

1 THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF
2 SEABROOK MET ON THURSDAY, SEPTEMBER 08, 2016 AT 7:00 P.M. IN THE
3 SEABROOK CITY HALL COUNCIL CHAMBERS, 1700 FIRST STREET, SEABROOK,
4 TEXAS TO CONSIDER, AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO
5 THE AGENDA ITEMS LISTED BELOW.

6
7 BOARD MEMBERS PRESENT:

8 PAUL R. DUNPHEY	PRESIDENT
9 TERRY CHAPMAN	VICE-PRESIDENT
10 GARY BELL	TREASURER
11 ERNIE DAVIS (absent)	SECRETARY
12 ROBERT LLORENTE (absent)	COUNCIL REPRESENTATIVE
13 GLENN ROYAL	MAYOR
14 BRENDA VESELENY	MEMBER

15
16 ALSO PRESENT WERE:

17 GAYLE COOK (absent)	CITY MANAGER
18 STEVE WEATHERED	CITY/EDC ATTORNEY
19 PAUL CHAVEZ	DIRECTOR OF ECONOMIC DEVELOPMENT
20 PAT PATEL	EDC ADMINISTRATIVE ASSISTANT

21
22 President Paul Dunphey called the meeting to order at 7:00 p.m. and declared that a quorum was
23 present.

24
25 **1.0 PUBLIC COMMENTS AND ANNOUNCEMENTS**

26
27 There were none.

28
29 **2.0 SPECIFIC PUBLIC HEARING**

30
31 **2.1 Conduct public hearing on proposed fiscal year 2016/2017 Economic Development**
32 **Corporation budget. This public hearing is held pursuant to Local Government**
33 **Code section 505.159**

34
35 President Paul Dunphey opened the Specific Public Hearing at 7:01pm. Notice of public
36 hearing on the budget has been posted and there were no comments regarding this
37 posting. Specific Public Hearing closed at 7:01pm.

38
39 **3.0 PRESENTATIONS**

40
41 **3.1 Houston Business Journal presentation. (Chavez)**

42
43 Houston Business Journal Account Executive, Kim Schell, gave a presentation about the
44 advertising campaign that the Seabrook Economic Development Corporation has
45 conducted over the last year. This item was requested at the last EDC meeting as a
46 review of all EDC advertising activities with the Houston Business Journal (HBJ).

47 Items presented:

- 48 • HBJ has been in business for 30 years, with an average annual revenue of \$176
- 49 million and over 19% annual sales growth rate.
- 50 • “My Business Belongs in Seabrook” ads placed in four powerful platforms to
- 51 reach prospects by print, newsletters, events, and digitally.
- 52 • 700,000 times the ads ran digitally with a 264 click thru rate
- 53 • 69% of audience are top management, executive level business owners
- 54 • 480,067 monthly unique visitors to website with an average of 4.51 page
- 55 views/unique
- 56 • 17,397 weekly print subscribers who spend 41 minutes with paper
- 57 • 6,609 annual event attendees
- 58 • 24, 710 afternoon edition daily email subscribers

59
60 **3.2 EDC Director’s report on economic development activities for August 2016.**
61 **(Chavez)**

62
63 SEDC Director, Paul Chavez, gave his report on economic development activities.

64
65 **4.0 NEW BUSINESS**

66
67 **4.1 Consider and take all appropriate action on the fiscal year 2016/2017 EDC budget**
68 **with amendments approved on August 11, 2016. (Chavez)**

69
70 The board had concerns over the total dollars EDC spent with Houston Business Journal.
71 EDC member Brenda Veseleny would rather see EDC money go elsewhere maybe via
72 social media to get different exposure elsewhere, maybe reduce it in half, try every other
73 month, or something. She stated that our click thru rate per dollar spent was really high
74 for what we’re getting.

75
76 EDC Treasurer Gary Bell asked the EDC Director Mr. Paul Chavez how many leads did
77 he feel came from Houston Business Journal. Mr. Chavez could not state a specific
78 quantity, although he did say that people have commented on the ads and have mentioned
79 seeing the ads to him with a willingness to talk about Seabrook.

80
81 It was then suggested to talk to LeaAnn Dearman, Director of Communications, since she
82 does all kinds of analytics on this stuff.

83
84 President Dunphey proposed an advertising budget that EDC could partner with an
85 organization and maybe pay half. He suggested maybe go to a developer and propose a
86 package where EDC advertise their property for them and they partner with us to pay half
87 the cost.

88
89 Motion was made by Mayor Glenn Royal and seconded by EDC Treasurer Gary Bell.

90
91 To approve the budget as presented with the exception of changing line item under

92 Advertising from “Houston Business Journal” to General Print and Online Advertising”.

93

94 MOTION CARRIED BY UNANIMOUS CONSENT.

95

96 **4.2 Consider and take all appropriate action on nominating the Business-of-the-Year**
97 **for the Economic Alliance annual meeting. (Chavez)**

98

99 While there were numerous suggestions provided, the board contemplated between
100 Burke’s Outlet and Neptune Subs. Burke’s Outlet was quick to come forward and re-
101 invest into the community with the Façade Improvement Grant, regardless of the SH 146
102 highway expansion, and was able to provide a good success story for the Seabrook EDC.
103 Neptune Subs has been a long-standing local business in the Seabrook community and
104 they have remained active in the community, even after hurricane Ike. Neptune Subs has
105 been a loyal Seabrook business and even with the SH 146 relocation, they would like to
106 stay in Seabrook.

107

108 Motion was made by EDC Member Brenda Veseleny for Burke’s Outlet and motion died
109 due to the lack of a second.

110

111 Motion was made by Vice-President Terry Chapman and seconded by EDC Treasurer
112 Gary Bell.

113

114 To nominate Neptune Subs as Business-of-the-Year and grant a one year membership in
115 the Seabrook Association paid for by the Seabrook EDC. Neptune Subs will also receive
116 a three year membership in the Economic Alliance Houston Port Region.

117

118 AYES: Terry Chapman, Gary Bell, Glenn Royal, Paul Dunphey

119 NAYS: Brenda Veseleny

120

121 MOTION CARRIED BY MAJORITY VOTE.

122

123 **5.0 ROUTINE BUSINESS – The Corporation will discuss, consider, and if appropriate,**
124 **take action on the items listed below.**

125

126 **5.1 Approve minutes of the August 11, 2016 meeting. (Patel)**

127

128 Motion was made by Mayor Glenn Royal and seconded by EDC Member Brenda
129 Veseleny.

130

131 To approve the minutes as written.

132

133 MOTION CARRIED BY UNANIMOUS CONSENT.

134

135 **5.2 Update on SH 146 Expansion.**

136

137 No new updates. Mayor Royal talked to Quincy Allen with TXDOT and stated that

138 TXDOT has come to a material agreement with Union Pacific Railroad on the price. Both
139 sides came together to an agreed price point which was confidential, although there are
140 still some minor issues to be resolved.

141
142 **5.3 Establish future meeting dates and agenda items.**

143
144 President Paul Dunphey stated that the next meeting is originally scheduled for October
145 13th 2016. EDC Director Paul Chavez stated he will be attending an ICSC Tradeshow on
146 the 13th and therefore requested the meeting be moved up to October 6th, 2016.

147
148 Upon motion duly made, the meeting was adjourned at 7:51p.m.

149
150 APPROVED ON THE 6TH DAY OF OCTOBER, 2016.

151

152

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157

Paul Dunphey, President

Pat Patel

EDC Administrative Assistant