



Friendswood Downtown Economic Development Corporation (FDEDC)
Meeting Minutes of August 10, 2021
City Hall Council Chambers
910 S. Friendswood Drive, Friendswood, Texas 77546

1. Call to order

The meeting was called to order at 4 p.m. with a quorum present.

Present: Dr. Patrick McGinnis, President; Arden "Trey" Hill, Vice President; Paul Marx, Secretary/Treasurer; Elmer "Bubba" Johnson Member; Alton Todd, Member; and Rebecca Hillenburg, Member

Absent: Ron Cox, Member

Staff members present: Steven Rhea, Assistant City Manager; Aubrey Harbin, Director of Community Development

Councilmembers: Sally Branson

2. Citizen comments

Councilmember Sally Branson reminded everyone of the Ice Cream Social that will take place on Labor Day at the Brown Museum. She also explained that they are requesting all non-profit organizations to donate \$1,000 to cover the cost of the mural; she requested that FDED consider donating. She also informed the board that a building in Iowa Colony would be named after Ron Cox.

3. Approval of Minutes

Consider the approval of the minutes of the Friendswood Downtown Economic Development Corporation Meeting held on June 8, 2021. Johnson made a motion to approve the minutes, seconded by Hill. All in favor, motion carried unanimously (6 to 0).

4. Discussion and possible action

A. Discuss and take possible action regarding the Downtown Lighting Plan and TxDOT Curbs, Ramps, Sidewalks, Traffic Signals Project

Rhea presented pictures of the sidewalk project to the Board, specifically the section under construction from Whispering Pines to Castlewood Dr. Hill expressed some concern about the levels of the ground in some areas being steep right up next to the sidewalk and concerns with runoff. Rhea explained that TxDOT is working with Friends Church directly regarding an easement needed for the curb ramp and mast arm at the intersection. He also stated that the Engineering Department is continuing work with Gandy Lighting and HDR Engineering on the lighting plan.

Rhea suggested that the Board develop a public outreach strategy to explain the process of the removal of the existing decorative lights and the installation of the new streetlights including timelines and facts. Several suggestions were discussed, but no final decisions were made.

B. Discuss and take possible action regarding Downtown District Signage and Branding

Rhea reminded the Board that they rejected the previous RFP and that staff is looking into Buy Board options, which is a co-op of pre-approved companies. These companies are vetted by Houston Galveston Area Council. Rhea also explained that staff is looking into TxDOT requirements for the street

signs because there is a potential that Public Works staff may be able to make the signs. The orange and white color scheme may be an issue due to that color scheme typically being used for caution notices; no decisions have been made at this time. FDEDC could fund the startup costs of the street signs including materials and labor and once the signs are up, the City would maintain them. Public Works is in the process of purchasing the machine that could make the signs.

Rhea also explained that in the area of marketing, part of the Downtown Improvement plan included ideas for placemaking and cohesion in the Downtown. Staff had some stickers made with the DD logo and business partner identifiers to hand out to downtown businesses. Hillenburg asked if there were any restrictions to businesses using the logo on their products. Staff will investigate that. The logo was intended to be used all over downtown.

Hillenburg asked if the Downtown entry signs would be lighted. Rhea explained that is not currently in the plan and that it would be up to TxDOT to approve.

McGinnis brought up the KFB grant. Rhea stated that KFB invited anyone from FDEDC who would like to attend their next meeting that will be held August 24 at the Stevenson Park Pavilion. They are requesting approval for an entryway sign to Stevenson Park over Shadwell Lane.

5. Reports

A. Receive and discuss the Downtown District projects schedule

Rhea provided a project timeline for the various projects including TxDOT curb, ramps and sidewalks project, signage and branding, and lighting.

B. Receive and discuss the Friendswood Downtown Economic Development Corporation Financial Report for May 2021

Rhea reported that July's sales tax revenue was \$54,490 and interest earnings were \$1,333. Expenditures were \$0. The ending fund balance as of July 31, 2021 was \$2,127,450.

6. Comments

A. Receive comments from staff members

Rhea reminded the Board that the KFB meeting on August 24 at 6:30pm at Stevenson Park.

B. Receive comments from board members

Hillenburg stated that she appreciates the hard work that has gone into these projects and that it is great to see progress. She also explained that the school district is in the process of putting the \$128 million bond projects underway. She stated that there may be some trees on the property that the City would be interested in. Residential homes will be demolished, and tennis courts will be constructed starting soon. She also suggested that maybe one of the trees could replace the dead tree on Friends Church property. McGinnis stated that this would need to be on a future agenda for discussion; Hill stated that trees up to a certain size could be moved and have a good chance of surviving.

Johnson said that he is excited about work that is happening...dirt is being moved and "we are doing that." He said to keep the momentum going and thanked staff.

Hill also said he is excited to be a part of what is happening and also echoed the idea that "we are doing that." He thanked staff.

Todd said that the journey does not end once this is done; we need a vision for what to do next and we should start thinking about that.

McGinnis thanked staff and said that they are all proud of the accomplishments thus far.

7. Adjournment

With no further business to discuss, the meeting was adjourned at 4:55 p.m.