

1 THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF
2 SEABROOK MET ON **THURSDAY, MAY 10, 2018** AT 7:00 P.M. IN THE SEABROOK CITY
3 HALL COUNCIL CHAMBERS, 1700 FIRST STREET, SEABROOK, TEXAS TO CONSIDER,
4 AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO THE AGENDA ITEMS
5 LISTED BELOW.

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7 BOARD MEMBERS PRESENT:

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| 8 PAUL R. DUNPHEY (absent) | PRESIDENT |
| 9 TERRY CHAPMAN | VICE-PRESIDENT |
| 10 GARY BELL | TREASURER |
| 11 ERNIE DAVIS | SECRETARY |
| 12 GLENNA ADOVASIO (absent) | COUNCIL REPRESENTATIVE |
| 13 THOMAS KOLUPSKI | MAYOR |
| 14 KEVIN FERGUSON | MEMBER |

15
16 ALSO PRESENT WERE:

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

21
22 EDC Vice-President Terry Chapman called the meeting to order at 7:00 p.m. and declared that a
23 quorum was present.

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25 **1.0 PUBLIC COMMENTS AND ANNOUNCEMENTS**

26
27 There were none.

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29 **2. PRESENTATIONS**

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31 **2.1 EDC Director's report on economic development activities for April 2018. (Chavez)**

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 - Keels Wheels Yacht event held Friday, May 4 – had good turnout – about 42 attendees
 - ICSC Tradeshow coming up at the end of May
 - Livable Centers Grant – still funded
 - Economic Impact Analysis – will be a monthly report now
 - Monthly EDC Budget – expenses high due to EDC Projects funded
 - Merlion looking to close May 19 and moving to new location May 22 sometime
 - Mario's extending the opening at their new location until June
 - Hubcap Grill façade is up now and renovations ongoing at Nasa Rd 1. – looking to open in a couple of weeks
 - Bid openings for 3rd and Bryan St. in Old Seabrook – Finance Dept going thru bids

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46 **2.2 The Retail Coach presentation. (Chavez)**
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48 Aaron Farmer from The Retail Coach presented the following to the Board:
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- 50 • Year 1 Recap:
- 51 - 2017 Data reports completed (Retail Trade Area Demographics, Gap
 - 52 Analysis, Workforce Study, Grocery Analysis, etc.)
 - 53 - Customized Seabrook marketing fliers and Retailer Specific Feasibility
 - 54 Packages
 - 55 - Outreach and recruitment efforts to over 30 retailers and restaurants
 - 56 - Outreach and recruitment efforts to over 50 developers
 - 57 - Trade Show representation at ICSC Recon 2017, ICSC Deal Making 2017,
 - 58 Retail Live
 - 59 - 2017 Reports and Marketing Fliers
 - 60 - Site Profiles – available sites for lease/sale – marketing pieces for that certain
 - 61 site
 - 62 - Retailer and Restaurant Responses
 - 63
- 64 • Year 2:
- 65 - 2018 Data updates
 - 66 - Continued retailer/restaurant/developer recruitment
 - 67 - Representation at retail trade shows: ICSC Recon 2018, Retail Live, ICSC
 - 68 Red River States
 - 69 - Continued site identification and marketing
 - 70 - ICSC Recon 2018 meetings for May 20-22, 2018
 - 71

72 **3. NEW BUSINESS**
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74 **3.1 Consider and take all appropriate action on extending a 1 year contract with The**
75 **Retail Coach in an amount not to exceed \$21,000. (Chavez)**
76

77 The board asked some of the following questions to Aaron Farmer:
78

- 79 • Considering the lack of real progress or deal closings for year 1, is the outcome for year 2
80 also too early to see some progress?
- 81 *The typical timeline for the development process is anywhere from 12-24-36 months right*
82 *now, unless it's a shopping center you already have on the ground and you can get a leased*
83 *tenant in there, but it still stakes a little bit of time for tenant improvements. It's not too*
84 *early it's just you have to stay in front of these developers.*
- 85 • How many other Cities or areas in the general area do you represent?
86 *Currently the communities we are working in right now include Cleveland, La Marque and*
87 *Seabrook.*
88
89
90

- 91 • Is there a conflict in marketing another City?
92 *No, we make sure that if we are working for a community then we are not going to recruit*
93 *for another community that is close by. Just doesn't make sense to do that. We have a lot*
94 *of data updates for communities, but for recruitment standpoints currently we have the*
95 *only three which are Cleveland, La Marque and Seabrook.*
- 96 • Why are you actively marketing retailers that don't really fit into the Community?
97 *What we do is look at where Seabrook consumers shop and via cell phone analysis*
98 *throughout the region, we determine the stores that people are shopping at. We also look*
99 *at incomes and trade area as a whole and based off of that we come up with a prospect*
100 *list.*
- 101 • Why go after big box retailers if we don't have the available properties for them to locate
102 to?
103 *There is only a few of those big box retailers. There are limited sites here in Seabrook*
104 *definitely but if we can find a site for a grocery site, then we can find a site for something*
105 *that big. It's good to at least have those conversations with those types of retailers and let*
106 *them know the potential that Seabrook holds. Seabrook holds a lot of potential for re-*
107 *development as well.*
- 108 • How do you sell the City of Seabrook at one of these ICSC conventions?
109 *We have a 40 x 40 booth there with Seabrook's materials and I set meetings up ahead of*
110 *time with prospectors. We walk around to their booths as well and network and ask to*
111 *speak with the site selector for the region.*
- 112 • Based on the results that you've received so far, what would you do different if we have a
113 contract next time for half as much?
114 *What we have laid out here is pretty much for half the price. The first year was for \$30,000*
115 *and second year is \$20,000. So it's already almost half of the first year. What would be*
116 *included is the recruitment process and the data updates, marketing, and the site profiles.*
- 117 • For the renewal contract, are you open to a payment plan depending on the phases getting
118 completed?
119 *Phase 1 and Phase 2 is updating all the reports and typically that takes several months.*
120 *Data costs money and we are buying a lot of this data and using it and putting it where it*
121 *needs to go and that's why we typically have the payments up front.*

122
123 EDC Director, Paul Chavez, stated that if the contract is renewed for another year then he
124 would like to implement additional meetings with developers & brokers doing site tours
125 here in Seabrook. He asked for a better follow up from Aaron Farmer, after tradeshow
126 like ICSC, and that he be copied on any email correspondences with developers/brokers
127 who show an interest in Seabrook. Mr. Chavez stated that he really wished there were
128 meetings held here in Seabrook and more interactions with prospects and more of a follow
129 up after tradeshow.

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136 Motion made by EDC Secretary Ernie Davis and seconded by EDC Member Kevin
137 Ferguson. To approve the 2nd year contract extension with The Retail Coach as presented.
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139 The Board took a vote on the approval of the renewal contract:
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141 Ayes:

142 Kevin Ferguson

143 Ernie Davis

144 Gary Bell
145

146 Nays:

147 Mayor Kolupski
148

149 MOTION CARRIED BY MAJORITY VOTE
150

151 **3.2 Consider and take all appropriate action on an agreement between the City of**
152 **Seabrook and the Seabrook Economic Development Corporation for funding of**
153 **Design Costs for the SH 146 Expansion Project, in an amount not to exceed**
154 **\$1,183,880.16 in four equal payments of \$295,970.04. (First payment is covered in**
155 **fiscal year 2018 EDC budget of \$400,000). (Chavez)**
156

157 City Manager, Gayle Cook presented to the EDC Board the following items:
158

- 159 • The parameters of the SH146 Project will be from the Red Bluff intersection to
160 the Channel - The scope of the agreement that the City has entered into with the
161 State is called the Advanced Funding Agreement includes landscaping (native
162 grass, trees/reforestation, Bermuda grass), Lighting (conduit & electrical boxes),
163 MSE Design (Bay Area Scheme) Seabrook only design since Kemah opted out,
164 Branding & City Logo, Decorative Ballards, Decorative Backlit Star Medallions,
165 Alternate Rip Rap Underpasses, & Pavers*
- 166 • Total on aesthetic improvements is \$3,562,167 – TxDOT portion is \$2,378,287
167 and City portion is \$1,183,880 – this does include a 15% contingency which is
168 10% for mobilization and 5% for State direct costs (construction management)
169 This is an actual cost agreement and upon completion of the project, the State will
170 perform an accounting of the Project Costs.
- 171 • Proposed Funding – pending final approval by EDC – and project was designated
172 within the 2017-18 fiscal year known as the “SH 146 Beautification Project” –
173 100% funding proposed from EDC funds capped at \$1,000,000
- 174 • Future Funding – will need maintenance agreements in the future - Spare signal
175 mast arms and poles, and routine maintenance including tree, shrub pruning,
176 groundcover trimming, weed control and litter pick up, - grass areas including
177 mowing, edging and litter pick up – landscape pavers including weed control –
178 and loose aggregate for ground cover including weed control and litter pick up-
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180

- 181 • As Needed Maintenance (required) – plant bed areas, insect control, disease
182 control, and dead plant removal. Landscape pavers (repair/replacement as
183 originally installed), loose aggregate for ground cover (repair/replacement as
184 originally installed), and Electric LED Stars and any future decorative lighting
- 185 • Intersections: what City will be getting at each intersection
 - 186 ○ Red Bluff exit – reforestation mix with native grass, Bermuda grass,
187 native grass & pavers
 - 188 ○ Repsdorff – decorative ballards, 2 tone rip rap, Bermuda lawn and pavers
 - 189 ○ Marvin Circle – reforestation on the West
 - 190 ○ El Mar and Capri Ln – reforestation on the West
 - 191 ○ Kenneth Royal – where rip rap will start
 - 192 ○ 1st Street - 18” cast concrete curb, 2 tone rip rap, decorative ballards,
193 pavers and reforestation mix with native grass
 - 194 ○ Nasa Pkwy & Main/3rd - decorative ballards, 2 tone rip rap, pavers
 - 195 ○ 4th, Meyer & 5th St – Bermuda lawn, pavers, and reforestation mix
 - 196 ○ Hardesty – drop down exit to Old Seabrook - 2 tone rip rap and pavers
 - 197 ○ 10th Street – under current bridge – rip rap, decorative ballards, pavers,
198 and reforestation mix with native grass
 - 199

200 Board members asked Gayle Cook some of the following questions:

- 201
- 202 • Will these decorative elements going under the new bridge also be going under
203 the existing bridge as well? Will it extend under both?
204 *Yes it should extend a little bit over to the existing bridge.*
- 205 • Will there be a way to go from 10th street to 146 still?
206 *Yes there will be a way, but they will re-construct it along with the new bridge.*
- 207 • Does the boat launch ramp go away?
208 *Yes it does go away. We are still working with TxDot to find an alternative*
209 *working to see how much of the Fay & Fay property they’ve acquired into TxDot*
210 *right-of-way and to see if there are any alternatives in the area.*
- 211 • Is EDC allowed to pay for landscape maintenance?
212 *EDC is allowed to pay for maintenance for things that EDC built. EDC maintains*
213 *the trails since EDC funds built the trails. Although we are not allowed to*
214 *maintain things that were built by the City.*
- 215 • Will there still be a trail going across SH146 at Red Bluff ?
216 *There will be a normal pedestrian path that’s going to go underneath the*
217 *underpasses so there will be pavers and a crosswalk to connect each one of those*
218 *medians separations to get across and make it a little bit safer than it is today.*
- 219 • Since the Red Bluff intersection will be getting a makeover in the coming years,
220 could decorative ballards be added there in the future?
221 *We have not explored that concept yet but most probably yes. We will have to ask*
222 *TxDot and see when those plan sets come out. Since there will be an expansion*
223 *and there will be a new median under there, they may be able to add some of our*
224 *design elements at that intersection. We will have to check with TxDot.*
225

226 Recommended by City Attorney:
227 Amend page 3, section 1.02 (a) Construction of the Project to read “The City in
228 consultation with the Corporation agrees to fund the costs for the improvements referenced
229 in the TXDOT Agreement in an amount not to exceed \$1,000,000, IN BEHALF OF THE
230 CORPORATION, which costs shall be payable from funds to be paid by the Corporation
231 as provided herein.
232

233 Motion made by EDC Secretary Ernie Davis and seconded by EDC Member Kevin
234 Ferguson.
235

236 To approve the agreement as presented with the proposed modifications in section 1.02 (a)
237 stipulated by City Attorney.
238

239 MOTION CARRIED BY UNANIMOUS CONSENT
240

241 **3.3 Consider and take all appropriate action on creating a promotional video highlighting**
242 **the expansion of State Highway 146. Video to be used for Economic Development**
243 **purposes and project cost not to exceed \$35,000. (This is an unbudgeted item).**
244 **(Chavez)**
245

246 EDC Director Paul Chavez explained to the board that City staff has been discussing for
247 several months about developing something new to highlight the expansion of SH 146 to
248 developers, retailers, and Greater Houston as well as Economic Alliance. He explained
249 that there is already a video on the Seabrook website that is about 3 years old now and is
250 a very generic video showing the expansion. He explained that an actual video showing
251 with drone footage capturing available real estate possibilities would grab the attention of
252 developers. He proposed a short and sharp 2-3-minute video that would grab people’s
253 attention and showcase what Seabrook is all about and what lies ahead for Seabrook.
254 He stated that what he was asking for tonight was consideration of funding for this type
255 of a project. The timeline for getting something like this done would be about 10-12
256 weeks depending on the schedules of the group that we would find.
257

258 The Board asked Mr. Chavez some of the following questions:
259

- 260 • Are certain video aspects different from others as to the cost? How will we be
261 charged for this?
262 *We can find out more from the groups we have been talking with. Each company*
263 *will have their own methodology on how they want payment. Probably an upfront*
264 *charge, travel charge, or an upon delivery charge...etc. We can get all of this*
265 *information before we move forward.*
- 266 • Why does the cost of this seem so high for a 2-3 minute video?
267 *Parts of the video are basic and some are animated and some are very detailed.*
268 *Graphic design also adds to the cost of producing a high quality video. Having a*
269 *detailed realistic-looking highway expansion as a visual takes a lot of graphic*

270 *design and that maybe one of the reasons as to why it costs money to produce a*
271 *high quality video.*

- 272 • Who gets to select who makes the video?
273 *Staff will review the potential candidates and bring that information back to the*
274 *Board for review.*
- 275 • Is this item basically asking us to approve the concept? And at some future
276 meeting we will have an actual agreement that has to come back to EDC?
277 *Yes and it does have to go to City Council also for approval*
- 278 • Does a project of this size required to do an RFP?
279 *Not with EDC, it's not required to do an RFP. But since it's over \$10,000 it will*
280 *have to be sent to Council.*

281
282 Mr. Chavez explained that having that visual of seeing the highway and what potential
283 real estate is available nearby would definitely grab the attention of developers. Because
284 developers want to see that visual of what could go in certain spots and having that
285 imagination right in from of them could help sell the available land/property in Seabrook.
286

287 Motion made by EDC Member Gary Bell and seconded by EDC Secretary Ernie Davis.

288
289 To approve the concept of making a video for the purposes of economic development.
290

291 MOTION CARRIED BY UNANIMOUS CONSENT

292
293 **4. ROUTINE BUSINESS**

294
295 **4.1 Approve minutes of the April 12, 2018 regular EDC meeting. (Patel)**

296
297 Motion made by EDC Secretary Ernie Davis and seconded by EDC Member Gary Bell.

298
299 To correct line item 22 to read EDC Vice-President Terry Chapman, instead of President
300 Paul Dunphey since he was absent that night, and approve the rest of the minutes as
301 presented.
302

303 MOTION CARRIED BY UNANIMOUS CONSENT

304
305 **4.2 Update on SH 146 expansion.**

- 306
307 • Additional companies on railroad side coming to City staff to discuss relocation
308 efforts
 - 309 • Taco Bell wants to come back to Seabrook
 - 310 • Contract for construction has let, so moving forward with that
 - 311 • City has rolled out its new Seabrook website
 - 312 • SH146 website to be incorporated into the City's new website
- 313
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316 **4.3 Establish future meeting dates and agenda items.**

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318 Next meeting will be Thursday, June 14, 2018.

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320 Upon motion duly made, the meeting was adjourned at 8:30p.m.

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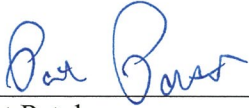
322 APPROVED ON THE 14TH DAY OF JUNE 2018.

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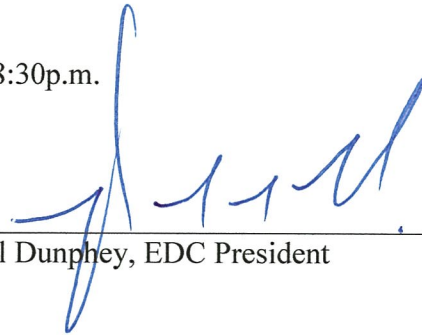


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Pat Patel,

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EDC Administrative Assistant



Paul Dunphey, EDC President