



**AGENDA**  
**CITY OF CONVERSE**  
**ECONOMIC DEVELOPMENT CORPORATION (EDC)**  
**BOARD MEETING**  
**NOVEMBER 8<sup>th</sup>, 2022 - 6:30 PM**  
**Minutes**

Be it known that the City of Converse EDC Board of Directors will meet for a Board Meeting at the City Council Chambers at 402 S. Seguin Street on Tuesday, November 8th, 6:30 PM, to discuss and act on the agenda below. A quorum of the following commissions may be present: City Council, Building & Standards, Ethics Review Board, Parks & Recreation, and Planning & Zoning Commission.

1. CALL TO ORDER

President Castellanos calls meeting to order at 6:30PM

2. ROLL CALL, ESTABLISHMENT OF QUORUM

Those Present:

Daniel Castellanos, President

Kentreal Alexander, Vice President

Ethel Willard-Crews, Secretary

Juan Rodriguez, Director

Veronika Rosin, Director

Lars Nielsen, Director

Elan Vallender, Executive Director

Ray Ortiz, Corporate Attorney

Danny Lee, Marketing & Admin Asst.

No other attendees

3. PLEDGE OF ALLEGIANCE: To the U.S. Flag and the Texas Flag led by President Castellanos

*This facility is accessible in accordance with the American with Disabilities Act. Handicapped parking spaces are available. If you require special assistance or have a request for other services, please call 210-658-5356 at least 24 hours in advance of meeting.*

4. CITIZENS TO BE HEARD:

Limit your remarks to three (3) minutes and state your name and address for the record.

None

5. CONSENT AGENDA:

- A. Approval of Minutes of September 13 Board Meeting
- B. Approval of Financial Report through October
- C. Approval of Investment Report through October
- D. Approval of Resolution #106 Adoption of the Converse Economic Development Corporation Investment Policy
- E. Approval of Resolution #107 Adoption of the Converse Economic Development Corporation Amended Articles of Incorporation
- F. Ratification of Greater SATX contract
- G. Ratification of GSLI contract

No discussion

Motion by: Kentreal Alexander      Second by: Lars Nielsen

Vote: Unanimous Yea

6. OLD BUSINESS:

- A. Board Retreat FY 22/23 – Consultant Selection

Discussion centered on experience of the consultants and pricing. Presentation was given by consultants. Board gave direction to move into negotiations with Hickey Global for a Board Retreat with the goal of visioning.

- B. Board Vacancy

Two applicants submitted their application with the intention of being present for this meeting. Both applicants did not show up. No further discussion.

7. EXECUTIVE SESSION: **Entered Executive Session at: 7:11PM**  
Executive Session in accordance with Texas Open Meetings Act Section 551.074. PERSONNEL VACANT BOARD SEAT; CLOSED MEETING. This chapter does not require a governmental body to conduct an open meeting: (1) to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or (2) to hear a complaint or charge against an officer or employee. (b) Subsection (a) does not apply if the officer or employee who is the subject of the deliberation or hearing requests a public hearing.
8. RECONVENE OPEN SESSION: **Reconvened open session at 8:27PM**  
Discussion and Appropriate Action on Executive Session in accordance with Texas Open Meetings Act Section 551.074. PERSONNEL VACANT BOARD SEAT; CLOSED MEETING. This chapter does not require a governmental body to conduct an open meeting: (1) to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or (2) to hear a complaint or charge against an officer or employee. (b) Subsection (a) does not apply if the officer or employee who is the subject of the deliberation or hearing requests a public hearing.  
**Motion by: Kentreal Alexander to vote as discussed in executive session.**  
**Second By: Ethel Willard-Crews**  
**Vote: Unanimous Yea**
9. NEW BUSINESS:
- A. Discussion and Direction to Staff Regarding Corporation Land Ownership  
**This discussion centered around the properties owned by the EDC on what is currently Hilltop. The board asked questions about the timeline of when Hilltop/Toepperwein would be realigned and the purpose of this area. Board gave direction to move forward with discussions with the City on this land and it's purpose.**
  - B. Discussion on Purpose and Spending Limitations of 4B Sales Taxes by Economic Development Corporations  
**Executive Director started a discussion on the things our EDC can and cannot spend out tax money on. He referred to TEDC Sales Tax training that is available to the board as well as a handout of the Texas Municipal League Economic Development Handbook which refers to guidelines of spending by an EDC. No other questions from the board.**
  - C. Presentation and Discussion on Proposed Project Expenditure(s) Intended to Guide Recruitment of Primary Jobs to the City of Converse  
**This discussion was centered on the need and purpose of a Strategic Plan. The board discussed what the outcomes would be and gave direction to move forward with the preliminary research of a strategic plan cost and scope.**
10. EXECUTIVE SESSION: **This item was discussed in the same executive session was item 7.**  
Executive Session in accordance with Texas Open Meetings Act Section 551.071. CONSULTATION WITH ATTORNEY; CLOSED MEETING. This chapter does not require a governmental body to conduct an open meeting: (2) on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.

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11. RECONVENE OPEN SESSION:

Executive Session in accordance with Texas Open Meetings Act Section 551.071.

CONSULTATION WITH ATTORNEY; CLOSED MEETING. This chapter does not require a governmental body to conduct an open meeting: (2) on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.

No action taken

12. DIRECTOR'S REPORT

Regional Economic Report

EDC Activity

Vendor Selection

Elan gave his report on how the economic conditions are in the area and how that might affect future growth in Converse. He also reported on the activities that the EDC have undertaken with BRE noting that we have had 52 assists to businesses. He also gave an update on our project and prospect pipeline which has 28 projects with the majority of those being retail projects. He also noted future ribbon cuttings and ground breakings in the next month. He also stated that there would be two articles written about Converse. One by the NE Herald featuring Santa Monica Plaza and the other Business in Focus detailing Converse as a great place to do business.

13. CALL TO THE BOARD

Any announcements from Board members

14. NEXT BOARDMEETING

January 10, 6:30 p.m., 402 S. Seguin

15. ADJOURNMENT

Motion by: Veronika Rosin

Second by: Ethel Willard-Crews

Vote: Unanimous to Adjourn at 9:20PM

**CERTIFICATION**

I, ELAN VALLENDER, OF THE CONVERSE EDC DO HEREBY CERTIFY THAT THE ABOVE AGENDA WAS PREPARED AND POSTED ON THE OFFICIAL BULLETIN BOARDS AT 110 W. LEGION AND 406 S. SEGUIN ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_ AT \_\_\_\_\_ AM/PM, WHICH IS A PLACE READILY ACCESSIBLE TO THE PUBLIC AT ALL TIMES AND THAT SAID NOTICE WAS POSTED IN ACCORDANCE WITH CHAPTER 551, TEXAS GOVERNMENT CODE.

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ELAN VALLENDER