

**OLMOS PARK ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF SPECIAL MEETING OF BOARD OF DIRECTORS
HELD ON NOVEMBER 20, 2011**

The Olmos Park Economic Development Corporation Board of Directors met on Sunday, November 20, 2011 in the City Council Chambers at City Hall. Members present were Dr. Pat Semmes, Andres Andujar, Diana Durbin, Stacy Guney, Enzo Pelligrino, Deb Prost, and Jenny Wood. Also present were Pat Meier, Maria Alejandro, Carolyn Nelson, Gene Allen, Kenneth Kirlin, City Manager Michael Simpson, and Marc Schnall.

1. Call to order and determination of quorum. Mr. Andujar called the meeting to order at 1:05 p.m. and announced a quorum was present. Kenneth Kirlin arrived at the meeting at 2:00 p.m.

2. Strategic Planning session to discuss vision, mission, and values of Corporation and Annual Work Plan for the Corporation for the year beginning October 1, 2011; take possible action. Mr. Andujar introduced Ms. Maria Alejandro, an experienced facilitator, who will assist the Board in the drafting of the Mission Statement and Annual Work Plan. Mr. Andujar and other Board members made introductory comments about having an open and transparent process with an emphasis on community input and the opportunity for the Corporation to start fresh. It was noted that the Corporation currently had a bank balance in excess of \$106,000 and that \$99,353.93 had been transferred to the Corporation from sales tax revenue in the fiscal year ended September 30, 2011.

The Board next received and discussed summaries of the key recommendations from the 2007 Report by Scott Day on revitalization of the commercial district and the key findings of the community survey conducted by Prost Marketing, Inc. in early 2011. It was suggested that the database used by Prost Marketing, Inc. for the 2011 Community Survey be updated, perhaps in conjunction with the Olmos Park Business Association. The Board then reviewed the actions of the Olmos Park City Council related to the Corporation, the 2011 Community Survey, and the June 16, 2011 directive from the City Council.

Dr. Kenneth Kirlin, as a representative of the Olmos Park Business Association, then briefed the Board on the history of the Olmos Park Business Association and recent efforts toward its reactivation. Dr. Kirlin noted that there was much greater than expected attendance at a reception held for the Business Association at Julian Gold on November 15, 2011, and that a follow-up reception will be held on December 7, 2011, at Julian Gold where officers of the Business Association may be elected. Dr. Kirlin stated that the Business Association wanted to partner with the Corporation. He asked that a representative of the Corporation attend future meetings of the Business Association. Ms. Wood agreed to serve as a liaison from the Corporation Board to the Olmos Park Business Association.

Ms. Pat Meier made a presentation to the Board about the Welcome Committee and Ms. Carolyn Nelson discussed development of a database of the businesses in the City of Olmos Park. Dr. Semmes agreed to be a liaison from the Corporation Board to the Welcome Committee.

City Manager Mike Simpson updated the Board regarding the work of the Roundabout Committee. Ms. Durbin agreed to serve as a liaison from the Corporation Board to the Roundabout Committee.

Mr. Allen commented that the new group of Board members was starting a new journey for the Corporation. The meeting then recessed for a short break.

After reconvening, Ms. Alejandro, as a volunteer, facilitated a Board discussion of a potential Mission Statement for the Corporation. A tentative Mission Statement was developed for future consideration by the Board with the intention of refining the draft and then seeking input from the community before finalizing a Mission Statement. The tentative Mission Statement focuses on the Corporation being a catalyst for cooperation, team work, and mutual success for the overall Olmos Park community through promotion of business opportunities which enhance the quality of life of Olmos Park residents.

The Board then discussed the potential elements for its Annual Work Plan for the Corporation for the year beginning October 1, 2011. A draft Annual Work Plan consisting of the following items was developed for further consideration at the next meeting of the Board:

1. Complete Board training
2. Prepare Mission Statement
3. Develop and implement committee structure and process
4. Develop community collaboration plan including liaisons
5. Work with Olmos Park Business Association
6. Develop a database for the commercial district
7. Define structure
8. Identify future projects

Dr. Semmes agreed to assist Mr. Andujar in preparing a proposed Annual Work Plan for review by the Board at its next meeting.

Mr. Andujar appointed Ms. Guney and Mr. Pelligrino to serve on a committee to help develop the committee structure and process.

3. Discuss scheduling of next meeting of Board of Directors; take possible action. The Board discussed the scheduling of its next meeting. Dr. Semmes made a motion to hold the next meeting at City Hall at 5:00 p.m. on December 6, 2011. Ms. Durbin seconded the motion. The motion was adopted by unanimous vote of all Board members.

The meeting was adjourned at 5:06 p.m.



Diana Durbin, Secretary