year-end FY 2024 of \$20M, portion of the money will be used to fund accounts needing replenishment for current and upcoming projects. Our current revenue guidance for FY 2025 is \$14.45M keeping the budget steady for the next couple of years. He then moved on to the operating budget, which will be flat in expenditures. There will be an increase in debt principal and debt interest expenses, which is the bond repayment with \$3.2M. Giving a summary he referred to the FY 2024 budget Amendment #1 that allocated resources associated with the Convention Center Renovation and Expansion project. For FY 2025 the final recommendations are subject to change, which has a strong focus on catalyst projects: Convention Center; Historic Pasadena – Pasadena City Plaza; Strategic Corridors – Pasadena Blvd. Next are the CIP candidates for proposed additional funding.

For the North Pasadena Redevelopment, we expect to replenish the account with an additional \$600K; the Convention Center Facility Improvements hopefully will have an addition of \$10M for needs associated with interior amenities, seating, and LED features, among other things. These additions will be for a total of \$10.8M. He concluded with a recap for FY2024 that shows limited changes for the operating budget, CIP budget requests are limited to replenishing the accounts previously mentioned. The FY 2025 Budget will be up for vote at next month EDC's Board meeting.

Efren Arjona made a motion, seconded by Ernesto Paredes that PEDC Resolution 24-012 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

- b. **PEDC RESOLUTION 24-013** – Consideration to authorize Staff to negotiate and execute an agreement with the Pasadena Chamber of Commerce to assist in the continuation of IMPACT Pasadena in the amount of \$25,000.00.

Cristina Womack, Pasadena Chamber of Commerce CEO, stepped forward to give the Board a brief presentation. Also present were Rick Torrison, primary lead facilitator, and Elisa Ramirez, event programs coordinator. Along with them was also present one of the most recent graduates, Sgt. Craig Hamilton from the Pasadena Police Department. She introduced her presentation giving a brief description of the program and how it originated. The program was formed as a result of the original Strategic Plan six years ago, describing the need to develop a pipeline of civic leaders that are going to give back to the community, serving in government and businesses roles with a long-term view. The plan is to grow leaders for Pasadena that are going to have a greater impact in our community. The primary goal that addresses IMPACT as a part of the work of the EDC is under marketing and image of the community. Section 1.4 talks about leveraging and expanding IMPACT and the most recent recommendation was to grow the program so there is more widespread impact across the community, making a positive Influence in our image and reputation not just within Pasadena but also beyond. The community project is one component of that goal. Each class upon graduation will work on a project that directly addresses an issue in the community related to economic development and community development, which is another issue within the strategic plan. Their support of section 1.4.1 advertises these projects to a broader scope. One of them was the development of a non-profit network tool that helps to elevate the needs of the community, to the industrial partners at large. They highlighted those organizations at a recent event. They are tracking on an annual basis all those dollars transferred from nonprofit organizations donations directly because of IMPACT creating this tool that has given this gift to the community, and back to the nonprofit. There has been an excess of \$200,000.00 directly attributed to donations because we posted through this platform that IMPACT created two years ago. The most recent class will present their project in June as they go throughout their experience for 18 months, addressing all different facets of running a community. The goal is to help them understand how they can give back and how to develop their purpose and vision for their life, to engage their companies and themselves right back in the Pasadena community. She next described EDC's goal on the strategic plan of developing work force, which was not originally part of IMPACT when it was developed. Part of the plan is to expose the participants to different education components throughout the community. Every single goal within the strategic plan related to the workforce that exposes the offerings of UHCL, PISD, SJC, is built into the IMPACT program. C. Womack highlighted Pinnacle as a sample, describing it as a success story for the EDC. Since they came to Pasadena twelve years ago, they have been a founding sponsor and as result of the partnership they have increased their engagement within Pasadena ISD significantly. Pinnacle has developed a program with the "Bridge Over Troubled Waters," where they go to the shelter to educate students on career opportunities. Also, another one of their programs is to bring students to their company to learn about different employment opportunities. This addresses another of the of the strategic goals

in terms of attracting talent at a younger age within the city, as they are doing through Pasadena Loves Local. Next slide shows a survey that describes the survey of the fifty-two graduates going through, since 2019. Twenty-two of those fifty-two graduates have served on some sort of non-profit in the city of Pasadena, that's only unique people, showing that the program has built a pipeline of civic leaders. Seven graduates have gone onto complete graduate degrees or doctoral programs; eight have opened new businesses or expanded since participating; fifteen have received promotions like St. Hamilton from the Pasadena Police Department, who is present. Other participants have been promoted as well; Chief Wright from the Pasadena Police department spoke recently to the high investors at a chamber event and said to them that he is adopting things that we have taught on IMPACT; his now Assistant Chief of Police is also a graduate of IMPACT. Continuing with engagement on civic government, they also had two graduates running for office, and other graduates have participated in different civic activities. The last item on the slide has not improved much in the last two years as they would like to see. Since 2019, they had twenty-five graduates that were asked to participate on a city led specific committee. They would like to see the city investing more in the people that have gone through IMPACT, engaging them on the city-led committees. Since graduating from IMPACT, they are tracking the effect on the life of the individuals that went through it, the impact in the community, and on business and economic development. She highlighted different items along percentages to explain the participant's community involvement. They give back through mentorship; after participating on IMPACT Pasadena, there is an increase in engagement with the community; all of them responded that IMPACT has advanced their relationships professionally because of the introductions they made; because of IMPACT, their businesses also have grown on either size, revenue, or expanded. The Strategic Plan also has identified that the best people to go through this program are residents, property owners, business owners, and employees within the city. So, 88% of the graduates are still actively engaged in this community. There are only six participants that graduated, and their career took them somewhere else. The program's goal is to collaborate with people who own property here paying sales tax, who are residents here, who vote here, or have employees that live here. The next slide shows companies located in Pasadena that participate in the IMPACT program. They are from all spectrums, small business, nonprofits, large industry, every educational institution had someone going through the program, magnifying the impact of who is participating. The last slide shows where the program stands right now and its future. Applications are open now and will close in September, the program will go through 2025 until December, and in 2026 students will work on their community project. The graduates have been attending every chamber event this year and she thanked the audience for being there giving their support. During last year's presentation she spoke about the idea of taking the strategic plan recommendation and expanding it to a broader community. Since not everybody can commit to an 18-month program for one full day at month minimum, they are collaborating with a strategic team to make offerings available for part of what they teach in segments. They have filed all the documentation to form Leadership Pasadena a 501c3 so the program can be expanded, Mr. Guerrero has been an instrumental part offering his leadership. They realize that we must prepare a future workforce that wants to stay in Pasadena, so they are adding leadership and programs with students, partnering with Pasadena ISD, SJC, and UHCL to develop the next phase. They are looking at moving to a full model where we have a full cohort every other year in the legislative session. During March next year they will take the class to Austin, and in the years that they do not have full cohort they can work on other student leadership programs. They will continue to engage and will keep the connection with the alumni, since one of the strategic plan recommendations is to make all the community projects and challenges available to them. The cohorts also attend events at different alumni socials to build a network within IMPACT itself. C. Womack concluded the presentation thanking the Board for their vision and their support. At this time, she invited Rick Torrison to speak. He started his speech asking the Board if they ever invested in something outside of what they do personally. They made an investment with the

expectation of an ROI (Return of Investment), and they just heard about it. The project keeps multiplying and growing thanks to the original engagement. In the beginning they asked themselves, along with R. Guerrero, how could they envision an impact to create an influence for our city, and its people leaving a legacy that would continue to carry on. They were not sure what they were getting into, but they knew it would be something great. In four years, they far exceeded their expectations, and they are just getting started. The IMPACT influence will stay and remain because the EDC, the Chamber, and visionary leaders said, "We want to do something greater than ourselves and leave a legacy greater than ourselves." Its diversity is growing every year, this past year has been the most diverse and the one that most represented Pasadena. It has been amazing to see these people come together and create a family and a network. He wants to say thank you so much for giving them the opportunity to make a lifetime investment. Every year when the Board says "Yes," it gives them a hand in growing and empowering them to continue to impact the city to make it better, they love partnering with the EDC.

Ernesto Paredes made a motion, seconded by Salvador Serrano, Jr. that PEDC Resolution 24-013 be passed, approved and adopted. MOTION CARRIED UNANIMOUS.

#### **Agenda Item Seven: Report by Rick Guerrero, Executive Director**

Richey Street: We are waiting on the streetlights from CenterPoint, timeline is about 4-5 more months, the project will reach completion once the streetlight lights are installed. Pasadena Blvd: Work has started, and it is moving forward. There have been delays with CenterPoint because of gas lines, but they are collaborating with us to make sure we do not lose too much time. Pasadena Arena: Design continues; water and fire lines for the new building are currently being installed. We are looking at seating choices and LED amenities. We also had conversations with organizations that run these types of venues like AEG, ASM Global and Legends. Vince Bayou Greenway and Little Vince Greenway: These projects continue to move forward. Hwy 225 Safety Lighting: This project is still on hold waiting for TxDot's approval. Pasadena City Plaza: We just had a meeting on Wednesday, and it is at 90% design completion. The target is to start on the first of August, and it will be a six-month project. Convention Center Fairgrounds: We continue to make improvements that will benefit the Strawberry Festival and the Pasadena Rodeo. FY' 2025 Budget: Report was given before vote of Resolution 24-012.

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

Salvador Serrano – He thanked the EDC and city employees for all the work they do. He is a proud graduate of the 2019 IMPACT Pasadena, first cohort; it is not just investing in the companies of Pasadena but also investing into a network of businesses. He could call any of his cohort members from his class or future classes and they would help him on whatever project that might be at the time. IMPACT is creating a network that is going to benefit Pasadena because we all can work together instead of against each other. He is proud of IMPACT Pasadena; every year gets better but 2019 was the best.

Efren Arjona – Congratulated C. Womack and R. Torrison for doing an excellent job.

Ernesto Paredes – He thanked C. Womack and R. Torrison for continuing with the mission, keeping the original idea that was developed a long time ago. The alumni trained right now will continue with this vision. He thinks that when the idea was developed, they wanted to change the image of Pasadena, but someone said, "We don't need to concentrate on changing the image, lets show the people what we are doing, and they will see the changes happening." He thanked C. Womack and R. Torrison for their work.

Angela West – We continue to pray for the people affected by the storms. The Cypress area is going through a lot of clean- up right now. She asked everyone to keep praying for everyone whose electricity is not restored just yet.

Marilyn Wilkins - Lets also keep our attention on our upcoming Memorial Day weekend. We all have a lot to remember, revere, and be blessed by. She hopes that everyone has a wonderful holiday weekend and thanks everyone for everything they do.

**Agenda Item Nine: Executive Session**

**\*\*NOTE\*\* 3:38 PM** - At this time, Board Vice President Marilyn Wilkins announced that the Board would be “going behind 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 551.071, Texas Government Code to seek legal advice from the PEDC attorney regarding pending or contemplated litigation or settlement offers related to Richey Street Roadway and Pedestrian Improvements project.

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

**\*\*NOTE\*\* 3:56 PM** – At this time, Vice President Marilyn Wilkins reconvened the Regular Board Meeting.

- a. Deliberation regarding economic development negotiations for Businesses Attraction/Retention Projects.
  - There was no deliberation on this item.
- b. Deliberation regarding legal advice from PEDC attorney.
  - **PEDC RESOLUTION 24-014** - Salvador Serrano, Jr. made a motion to authorize the PEDC Attorney to communicate with City Attorney and send any correspondence to attorney on the terms as discussed in Executive Session, seconded by Efren Arjona. MOTION CARRIED UNANIMOUS.

**Agenda Item Eleven: Adjournment**

Board Vice President, Marilyn Wilkins called for a motion to adjourn the May 23, 2024, meeting at 3:58 p.m. Efren Arjona moved, seconded by Ernesto Paredes. MOTION CARRIED UNANIMOUS.