



**AGENDA**  
**CITY OF CONVERSE**  
**ECONOMIC DEVELOPMENT CORPORATION (EDC)**  
**BOARD MEETING**  
**NOVEMBER 14<sup>th</sup> 2023 - 6:30 PM**  
**Meeting 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 14<sup>th</sup> 2023 at 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 Meeting called to order at 6:30PM.
2. ROLL CALL, ESTABLISHMENT OF QUORUM  

<b>Present:</b> Ethel Willard, Board Secretary Veronika Rosin, Director Rashawn Samuel, Director Daniel Castellanos, Board President Kat Lallo, Assistant Director Elan Vallender, Executive Director (via virtual) Danny Lee, Economic Development Specialist Ray Ortiz, Corporate Attorney Mychel Jordan (late arrival 6:35 PM)	<b>Absent:</b> Kentreal Alexander (excused) Juan Rodriguez
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3. PLEDGE OF ALLEGIANCE: To the U.S. Flag and the Texas Flag led by President Castellanos
4. CITIZENS TO BE HEARD:     **None**  
Limit your remarks to three (3) minutes and state your name and address for the record.
5. CONSENT AGENDA:
  - A. Approval of Meeting Minutes September 12, 2023
  - B. Approval of Special Called Meeting Minutes September 26, 2023
  - C. Approval of Special Called Meeting Minutes October 18, 2023
  - D. Approval of Financial Report Through October 2023
  - E. Approval of Investment Report Through October 2023

*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.*

Motion to approve by Ethel Willard  
Seconded by Veronika Rosin  
The vote was unanimously approved.

6. OLD BUSINESS:

A. Discussion and Appropriate Action Regarding Board Vacancy

This discussion was giving the board an update about the plan to fill our board vacancy left by Ethel Willard's appointment to City Council. Letting them know we have invited people to submit their application and that announcements will be made via social media and our public meeting coming up. Staff plans to bring applicants to the January 9<sup>th</sup> meeting for a nominee to be chosen to go before the Council. No action taken.

B. Discussion and Appropriate Action Regarding Staff Work Plans – Size Up

Kat Lallo gave the board an introduction to Sizeup, a new business resource available to all Converse businesses for free. She laid out the plan for implementation which includes an introduction to a small number of businesses to gain feedback, then a roll out to everyone else. So a small training in December and then the larger training in February or March. President Castellanos spoke about how important it is for a tool like this to help our businesses grow and appreciates the fact that our EDC plays a roll in their growth. No action taken.

C. Discussion and Appropriate Action on Staff Work Plans – Communications and Surveys

Danny gave an update on some of the surveys that have taken place recently and how this helps the EDC in making some decisions. This specific survey was focused on habits and desires of the residents that took place in October via social media and our city newsletter. Rashawn responded by asking if we could, in the future, ask more open-ended questions to see what they can come up with. Ethel commented that she thought the responses were in line with that she would imagine. Youth and family focused type businesses are lacking in our community and could be very impactful here. She also likes the idea of open-ended questions. Daniel commented too about the family focused entertainment and maybe having the residents define what that means to them but liked that we were asking the residents their wants and needs. Mychel mentioned an article about a new recreation center being built in New Braunfels and seeing if that's something that was feasible here. Veronika commented that she thinks it is important that we build things for the youth and possibly hold events centered around the youth and education. She also prefers the idea of food trucks to restaurants. No action taken.

7. NEW BUSINESS:

A. Discussion and Possible Action Regarding Sales Tax Training Taken October 20<sup>th</sup>

Discussion focused on the sales tax training that the board took recently and what they got from it. Ethel commented that the presentation on the Public Information Act was surprising to her. Daniel commented that it was good training and the biggest thing he took away from the class was transparency. Since Elan took over, he noted how much more transparency there is in our organization. He also noted

how important it is for not only our commission but other commissions to look at training to help the board and to look for other opportunities for education. Mychel noted that it was a lot of very good information, especially as a new board member. Also, it was good to see the representatives from different communities being friendly to one another even though we are supposed to be competitors. Ethel also noted she learned about the different types of EDC organizations and how they act. Elan also noted that there could be an opportunity to learn more about incentives through a law firm he met with those deals in that specifically. Rashawn commented that he might like more information about project types and what we can do. No action was taken.

- B. Discussion Regarding Public Meeting Taking Place on November 29<sup>th</sup> in Conjunction With City of Converse – FM 1976 & Toepperwein Area  
The discussion laid out the plan for the public meeting happening on November 29<sup>th</sup>. ACM Howard Koontz will present from the city on what a possible entertainment district could look like in this area. Kat also described what else we had planned for the event to garner feedback from the residents. Elan asked that our board attend as residents and not board representatives and that to not discuss business as to break open meeting laws. Just be there to listen and spur conversation if necessary.

## 8. DIRECTOR’S REPORT

-Comprehensive Plan Update – ACM Koontz has a plan to send out an RFP in January and then select a consulting firm from those that respond by February.

-Light Industrial Project (P&Z) – Kat mentioned about the proposed industrial project on 1604 and how it was voted down in planning and zoning committee. The residents came out against it basically having concerns about general “industrial” type pollution (noise, smell, lights) as well as large trucks driving in and around that area.

-Santa Monica Retail – Slated to finish in the December time frame for both the salon suites as well as the retail building.

-Heights of Converse Retail – Slated to be done in December.

-Dutch Brothers Coffee – Slated to be completed by the end of January.

Kat also gave an update to her progress in the Aspen Workforce fellowship. She also gave an update to Small Business Saturday. She also thanked those that were a part of recent ribbon cuttings.

## 9. CALL TO THE BOARD

Ethel wanted to acknowledge the city charter commission and the amendments that were passed in the recent election. Daniel wanted to acknowledge all the many ways that the EDC touches our community and all the recent work that the team has done. He also wanted to mention our purpose and spoke about our mission and vision that was created earlier this year.

## 10. NEXT BOARD MEETING

A. January 9<sup>th</sup> 2024 at 6:30 p.m., 402 S. Seguin

11. ADJOURNMENT

Motion to adjourn by Ethel Willard

Seconded by Veronika Rosin

Vote was unanimously approved and meeting adjourned at 7:42PM.

**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