

Jonny Boultinghouse, President
Thomas Haaland, Vice President
Mark Atherton, Secretary
Mike Pons, Director
Ronnie Richards, Director
Jesse Young, Director
Shawn Dunegan, Director



EDC Regular Meeting Minutes

Tuesday, April 12th, 2022 – 6:30 p.m.

Clear Lake Shores Clubhouse, 931 Cedar Road Clear Lake Shores, TX 77565

- 1) Call to Order @ 6:32 pm.
Attendees – Jonny Boultinghouse, Thomas Haaland, Mark Atherton, Shawn Dunegan, Mike Pons, Ronnie Richards, Jesse Young
- 2) Director Comments
 - Jonny – Had some recent interaction with the Galveston EDC
 - Thomas – Commented on Dror Rd project progress
 - Ronnie – Thank you to Mike Pons for his work on the bands for Jammin’
 - Jesse – Commented on prior weekend business activity level
 - Mark- None
 - Shawn – None
 - Mike - None
- 3) City Update – Brent Spier
 - Shell Bottom Park project – Drawings have been posted to the City Website. Corp of Engineers permit has been submitted for approval. They have a 45 day window to respond
- 4) Unscheduled Visitors - none
- 5) Consent Agenda:
 - a.) March 2022 Financials
 - b.) March 2022 Check Register
 - c.) Minutes of EDC Regular Meeting of March 8th, 2022

No changes or comments. Accepted.

- 6) Presentation, discussion and Possible Action with Visit Bay Area Houston Convention & Visitors Bureau – Kristin Edwards
 - Currently BAHEP includes Kemah, League City, Nassau Bay, Seabrook. Most of those utilize hotel occupancy taxes to fund their participation
 - Website is www.bayareahouston.com
 - Madden Media is the media consultant they utilize. Budget is \$150000 annually to provide web, video, advertising, etc. (They also work with Fredricksburg, Tx)
 - Associate Stakeholder level membership – has a single representative on their Marketing Committee – but no seat on the Board of Directors
 - We would have to provide some of our own content.

- Videos are posted on YouTube and DayTripper apps
 - Need to consult with City Attorneys regarding the contract for participation
- 7) Discussion and possible action to schedule a combined Strategic Plan Workshop with City Council for June 30th – Brent Spier
- Has been a couple of years since the last Joint Planning meeting
 - Last time it lasted approximately 4 hours and cost around \$8000 to engage a consultant to help with the work
 - Consultant would work with each individual on CC and EDC conducting interviews to solicit ideas, issues and concerns
 - Motion by Jonny Boultinghouse to provide up to \$4000 to support a Joint Planning Workshop with City Council. Second by Ronnie Richards. Motion passed unanimously.
- 8) Discussion and Possible Action to explore artistic mural opportunities in Town Center – Ronnie Richards
- Behind Okies, there is a storage bin and grease pit that, with Okie’s concurrence, will be moved to allow for some additional parking spaces.
 - Okies is moving forward with plans to build an outdoor stage and install a new cedar privacy fence.
 - Based on proposed location for the stage, focus for a mural needs to be on the east facing side of the west building.
 - An action item was noted to set up a small citizen committee to look at mural options – Ronnie Richards and Mike Pons
- 9) Discussion and Possible Action on replanting of trees at main entrance – Jonny Boultinghouse
- Ronnie Richards motioned to allocate \$100,000 from EDC to replace the entry trees on Clear Lake Road that were destroyed in the freeze of 2021. No vote taken
 - Following discussions, City Administrator was tasked to develop a Request for Proposal to replace the trees that were lost at the entry way. Once developed, bring it back to EDC for review, discussion and approval
- 10) EXECUTIVE SESSION: Pursuant to Texas Government Code, Sec. 551.087. Discussion (1) to discuss or deliberate regarding commercial or financial information that the government body has received from a business prospect that the governmental body seeks to have, located, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1).
- Entered Executive Session at 7:32 PM.
- 11) ACTION FROM EXECUTIVE SESSION: Pursuant to Texas Government Code, Sec. 551.087. Discussion (1) to discuss or deliberate regarding commercial or financial information that the government body has received from a business prospect that the governmental body seeks to have, located, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1).
- Reconvened from Executive Session at 8:20. No action taken

- 6) Discussion and possible action involving initial media content for VBHCVB – Jonny Boultinghouse
- Jonny scheduled to meet Thursday, May 12 with BAHCB representatives to discuss ideas for promotional information to be included in their offerings. Looking for suggestions on potential items to include
 - 60th Anniversary events
 - Videos of parades and/or other events
 - They will set up 8-9 blogs that are specific to CLS. Blog items to include info on restaurants, marine, events, etc.
- 7) Update and Discussion on Palm Tree replacement at the entrance to the community – Brent Spier
- Brent has issued an RFP for the tree replacement. A copy is on the website. Sent to 16 landscape companies.
 - Sealed proposals are due May 2

Regular Meeting Recessed at 6:42 PM to enter Executive Session.

- 8) EXECUTIVE SESSION: Pursuant to Texas Government Code, Sec. 551.087. Discussion (1) to discuss or deliberate regarding commercial or financial information that the government body has received from a business prospect that the governmental body seeks to have, located, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1).

1. Entered Executive Session at 6:42 PM.

- 9) ACTION FROM EXECUTIVE SESSION: Pursuant to Texas Government Code, Sec. 551.087. Discussion (1) to discuss or deliberate regarding commercial or financial information that the government body has received from a business prospect that the governmental body seeks to have, located, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1).

1. Reconvened from Executive Session at 7:37 PM.
2. Mark Atherton motioned to allow EDC President to approach private property owners for purpose of negotiating an agreement for additional Town Center parking. Second – Mike Pons. Unanimous approval.

- 10) Adjourned at 7:40 PM



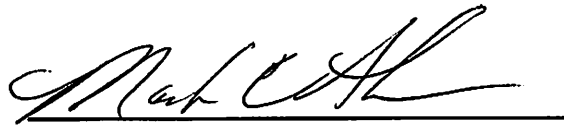
Date Approved _____

6/19/21

Jonny Boultinghouse – President

Attest:

Mark Atherton – Secretary



A handwritten signature in black ink, appearing to read "Mark Atherton", is written above a solid horizontal line.