

**CITY OF WINDCREST ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

Regular Meeting

**February 13, 2014
6:00 P.M.**

Windcrest City Hall

NOTICE IS HEREBY GIVEN THAT A REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE WINDCREST ECONOMIC DEVELOPMENT CORPORATION (WEDC) WILL BE HELD AT WINDCREST CITY HALL, 8601 MIDCROWN, WINDCREST, TEXAS ON THE 13th DAY OF FEBRUARY 2014 STARTING APPROXIMATELY 6:00 P.M. DURING THE MEETING, THE BOARD WILL CONSIDER, DELIBERATE AND MAY TAKE ACTION UPON ANY OF THE SUBJECTS LISTED BELOW.

Vision Statement: Nourish and develop a vibrant community that consistently pushes the limits.

Mission Statement: Facilitate interaction between business, city and other community organizations to nourish the economic health and well being of Windcrest, its citizens and the region.

Request all pagers and cell phones be turned off, except emergency on-call personnel. Citizens are asked to refrain from talking during proceedings unless recognized by the Presiding Officer.

CITIZEN COMMUNICATION: AS A COURTESY TO CITIZENS IN ATTENDANCE, AND AT THE DISCRETION OF THE PRESIDING OFFICER OF THE MEETING, CITIZENS WILL BE GIVEN A REASONABLE OPPORTUNITY TO STATE THEIR COMMENTS OR ASK QUESTIONS REGARDING ANY ITEM ON THE AGENDA, AND PRIOR TO THE BOARD TAKING ACTION ON ANY ACTION ITEMS LISTED. THE BOARD REQUESTS COMMENTS BE BRIEF, TO THE POINT, AND NO LONGER THAN 5 MINUTES. TIME CANNOT BE YIELDED TO ANOTHER SPEAKER.

Consistent with Windcrest City Council Resolution No. 292, the WEDC Board elects to audio and video record its meetings. The recordings are preserved electronically as the official minutes of its meetings.

I. Call To Order

1. Determination of a Quorum
2. Pledge of Allegiance
3. Prayer
4. Vote to consider the excuse of absent board member(s), if applicable

II. Visitors/Presentations

1. WEDC Executive Director Robert Colunga will give a presentation concerning the International Council of Shopping Centers (ICSC) Annual Event “Marketplace Mall@RECon May 18 – 20, 2014. [Att. 1]

III. Citizens to be Heard

IV. Discussion

None.

V. Discuss and Act

1. The WEDC Board of Directors will discuss and may take action to authorize WEDC Director Robert Colunga to purchase marketing materials for the WEDC for the 2014 calendar year. [Att. 2]
2. The WEDC Board of Directors will discuss and may take action to and authorize attendance at the International Council of Shopping Centers (ICSC) Annual Event “Marketplace Mall@RECon” May 18-20, 2014. [Att. 1]
3. The WEDC Board of Directors will discuss and may take action to authorize WEDC Board Member Colonel Sue Alexander and WEDC Director Robert Colunga to hire a person for the position vacated by Mr. McAlear.

VI. General Announcements and Future Agenda Items Requested

VII. Adjournment

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Board of Directors of the WEDC is a true and correct copy of said Notice and I posted a true and correct copy of said Notice on the bulletin board at the Windcrest City Hall in a convenient place to the public. Said Notice was posted 72 hours prior to the 13th of February 2014.

By: Kelly Rodriguez
Kelly Rodriguez, City Secretary

I certify that the attached notice and agenda of items considered by the WEDC Meeting was removed by me from the City Hall bulletin board on the ____ of February 2014.

By: _____
Kelly Rodriguez, City Secretary



WEDC Agenda Item Report

February 13, 2014

Contact – Robert Colunga
rcolunga@windcrest-tx.gov

**SUBJECT: International Council of Shopping Centers Annual Event
“Marketplace Mall@Recon” May 18 – 20, 2014**

1. BACKGROUND/HISTORY

The Marketplace Mall@RECon is the exclusive destination for product suppliers and service companies. Whether you provide or are looking for anything from shopping center signage to the latest green initiatives, to solutions for engaging consumers through social media and technology, you will want to visit or exhibit at the Marketplace Mall@RECon!.

The purpose of The International Council of Shopping Centers (ICSC) is to advance the shopping center industry and to promote its role in the commercial distribution of consumer goods and services by:

- Providing [educational programs](#) and [publications](#) in all aspects of shopping center development, finance, management, marketing and other specialized areas of professional interest;
- Conducting [meetings and other programs](#) designed to promote the exchange of ideas among members and to facilitate the conduct of their business;
- Collecting and disseminating information pertaining to the shopping center industry, including [statistical data and other statistical research](#);
- Developing and maintaining [professional certification programs](#) to encourage high standards for shopping center professionals;
- [Advocating](#) the interest of the shopping center industry to local, state/provincial, federal and international governmental bodies; and
- [Publicizing](#) to the general public promotional and educational shopping center business information.

2. FINDINGS/CURRENT ACTIVITY

With WEDC we would like to create a committee to attend the event from May 18-20, 2014 as three of our major developers will be also in attendance.(Whitestone –Reit and Turner-Busby Development, Weitzman Group). The Marketplace Mall@RECon will be a high-traffic destination to showcase our city and services to over 35,000+ shopping center professionals. We have seen the results of our efforts with Windcrest having the very first In N Out Burger in Bexar County.

There is a large contingent of cities in the NEP that are attending and want to represent as a group as well as individual cities as the San Antonio – Austin Corridor is one of the fastest growing areas in the country.

To ensure the WEDC is at the forefront of business we need to ensure we are out in the business community attracting businesses which will be advantageous to the City of Windcrest.

3. FINANCIAL IMPACT -

The cost is \$570 per person for the entire event if registered before April 30, 2013 after the cost is \$720 per person. Air travel is unknown at this time and will depend on the amount of people attending and hotel accommodations.

4. ACTION OPTIONS/RECOMMENDATION

It is recommended that action be taken for the authorization of a committee and commit the WEDC to attending the event



Economic Development Corporation Agenda Item Report February 13th, 2014

Contact – Robert Colunga
rcolunga@windcrest-tx.gov

Item # _____

SUBJECT: Deliberation and possible action on the procurement of customized sunshades for the purpose of marketing.

1. BACKGROUND/HISTORY

The current FY14 budget allocates \$38,282.00 to “Promoting Windcrest” (Line Item 13-500-801). Customizable promotional tools can assist in this function. Staff has determined that customizable sunshades with the Windcrest EDC logo would provide for a wide range of visibility while remaining cost efficient.

2. FINDINGS/CURRENT ACTIVITY

Quotes were solicited from 3 vendors.

QUOTES	QTY:500		QTY: 1000	
	1	2	1	2
Vendor	COLOR	COLOR	COLOR	COLOR
PRINTGLOBE	2810	3385	5510	6510
HOUSE OF				
IMPRINTS	3000	3550	5450	6500
BRANDERS	3630	4315	6570	7825

3. FINANCIAL IMPACT -

Funding will be provided from the Promoting Windcrest line item 13-500-801..

4. ACTION OPTIONS/RECOMMENDATION

The Windcrest EDC staff seeks a recommendation from the board on quantities and options.