

Board Minutes
Public Improvement Assessment District
Regular Meeting

Wednesday, May 1, 2019

MEMBERS PRESENT : Charlie Perez, Lars Keim, Bill DeBrooke, Steve Aune, June Ramirez, Robert Rodriguez, John Percy, Stephanie Sokolosky

ABSENT MEMBERS : Jo Wagner, Stefania Trimboli, Jaime Rodriguez, Frank Hale.

OTHERS PRESENT : Edward Meza, Downtown Manager; Alexis Alaniz, Redevelopment Specialist; Isabel Zepeda, Guest; Sonia Pinon, Sir's Martini Lounge; Carmina Mojdehi, Guest; Dustin Moore, The Dusty Tater; Ray De Brooke, Guest.

Chairman Charlie Perez called the meeting to order at 12:01 p.m, May 1, 2019, at 209 W. Jackson, Harlingen, Texas.

Agenda Item No. I WELCOME AND INTRODUCTIONS

Mr. Perez welcomed board members, staff, and guests.

Agenda Item No. II CITIZEN COMMUNICATION

None.

Agenda Item No. III MINUTES FOR APPROVAL: REGULAR MEETING OF April 2, 2019

Mr. Perez asked members of the board if there was a motion to approve the minutes of the regular meeting of April 2, 2019. Mr. Perez asked if there were any corrections. Ms. Alaniz had corrected the minutes for Action Item No. 8 that the owner of Sir's Martini Lounge had voluntarily agreed to stay open 'till 12 am. No further corrections were made to the April 2, 2019 minutes. After brief review, Mr. DeBrooke made a motion to approve the minutes. Mr. Percy seconded the motion. The motion carried unanimously.

Agenda Item No. IV FINANCIAL UPDATE

Mr. Perez invited Mr. Meza to speak on this item. Mr. Meza reported that out of the Special Assessments Grants for the fiscal year of 2018-2019 we originally allocated \$30,000 for the year and we currently have a remaining balance of \$8,783.79. In regards to the Public Improvements, there is a remaining balance of \$6,400.40.

Mr. DeBrooke excused himself from the room at this time and the meeting continued with a quorum.

Agenda Item No. V CONSIDER AND TAKE ACTION TO APPROVE SIGN DESIGN AND COLOR FOR THE BUILDING LOCATED ON 316 E. JACKSON (ENVY US DAY SPA) IN ACCORDANCE WITH SECTION 15.07 OF THE CITY OF HARLINGEN ZONING ORDINANCE.

Mr. Meza stated that this sign was already made but it does fill the requirements. Mr. Keim made a motion. Mr. Aune seconded. Mr. Perez called for a vote. The motion carried unanimously.

Agenda Item No. VI CONSIDER AND TAKE ACTION TO APPROVE PAINT COLOR FOR BASE AND TRIM FOR THE BUILDING LOCATED ON 413 W. VAN BUREN (PROCURED) IN ACCORDANCE WITH SECTION 15.07 OF THE CITY OF HARLINGEN ZONING ORDINANCE.

Mr. Meza explained that the base would be Colonial Revival Grey and the trim color is Tricorn Black. It's a Mid-Century Life and Home retail shop. Mr. Aune made a motion. Mr. Rodriguez seconded. Mr. Perez called for a vote. The motion carried unanimously.

Agenda Item No. VII CONSIDER AND TAKE ACTION TO APPROVE SIGN DESIGN AND COLOR FOR BUILDING LOCATED ON 413 W. VAN BUREN (PROCURED) IN ACCORDANCE WITH SECTION 15.07 OF THE CITY OF HARLINGEN ZONING ORDINANCE.

Mr. Meza stated that the sign design will be on the windows. The sign meets the requirements of window percentage. Mr. Aune made a motion. Mrs. Ramirez seconded. Mr. Perez called for a vote. The motion carried unanimously.

Mr. DeBrooke returned and the meeting continued with a quorum.

Agenda Item No. VIII CONSIDER AND TAKE ACTION TO APPROVE SIGN DESIGN AND COLOR FOR BUILDING LOCATED ON 309 W. VAN BUREN (SIR'S MARTINI LOUNGE) IN ACCORDANCE WITH SECTION 15.07 OF THE CITY OF HARLINGEN ZONING ORDINANCE.

Mr. Meza stated that the color of the building was already approved in the April 2, 2019 regular meeting. Mr. DeBrooke made a motion. Mr. Keim seconded. Mr. Perez called for a vote. The motion carried unanimously.

Agenda Item No. IX CONSIDER AND TAKE ACTION TO APPROVE AN INCENTIVE FAÇADE GRANT TO PAY FOR HALF OF THE SIGN CREATION AND INSTALLATION FOR THE BUILDING LOCATED ON 309 W. VAN BUREN (SIR'S MARTINI LOUNGE) IN ACCORDANCE WITH SECTION 15.07 OF THE CITY OF HARLINGEN ZONING ORDINANCE.

Ms. Alaniz explained that the DuBose Signs quote was a total of \$1,530.00 but the Downtown Improvement District will pay the amount of \$765.00. The second quote was from MP Marketing and Promotions which is a total cost of \$2,007.75 which is a much higher quote. Mr. Aune made a motion. Mr. Keim seconded. Mr. Perez called for a vote. The motion carried unanimously.

Mr. DeBrooke excused himself from the room at this time and the meeting continued with a quorum.

Agenda Item No. X CONSIDER AND TAKE ACTION TO APPROVE TO HAVE A TAP ROOM SERVING BEER AT 105 W. JACKSON (THE DUSTY TATER) IN ACCORDANCE WITH SECTION 15.07 OF THE CITY OF HARLINGEN ZONING ORDINANCE.

Mr. Meza invited the owner of the tap room to speak on this item. Mr. Moore explained that there will be about 24-30 Texas Craft Beers and will also serve hot sandwiches, appetizers. Hours will be Monday through Saturday from 11am – 11pm. This bar will be a family-friendly area. Mr. Aune made a motion. Mr. Keim seconded. Mr. Perez called for a vote. The motion carried unanimously.

Mr. DeBrooke returned and the meeting continued with a quorum.

Agenda Item No. XI CONSIDER AND TAKE ACTION TO APPROVE TO PARTICIPATE WITH THE TEXAS MAIN STREET REVOLVING LOAN PROJECT.

Mr. Meza stated that they offered this year a revolving loan project and we needed to get an approval from our board that we do offer incentives to our Downtown Merchants. Three businesses are interested to apply for this program. Grants are up to \$10,000 for façade, window, and building painting. Mr. DeBrooke made a motion. Mr. Rodriguez seconded. Discussion followed. Mr. Meza had explained the businesses that were interested and what rehabilitation work wanted to get fixed. Mr. Perez called for vote. The motion carried unanimously.

Agenda Item No. XII CONSIDER AND TAKE ACTION TO APPROVE THE DOWNTOWN HARLINGEN INCENTIVE PROGRAM AGREEMENT AS PART OF THE DID INCENTIVE PROGRAM IN ACCORDANCE WITH SECTION 15.07 OF THE CITY OF HARLINGEN ZONING ORDINANCE.

Mr. DeBrooke made a motion. Mr. Keim seconded. Discussion followed. Mr. Meza explained that this document was created by the City Attorney on questioning about the City and D.I.D. Board for the Incentive grants to pay forward the contract. The Incentive Program Agreement must be signed by the Grantee which either is the Merchant or Property Owner. Mr. Perez called for a vote. The motion carried unanimously.

Agenda Item No. XIII CONSIDER AND TAKE ACTION TO APPROVE A PROPOSED NEW DESIGN FOR DOWNTOWN HARLINGEN'S LOGO.

Mr. Meza explained that with the new projects that we have been adding, Downtown Harlingen is now a destination for events. The Downtown Staff still included the original logo but recreated a now modern and refreshing look to the new downtown logo. Mrs. Ramirez made a motion. Mr. Keim seconded. Mr. Perez called for a vote. The motion carried unanimously.

Agenda Item No. XIV CONSIDER AND TAKE ACTION TO APPROVE THE MURAL CONCEPT FOR A ST. ON THE WALL OF THE REPEAT PERFORMANCE BUILDING AT 124 W. JACKSON.

Mr. DeBrooke explained that for the past three to four years to get an art project with something that related to music history. Mr. Meza did state that this project has to be approved by the property owner and D.I.D. Board. Mrs. Ramirez made a motion. Mr. Keim seconded. Mr. Perez called for a vote. The motion carried unanimously.

Agenda Item No. XV CONSIDER AND TAKE ACTION TO APPROVE TO PURCHASE 25 UTILITY LIGHTS INSTEAD OF STRING LIGHTS WHICH WAS APPROVED IN AN EARLIER MEETING IN THE AMOUNT OF \$3,000.

Mr. Keim made a motion. Mrs. Sokolosky seconded. Discussion followed. Mr. DeBrooke mentioned that he would like to install more utility lights on the murals. Mr. Perez called for a vote. The motion carried unanimously.

Agenda Item No. XVI MANAGERS REPORT

Mr. Meza stated that he had some meetings with merchants and discussed more about promotion. Ms. Alaniz and Mr. Meza attended the Window Display Presentation in Kingsville. He mentioned that we would be having a joint board orientation with the Brownsville District Board of Directors and surrounding Texas Main Streets. Mr. Meza included that the City has changed all the outside lights to LED lights.

Agenda Item No. XVII ADJOURN

With no further items to discuss, Mr. Perez called for a motion to adjourn. Mr. Keim made a motion. Mr. Percy seconded. Mr. Perez adjourned the meeting.

The meeting was adjourned at approximately 12:29 p.m.

Respectfully submitted,


Alexis Alaniz