

**NOTICE OF MEETING
SEABROOK ECONOMIC DEVELOPMENT CORPORATION
THURSDAY, OCTOBER 11, 2012 AT 7:00 P.M.**

NOTICE IS HEREBY GIVEN THAT THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF SEABROOK WILL MEET ON **THURSDAY, OCTOBER 11, 2012 AT 7:00 P.M. AT SEABROOK CITY HALL**, 1700 FIRST STREET, SEABROOK, TEXAS TO CONSIDER, AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO THE AGENDA ITEMS LISTED BELOW.

ALTHOUGH THIS IS NOT A SEABROOK CITY COUNCIL MEETING, MEMBERS OF THIS BODY MAY ATTEND AND A QUORUM OF THIS BODY MAY BE PRESENT.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR OTHER ACCOMMODATIONS OR INTERPRETIVE SERVICES, MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (281) 291-5600 OR FAX (281) 291-5710 FOR FURTHER INFORMATION.

1.0 ROUTINE PUBLIC HEARING AND ANNOUNCEMENTS

At this time comments will be taken from the audience on any subject matter, whether or not that item is on the agenda. All comments are limited to a maximum of four minutes for each speaker. In accordance with the Open Meetings Act, Corporation members may not discuss or take action on any item that has not been posted on the agenda.

2.0 PRESENTATIONS – The Corporation will discuss, consider, and if appropriate, take action on the items listed below.

2.1 Presentation by Gulf Winds International. (John D. Nicholson III)

2.2 Presentation of preliminary plans and a project cost estimate for sidewalks, one way streets, lighting and parking in the Old Seabrook area. (Conger)

ATTACHMENT 1

2.3 Marketing report for September 2012. (Dearman)

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

ATTACHMENT 2

3.1 Nominations and voting for the Seabrook Business of the Year; this business will be honored at the Economic Alliance banquet on October 25, 2012. (Chavez)

4.0 OLD BUSINESS

4.1 Update on the storefront façade program. (Chavez)

ATTACHMENT 3

- 4.2 Report of staff's research of potential firms for a redevelopment study for properties along State Highway 146. (Chavez)

5.0 APPROVAL OF MINUTES

ATTACHMENT 4

- 5.1 Approval of the minutes of the September 13, 2012 EDC meeting.

6.0 ROUTINE BUSINESS

ATTACHMENT 5

- 6.1 Report on economic development activities since the September 13, 2012 EDC meeting and introducing the new section in the EDC notebooks dedicated to SH 146 businesses. (Chavez)
- 6.2 Establish future meeting dates and agenda items. (November 8, 2012)

THE EDC BOARD RESERVES THE RIGHT TO HEAR ANY OF THE ABOVE DESCRIBED AGENDA ITEMS THAT QUALIFY FOR AN EXECUTIVE SESSION IN AN EXECUTIVE SESSION BY PUBLICLY ANNOUNCING THE APPLICABLE SECTION NUMBER OF THE OPEN MEETINGS ACT, (CHAPTER 551 OF THE TEXAS GOVERNMENT CODE) THAT JUSTIFIES EXECUTIVE SESSION TREATMENT.

CERTIFICATE

I certify that this notice was placed on the bulletin board at Seabrook City Hall on or before Friday, Oct. 5, 2012 at 5:00 p.m. and that it will remain posted until the meeting has ended.

Faith Shallis, Administrative Assistant



October 4, 2012

Seabrook EDC Website

Page analytics for September remained very similar to August.

Please review the SEDC Google Analytics for September 2012.

Site Updates for September

- September Sales Tax Press Release
- Created site backup prior to each update
- Redirected SeabrookEDC.com (.net and .org) to point to www.seabrooktx.gov/edc.

New Website

Launched October 4, 2012. EDC pages include:

- Shop
- Dine
- Stay
- Board
- Business Directory
- City Maps
- Incentives
- Real Estate
- Research
 - Demographics
 - Education and Training
 - Largest Employers
 - Tax Rates
 - Traffic Counts
- Strategic Plan

Social Media

Facebook and Twitter are steadily increasing in followers and likes.

FB Posts for September

- Seabrook Saltwater Derby (several times though out the month)
- E-Newsletter
- Drinking Water Campaign (3 articles)
- Parks and Trails

Communications & Marketing Report

- September 11th
- Event Flyers
- National Cheeseburger Day Featured Tookies
- J/Fest Southwest (cover photo update and even post)
- Opening of Red Bluff Road

New website tools will allow one step posting to the website, Twitter and Facebook.

Listserv and Press Releases

Transferred approximately 980 emails that receive SEDC and city updates to new website system. Under the new listserv users can sign up to specifically have notifications sent to their email or phone on not just EDC news updates, but also agenda and minute postings.

Releases for September

- September Sales Tax Revenues

Miscellaneous

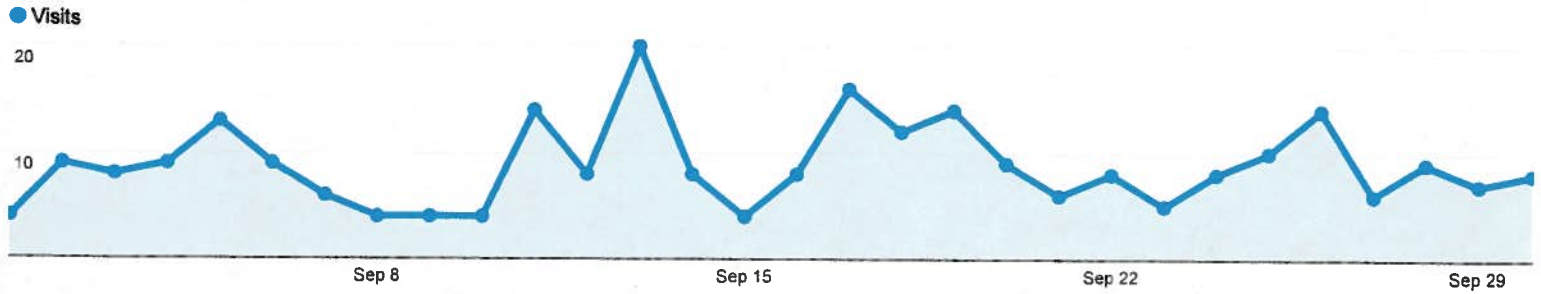
With the website complete, my efforts will be focused on the Shop local and EDC advertising campaigns. In addition to the two publications chosen by Paul, I also plan to explore Facebook advertising and the use of groups in LinkedIn. LinkedIn has been shown to generate more leads for business-to-business companies than Facebook, Twitter or blogs.

Visitors Overview

Sep 1, 2012 - Sep 30, 2012

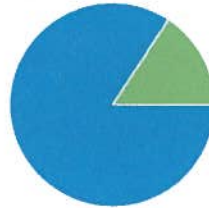
% of visits: 100.00%

Overview



237 people visited this site

- Visits: 264
- Unique Visitors: 237
- Pageviews: 696
- Pages / Visit: 2.64
- Avg. Visit Duration: 00:02:13
- Bounce Rate: 54.92%
- % New Visits: 84.09%



- 84.09% New Visitor**
222 Visits
- 15.91% Returning Visitor**
42 Visits

Browser		Visits	% Visits
1.	Internet Explorer	115	43.56%
2.	Safari	50	18.94%
3.	Firefox	38	14.39%
4.	Chrome	33	12.50%
5.	Android Browser	13	4.92%
6.	Mozilla Compatible Agent	11	4.17%
7.	IE with Chrome Frame	2	0.76%
8.	Opera	1	0.38%
9.	Safari (in-app)	1	0.38%

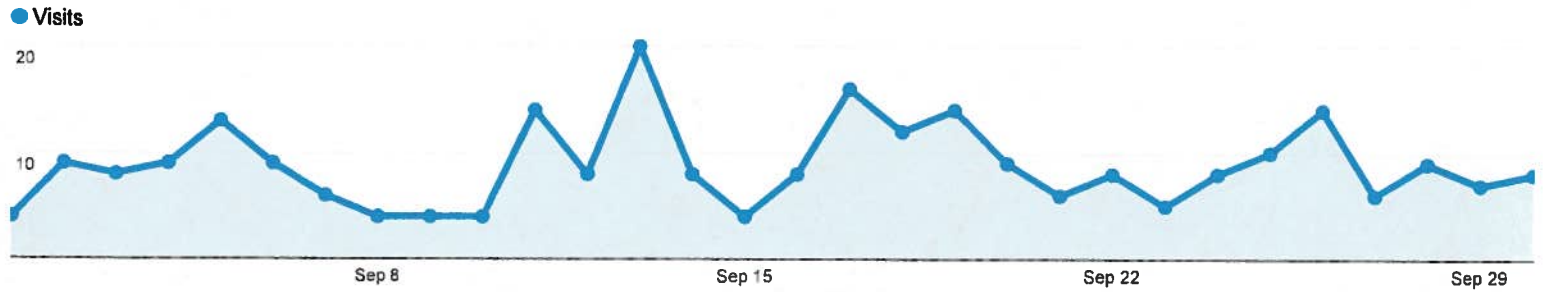
[view full report](#)

Sep 1, 2012 - Sep 30, 2012

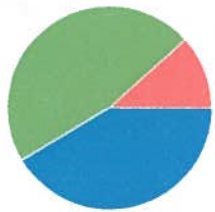
Traffic Sources Overview

% of visits: 100.00%

Overview



264 people visited this site



- 41.29% Search Traffic**
109 Visits
- 46.97% Referral Traffic**
124 Visits
- 11.74% Direct Traffic**
31 Visits

Source	Visits	% Visits
1. ci.seabrook.tx.us	105	84.68%
2. google.com	3	2.42%
3. allianceportregion.com	2	1.61%
4. bayareahouston.com	2	1.61%
5. ecodevdirectory.com	2	1.61%
6. seabrook.govoffice3.com	2	1.61%
7. claro-search.com	1	0.81%
8. facebook.com	1	0.81%
9. golink-directory.com	1	0.81%
10. google.co.th	1	0.81%

[view full report](#)

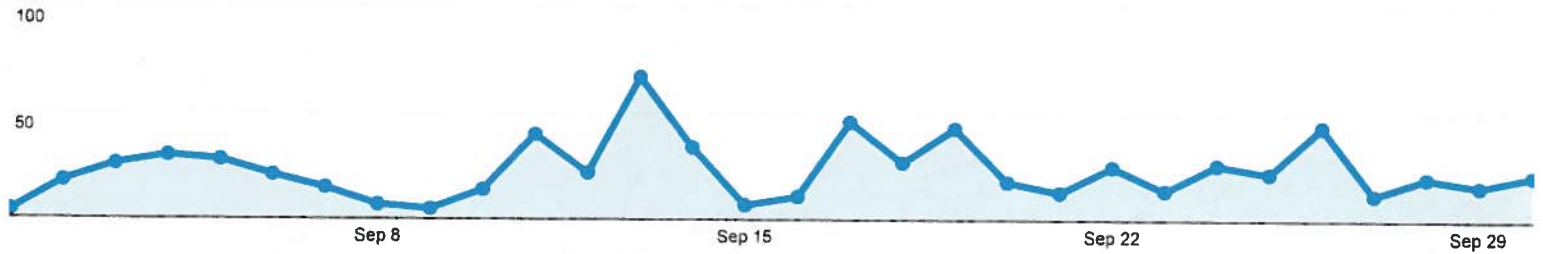
Content Overview

Sep 1, 2012 - Sep 30, 2012

% of pageviews: 100.00%

Overview

Pageviews



Pages on this site were viewed a total of 696 times

Pageviews: 696

Unique Pageviews: 547

Avg. Time on Page: 00:01:21

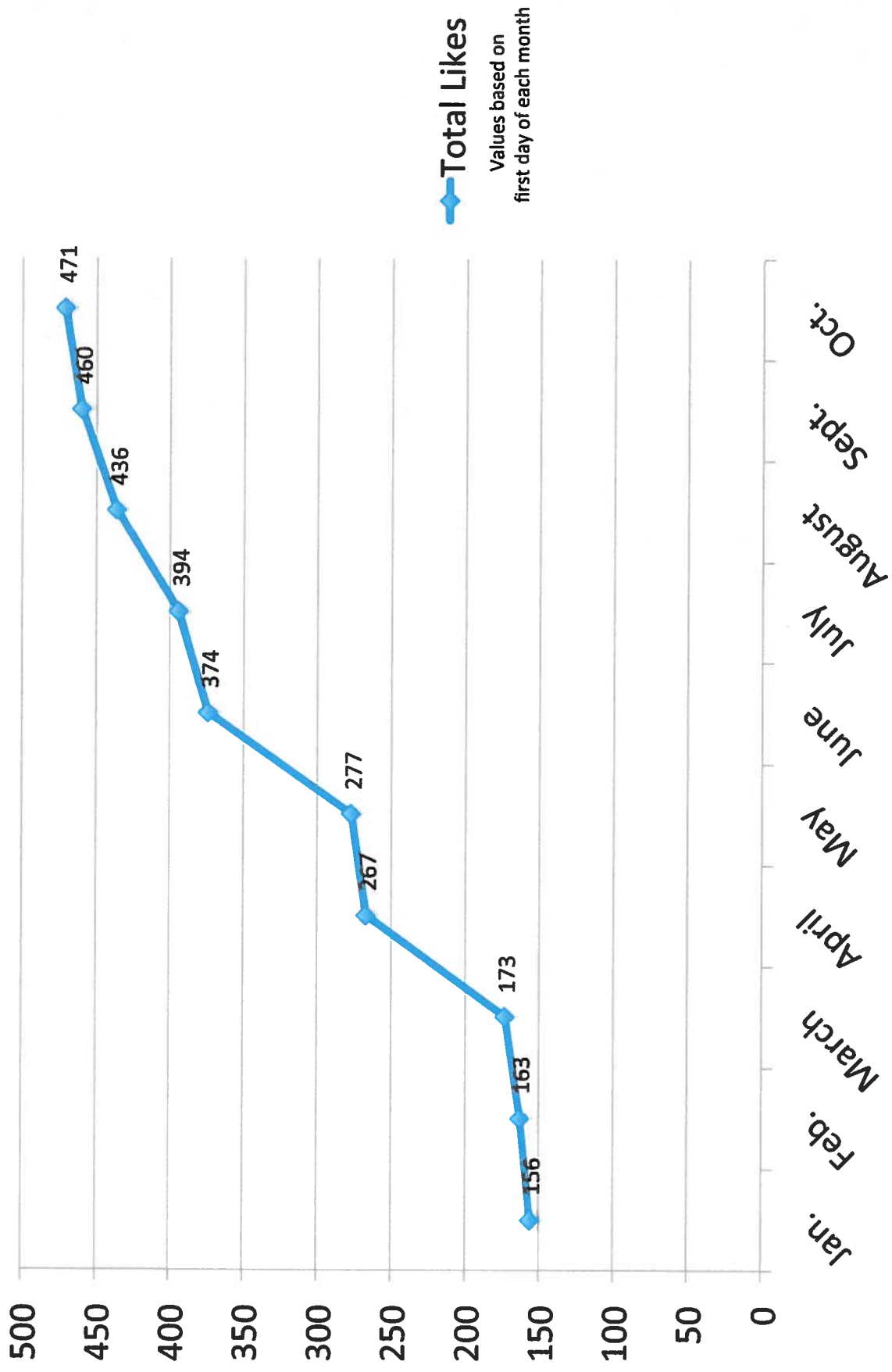
Bounce Rate: 54.92%

% Exit: 37.93%

Page	Pageviews	% Pageviews
1. /	181	26.01%
2. /about_sedc/projects/index.asp	39	5.60%
3. /about_sedc/projects/state_highway_146_updates/index.asp	37	5.32%
4. /about_seabrook/development_corner/index.asp	30	4.31%
5. /about_sedc/board_members_and_staff/index.asp	27	3.88%
6. /about_sedc/projects/Seabrook_Gateway/index.asp	26	3.74%
7. /about_sedc/projects/seabrook_waterfront_development_plan/index.asp	25	3.59%
8. /business_resources/available_real_estate/index.asp	23	3.30%
9. /other_resources/index.asp	21	3.02%
10. /about_seabrook/quality_of_life/index.asp	20	2.87%

[view full report](#)

Facebook Likes 2012



Attachment 2, Item 3.1

The Economic Alliance Houston Port Region will be hosting their annual banquet on Thursday, October 25th. During this event, the organization will honor one company from each of the communities they serve as Business of the Year for that community. In the past, the City of Seabrook has recognized the following at the banquet:

2004 – Sundance Grill
2005 – None
2006 – Tookie's Restaurant
2007 – Marburger's Sporting Goods
2008 – Kroger Company
2009 – Bailey's American Grille
2010 – LYC Concours Corporation
2011 – TASC (Technical Automation Services Company)

To encourage dialogue among board members, I have compiled a short list of potential candidates for our 2012 nominee. They are (in alphabetical order)

JSC Credit Union
Branch Manager: Bridgette McNeal

Mario's Flying Pizza
Owner: Rosy Bonaccorso

Spring Hill Marriott
Sales Manager: Diana Burney

Volvo Rents
General Manager: Matt Hopper

Attachment 3, Item 4.2

Since the last EDC meeting, I have met with four companies that have experience with community impact studies, development of Tax Increment Refinancing Zones (TIRZ) and master planning. Below – in alphabetical order – are my notes on the companies I have visited.

Arcon

Company is primarily an architectural design and services firm based in Seabrook. The company has been in service for a few years with the principals having previously worked with national firms. Locally, the company has supplied architectural support to Wilbur Smith Associates (now CDM Smith) for the North Pasadena Redevelopment Plan as well as various site proposals for developers in League City.

CDS Market Research

Company has been in businesses for several decades, conducting market research for private and public entities. Their products are report-based analysis of data as per the topic they are tasked. They partner with engineering / architectural companies for detailed work as required. They have done retail analysis and land use planning work for many of the communities in the region. Locally, they have worked with Baytown, Friendswood and Pasadena. Company is based in Houston.

Integra Realty Resources

Company was recommended to me by the director of planning for the City of La Porte. Company is a national firm with a Houston office. Company is primarily a consulting group focused on real estate development and planning. They have done work for the cities of La Porte (drainage routing) and Pearland (road expansions and water line easements) as well as with TxDOT with their expansion of SH290 and the Grand Parkway.

TBG

Company was recommended to me by Dale Conger of CobbFendley. Company is based in Austin with a Houston office. Their strong points are landscape architecture and planning. Company has worked with the City of Seabrook in the past on behalf of the Port of Houston regarding road alignments and land use in the SH146 and Red Bluff Road area to resolve a dust-up between the City and Port. TBG has worked with TxDOT over the years on various projects around the state on business relocation issues and highway expansions. TBG has partnered with CDS Market Research on past projects in the Houston area where an architectural design element was required.

Attachment 4, Item 5.1

THE SEABROOK ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF SEABROOK MET **THURSDAY SEPTEMBER 13, 2012 AT 7:00 P.M. AT SEABROOK CITY HALL, 1700 FIRST STREET, SEABROOK, TEXAS** TO CONSIDER, AND IF APPROPRIATE, TAKE ACTION WITH RESPECT TO THE AGENDA ITEMS LISTED BELOW.

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

BOARD MEMBERS PRESENT:

PAUL R. DUNPHEY
NATALIE PICH
TERRY CHAPMAN
ERNIE DAVIS
GLENN ROYAL
THOM KOLUPSKI
MARK CALDWELL

PRESIDENT
VICE-PRESIDENT
SECRETARY
TREASURER
MAYOR
COUNCIL REPRESENTATIVE
MEMBER

ALSO PRESENT WERE:

KIM MICKELSON
KELLY TEMPLIN
PAUL CHAVEZ
FAITH SHALLIS

EDC ATTORNEY
CITY MANAGER
DIRECTOR OF ECONOMIC DEVELOPMENT
ADMINISTRATIVE ASSISTANT

1.0 ROUTINE PUBLIC HEARING AND ANNOUNCEMENTS

None.

2.0 PRESENTATIONS – The Corporation will discuss, consider, and if appropriate, take action on the items listed below.

2.1 Walkway options for Old Seabrook. (Conger)

Discussion ensued after Mr. Conger's presentation; Mr. Caldwell suggested public parking lots and one-way streets as an alternative to street parking which would connect to a sidewalk system. Mr. Conger suggested a storm sewer system to replace the drainage ditches. Mr. Conger will prepare some preliminary plans and a project cost estimate for the October meeting.

2.2 Marketing Report for August 2012. (Dearman)

Ms. Dearman invited the Board to the Oct. 2, 2012 City Council meeting for the new website presentation. The EDC Facebook page visits continue to increase. Bay Area Convention and Visitors Center has linked to our Facebook page. August sales taxes were up but September's were down.

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

3.1 Update of Waterfront Drive project. (Conger)

All rights of ways have been signed off, with the exception of two owners who have verbally agreed to do so. They have discontinued plans to continue the project beyond Petit Street as funds are not available. No action taken.

3.2 Implementation of the storefront façade program. (Chavez)

Mr. Chavez presented the incentive plan; discussion ensued as to whether EDC may implement standards without Council defining the standards according to ordinance or the approval by the Planning and Zoning Commission.

A motion was made by Thom Kolupski and seconded by Natalie Picha

To direct Mr. Chavez to attend the next Planning and Zoning Commission meeting and request their assistance in developing guidelines for the application the Storefront Façade Program.

Mr. Chapman amended the motion and Thom Kolupski accepted the amendment

To also ask Planning and Zoning Commission to provide design guidelines for this program.

Mayor Royal seconded the amended motion.

AMENDED MOTION CARRIED BY UNANIMOUS CONSENT

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

4.1 A presentation regarding the redevelopment of SH 146. (Templin)

Mr. Templin commented on the potential impact on business as a result of the expansion of SH 146 and stated there will be 34 businesses taken out.

Mr. Templin explained how Miramar Shopping Center could be moved or reconfigured to retain the shopping center and out-parcels, and also possibly expanding the shopping center footprint.

He also explained that we have a great deal of underdeveloped commercial property currently, and mentioned that we will be focusing on developing NASA Parkway in light of future construction on SH 146.

The Mayor mentioned TxDOT is trying to get TTI to take this on as a research project to change the planned traffic flow to a shared use so that traffic may easily access businesses. No action taken.

4.2 Discussion and consideration regarding EDC vs. City funding of a SH 146 corridor design study and master plan to maximize the benefit to the Seabrook business community from the SH 146 improvements. (Caldwell)

Mr. Caldwell recommends the City contract for an impact and design study in response to the redevelopment of SH 146 and as an incentive for property developers. The study should address, among other things, a positive impact zone, special incentives for impacted businesses and properties, architectural design guidelines, infrastructure improvements and redeveloping properties.

A motion was made by Mark Caldwell and seconded by Thom Kolupski

To request that staff research potential firms with experience in developing impact and design studies and also developing TIRZ; also to bring back examples of what other communities have done in similar situations, and report at the October meeting.

MOTION CARRIED BY UNANIMOUS CONSENT

4.3 Discuss development of an active database of SH 146 properties. (Chavez/Dearman)

Mr. Chavez will supply information for the Board notebooks prioritizing impacted businesses and the information that defines each business. No action taken.

4.4 Determine who will attend the January 18, 2013 BAHEP Annual Banquet. There are eight (8) places at the table. (Dunphey)

Mark Caldwell, Ernie Davis, Paul Chavez, Natalie Picha, Paul Dunphey will attend leaving 3 open seats.

4.5 Determine who will represent the SEDC board for the voting position available on the Board of Directors of the Economic Alliance. (Chavez)

Mayor Royal is in the first seat already; Paul Chavez will serve the second seat.

A motion was made by Glenn Royal and seconded by Thom Kolupski

To nominate Paul Chavez for the second seat.

MOTION CARRIED BY UNANIMOUS CONSENT

5.0 APPROVAL OF MINUTES

5.1 Approval of the Minutes of the August 9, 2012 meeting.

A motion was made by Glenn Royal and seconded by Natalie Picha

To approve the minutes as submitted.

MOTION CARRIED BY UNANIMOUS CONSENT

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

6.1 Report on economic development activities since the August 9, 2012 EDC meeting. (Chavez)

Mr. Chavez announced that there is a new business (sandwich shop) moving in on SH 146. He also announced that the next Morning Brew will be held on Oct. 10, 2012 and the Mayor's second annual Hamburger Summit will be held on October 18, 2012.

Mr. Chavez requests that board members bring their recommendations for Seabrook Business of the Year to the next meeting.

6.2 Establish future meeting dates and agenda items.

The next EDC meeting will be held October 11, 2012 at 7:00 p.m.

A motion was made by Thom Kolupski and seconded by Ernie Davis

To adjourn the meeting.

MOTION TO ADJOURN CARRIES BY UNANIMOUS CONSENT.

President Dunphey adjourned the meeting at 9:40 p.m.

Approved this 11th day of October 2012.

Paul R. Dunphey, President

Faith Shallis, Administrative Assistant

Attachment 5, Item 6.1



Over the past thirty days, I have been involved with the following action items:

Houston Economics Club

September 20th

Presentation by Houston Tomorrow Group. At this meeting, I re-connected with a representative from Texas A&M Real Estate Research. I had worked with this group many years ago on land-use planning for the City of Brownsville. I continue to dialogue with the representative about the projects we are working in Seabrook.

Retail Real Estate Summit

September 25th

I had sent out an extended report on this event, but in a nut shell: grocery stores are being the most aggressive with their expansions followed by retail services. Big box retail is being the most cautious.

Texas Economic Development Council

Annual Meeting

September 26-27

Between 2008-2011, I was a member of the board of directors for this organization and I continue to stay involved through committees and event planning. This event featured presentations on various economic development programs offered by the State, trends with site selection, transportation, the Panama Canal expansion, energy sector trends, and building and retaining entrepreneurial development within a community.

International Economic Development Council

Annual Meeting

October 1-3

This event featured site consultants, directors of corporate real estate, finance executives and economic development professionals from around the US and Canada. Sessions that I attended include Economic Development Ethics Workshop, The Future of Shale Fracking, Working Effectively with Site Selectors, Social Networking + Economic Development, Redevelopment Pitfalls and Highpoints, Renewable Energy, Current Market Trends, and Constructive Approaches to Funding.

SH146 Business Meetings

I have met with 11 companies this month as part of the business census I'm conducting. Results are attached in this section.

SH146 Business Redevelopment Plan

I have met with four firms regarding the development of a plan for the businesses along SH146: CDS Market Research, Integra Realty Resources, TBG, and Arcon.

Attachment 5, Item 6.1

Meeting with business owners for expansions / new businesses in the City

During this month, I have talked to several prospect for businesses in the city. I've also continued meeting with major land owners about the city's plans regarding Old Seabrook and SH146.

Buy Local Program

We will be starting this program this month by coordinating with the advertising group on the local businesses to contact. A timeline of events as well as a final cost proposal is attached for your review.

Upcoming Meetings

Economic Alliance Houston Port Region Board Meeting – Wednesday, October 17th

Hamburger Summit – Thursday, October 18th

Economic Alliance Houston Port Regional Annual Banquet – Thursday, October 25th

Hotel Occupancy Tax Meeting – Tuesday, October 30th

Seabrook Business Morning Brew – Wednesday, October 31st