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

BOARD MEMBERS PRESENT:

PAUL R. DUNPHEY	PRESIDENT
TERRY CHAPMAN	VICE-PRESIDENT
GARY BELL	TREASURER
ERNIE DAVIS (exc. absence)	SECRETARY
ROBERT LLORENTE (exc. absence)	COUNCIL REPRESENTATIVE
GLENN ROYAL	MAYOR
BRENDA VESELENY	MEMBER

ALSO PRESENT WERE:

GAYLE COOK (exc. absence)	CITY MANAGER
STEVE WEATHERED	CITY/EDC ATTORNEY
PAUL CHAVEZ	DIRECTOR OF ECONOMIC DEVELOPMENT
PAT PATEL	EDC ADMINISTRATIVE ASSISTANT

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

1.0 PUBLIC COMMENTS AND ANNOUNCEMENTS

There were none.

2.0 SPECIFIC PUBLIC HEARING

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

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

3.0 PRESENTATIONS

3.1 Houston Business Journal presentation. (Chavez)

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

Items presented:

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

3.2 EDC Director's report on economic development activities for August 2016. (Chavez)

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

4.0 NEW BUSINESS

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

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

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

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

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

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

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

Advertising from "Houston Business Journal" to General Print and Online Advertising".

MOTION CARRIED BY UNANIMOUS CONSENT.

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

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

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

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

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

AYES: Terry Chapman, Gary Bell, Glenn Royal, Paul Dunphey
NAYS: Brenda Veseleny

MOTION CARRIED BY MAJORITY VOTE.

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

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

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

To approve the minutes as written.

MOTION CARRIED BY UNANIMOUS CONSENT.

5.2 Update on SH 146 Expansion.

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

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

5.3 Establish future meeting dates and agenda items.

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

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

APPROVED ON THE 10TH DAY OF NOVEMBER, 2016.

Paul Dunphey, President

Pat Patel
EDC Administrative Assistant