



*SAN BENITO ECONOMIC DEVELOPMENT CORPORATION  
REGULAR MEETING  
July 20, 2017*

On July 20, 2017, the San Benito Economic Development Corporation of the City of San Benito held a Regular Meeting at the San Benito Municipal Building (Cesar Gonzales Meeting Hall), 401 N. Sam Houston at 5:30 p.m. A quorum was present including the following:

*ESTEBAN M. RODRIGUEZ WAS THE PRESIDING OFFICER.*

*EDC BOARD MEMBERS*

Esteban M. Rodriguez	President
Mary Bolado	Vice President
Alfredo Garcia, Jr.	Secretary/Treasurer
Bill Elliott	Board Member
JD Penny	Board Member
Orlando Lopez	Board Member
Mark Moody	Board Member
Ben Gomez	Ex-Officio Member

*ADMINISTRATIVE STAFF*

Lupita Passement	City Secretary
Rachel Siller	Administrative Assistant
Moises Madrid	Accountant
Ricardo Morado	City/EDC Attorney

*ABSENT*

Manuel De La Rosa	City Manager
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ITEM 1. WELCOME TO VISITORS.

*Esteban M. Rodriguez, President*, welcomed everyone and called the meeting to order at 5:30 p.m. at the Cesar Gonzalez Meeting Hall located at the Municipal Building.

ITEM 2. PLEDGE OF ALLEGIANCE TO THE U S FLAG AND TO THE TEXAS FLAG.

*Alfredo Garcia, Secretary/Treasurer*, led Board Members and audience in reciting the Pledge of Allegiance to the United States flag and to the Texas flag.

ITEM 3. INVOCATION.

*Mary Bolado, Vice President*, led the Board Members and audience in prayer.

ITEM 4. PUBLIC COMMENTS.

*Lynne Pare, citizen*, voiced her support for the San Benito Chamber of Commerce's desire to undertake the San Benito Market Days event.

ITEM 5. CONSIDERATION AND POSSIBLE ACTION ON APPROVAL OF THE MINUTES FOR THE REGULAR MEETING OF JUNE 15, 2017.

Bill Elliott, Board Member, moved to approve the minutes. Mary Bolado, Vice President, seconded the motion. Voting Aye: Esteban M. Rodriguez, President, Mary Bolado, Vice President, Board Members Bill Elliott, Orlando Lopez, and JD Penny. Abstaining: Alfredo Garcia, Secretary-Treasurer, and Mark Moody, Board Member. MOTION CARRIED TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF JUNE 15, 2017.

ITEM 6. CONSIDERATION AND POSSIBLE ACTION ON APPROVAL OF FUNDING REQUEST FROM TEXAS HERITAGE AND INDEPENDENCE CELEBRATION ASSOCIATION (THICA) FOR THE 2017 POWWOW IN THE AMOUNT OF \$5,000.00.

Rachel Siller, Administrative Assistant, reviewed the funding request for \$5,000.00 for the fourth year of the THICA Powwow event. Bruce Kidd, THICA, reviewed, and discussed with the Board, the event scheduled for September 23, 2017 along with the history of the event. The regular schedule of events for the 2016 Powwow event was unable to occur, so THICA held a historical timeline event for the fourth and seventh graders from the San Benito School District highlighting the Native American Culture. Ricardo Morado, Attorney, reminded the Board that the funds, if awarded, must be allocated from the Promotional budget. Discussion ensued with the Board, THICA, and staff regarding the budget and marketing plan. Bill Elliott, Board Member, moved to approve the request for funding of \$5,000.00 for the City of San Benito to market the 2017 THICA Powwow event. Mark Moody, Board Member, seconded the motion. Voting Aye: Esteban M. Rodriguez, President, Mary Bolado, Vice President, Alfredo Garcia, Secretary-Treasurer, Board Members Bill Elliott, Orlando Lopez, Mark Moody, and JD Penny. MOTION CARRIED TO APPROVE THE REQUEST FOR FUNDING OF \$5,000.00 FOR THE CITY OF SAN BENITO TO MARKET THE 2017 THICA POWWOW EVENT.

ITEM 7. CONSIDERATION AND POSSIBLE ACTION ON APPROVAL OF FUNDING REQUEST FROM NARCISO MARTINEZ CULTURAL ARTS CENTER FOR THE 2017 CONJUNTO FESTIVAL IN THE AMOUNT OF \$5,000.00.

Rachel Siller, Administrative Assistant, reviewed the funding request for \$5,000.00 for the 26<sup>th</sup> Annual Conjunto Festival scheduled for October 2017. City staff has been working with Mr. Rogelio Nunez, Narciso Martinez Cultural Arts Center, on establishing the Service Agreement for the event. Preliminary estimates for costs incurred by the City for the three day event are \$39,000. Because the Service Agreement has not been finalized and presented to the City Commission, it has not been determined if these expenses will be considered to be in-kind or not. Mark Moody, Board Member, inquired, and Rachel Siller confirmed, that the requested funding would be expensed by the City of San Benito to market the event. Mark Moody asked, and Rogelio Nunez agreed, he does not have objections to the City of San Benito expensing the funds on behalf of the event, but does have concerns about the preliminary estimates of City expenses involved with the event. Conversation between the Board, Rogelio Nunez, and staff ensued regarding the event, including the preliminary estimates of City expenses. Mark Moody, Board Member, moved to approve the request for funding of \$5,000.00 for the City of San Benito to market the 2017 Conjunto Festival event. JD Penny, Board Member, seconded the motion. Voting Aye: Esteban M. Rodriguez, President, Mary Bolado, Vice President, Alfredo Garcia, Secretary-Treasurer, Board Members Bill Elliott, Orlando Lopez, Mark Moody, and JD Penny. MOTION CARRIED TO APPROVE THE REQUEST FOR FUNDING OF \$5,000.00 FOR THE CITY OF SAN BENITO TO MARKET THE 2017 CONJUNTO FESTIVAL.

ITEM 8. UPDATE FROM REYNA NETWORK ON THE USDA SMALL BUSINESS LOAN PROGRAM.

**Thelma Gonzalez, Project Manager with Reyna Network**, briefed the Board on the activity report which covers June 12, 2017 through July 14, 2017. Currently the EDC has no IRP funds remaining. Future loans will utilize revolving funds. The EDC is estimated to have a fund balance of \$170,912.26. The EDC received \$11,042.21 of payments in June (\$10,981.79 loan payments and \$60.42 late fees). Applicants Mr. Patricio Oseguera and Ms. Amanda Claudio are still working on their applications. Mr. Thrailkill is now current with his loan payments. Mr. Orlando Garza experienced unforeseen circumstances with his contractor and is expecting to open his car wash by August 7, 2017 or earlier, and is current on his loan payments.

ITEM 9. PRESENTATION OF THE 2017 RESACAFEST MARKETING EXPENDITURES SPONSORED BY THE SAN BENITO ECONOMIC DEVELOPMENT CORPORATION.

**Rachel Siller, Administrative Assistant**, presented a report detailing how the EDC funding was utilized to market the 2017 ResacaFest event.

ITEM 10. DISCUSSION REGARDING THE PROPOSAL FROM SAN BENITO CHAMBER OF COMMERCE TO HOST 2017-2018 MARKET DAYS.

**Rachel Siller, Administrative Assistant**, reviewed the proposal from the San Benito Chamber of Commerce to host Market Days, potentially making it a year-round event. The Service Agreement will be with the City, not the EDC, as the parking lot is owned by the City. The Service Agreement will allow the Chamber to use the parking lot at Batts and Reagan at no cost. The Chamber will provide monthly post event reports to the EDC Board and provide a minimum \$5 per vendor fee to the City to help cover the City costs associated with trash control, barricades, parking lot preparation, and installation and removal of the street banner. The City vendor permit fees will remain with the City.

ITEM 11. DISCUSSION AND UPDATE BY MUSEUM COORDINATOR ON ACTIVITIES INVOLVING THE SAN BENITO CULTURAL HERITAGE MUSEUM.

**Luis Contreras, Museum Coordinator**, briefed the Board on Museum operations, events, and projects, including exhibits, collections, museum institutional documents, foundation funds and grants opportunities, city and museum agreements, and fundraisers. Activities have been focused on grant applications for funding, fundraising, exhibit implementation, City and museum partnerships, and board and museum operations. Fundraising, exhibit implementation, and public programming will continue to be a focus. Lease agreements and operating partnership agreements are in progress. Exhibit implementation is scheduled to be finalized the latter part of July. Review of board and museum operations is in process. Core documents of the museum groups are in the process of being updated, as deemed necessary. Two of the three museum organizations have their 501c3 designation (San Benito History Museum and the Texas Conjunto Music Hall of Fame and Museum), however one (Freddy Fender Museum) does not. Ron Rogers is working on achieving 501c3 designation for the Freddy Fender Museum. **Mark Moody** inquired, and **Luis Contreras** stated, that the grant and foundation submissions are either completed, or are in process. The AEP Foundation submission has moved to the second phase of evaluation. **Mary Bolado, Vice President**, inquired about the organization's reception of the recommendation of merging the museum organizations into one organization called Texas History and Music Museum Association (THMMA). **Luis Contreras** indicated the entities are taking the recommendation seriously, and will be rectifying the forfeited status of THMMA with the IRS because THMMA was originally established as a foundation, and not a 501c3 organization. **Mary Bolado** inquired, and **Luis Contreras** confirmed that the status of the organizations will not affect the eligibility of receiving grant funds. **Mary Bolado** emphasized the name of the museum must be San Benito Cultural Heritage Museum as indicated in the EDA grant.

ITEM 12. PRESENTATION OF THE SAN BENITO ECONOMIC DEVELOPMENT CORPORATION FINANCIAL STATEMENTS FOR THE PERIOD ENDED JUNE 30, 2017.

**Belen Pena, Director of Finance**, reviewed the financial statement for June 2017. **Mark Moody, Board Member**, inquired as to why the transfer associated with the AEP project is allocated as an Administrative expense. **Belen Pena** informed the Board that the transaction is currently defined as a business expense.

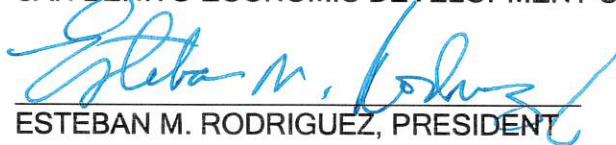
ITEM 13. DISCUSSION OF POTENTIAL FUTURE FUNDING OF SWIMMING POOL PROJECT FOR FISCAL YEAR 2017-2018.

**Rachel Siller, Administrative Assistant**, indicated the EDC Board President requested this agenda item for the Board to discuss the consideration of contributing EDC money toward a community pool in the future. This is an eligible EDC project, based on Chapter 505.152 and 505.303 of the Texas Local Government Code. A good pool would cost approximately \$300,000 to \$400,000, however our budget does not have that much disposable money available. We would most likely need to take on debt. The proposed Fiscal Year 2017-2018 budget is \$1.214 million, of which almost 30% (\$422,820) is committed to debt. The existing debt matures in 2020, 2025, and 2027. **Esteban Rodriguez, President**, is requesting the EDC to consider contributing toward, not necessarily fully funding, a pool and/or splash pad. **Mark Moody, Board Member**, remembers the previous pool generated revenue and was self-sustaining. Discussion among Board members included the positive aspects of a pool and/or splash pad, including the health, quality of life, and youth and family activity benefits a pool and/or splash pad would have for the community. The potential collaboration with the San Benito school system was also discussed. **Orlando Lopez, Board Member**, will approach the San Benito School Board President to schedule a workshop with the City, EDC Board, and San Benito School Board to discuss the project.

ITEM 14. ADJOURNMENT

**Mark Moody, Board Member**, moved to adjourn. **Bill Elliott, Board Member**, seconded the motion. **Esteban M. Rodriguez, President**, announced the meeting adjourned at 6:13 pm.

SAN BENITO ECONOMIC DEVELOPMENT CORPORATION



ESTEBAN M. RODRIGUEZ, PRESIDENT

ATTEST:



RUTH MCGINNIS, EXECUTIVE ASSISTANT