

AGENDA
Universal City Economic Development Corporation
Regular Meeting
Thursday, 11 July 2024 at 5:00 pm
Council Chambers, 2150 Universal City Blvd, Universal City

1. **CALL TO ORDER:** President Dick Crow
2. **QUORUM CHECK:** Secretary Roland Hinojosa
3. **INTRODUCTION OF GUESTS:**
4. **OLD BUSINESS:**
 - a) Minutes of the 13 June 2024 Regular Meeting
 - b) Financial Report:
 1. Accountant Reports
 2. Bills to Be Paid and Transfers
 3. Expected Incoming Expenses
5. **NEW BUSINESS:**
 - A. Discuss & Consider UCEDC Board appointments and/or re-appointments
 - B. **Next Meeting:** Thursday, 8 August 2024 at 5:00 pm, Council Chambers
6. **STAFF REPORT:**
 - Status of Projects
 - Council Actions and Considerations
 - Upcoming City & Economic Events
7. **PUBLIC COMMENT:**
8. **ADJOURNMENT:**

MARIBEL GARCIA, Deputy City Clerk

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 72 hours prior to this meeting. Please contact the City Clerk's Office at (210) 659-0333 if these services are needed.

All items on the agenda are eligible for possible discussion and action. The UCEDC reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices,) and 551.086 (Economic Development).

MINUTES
ECONOMIC DEVELOPMENT CORPORATION OF THE CITY OF UNIVERSAL CITY, TEXAS
Regular Meeting, Thursday, 13 June 2024

1. **CALL TO ORDER:** Mr. Crow, Vice President at 5:10 P.M.
2. **QUORUM CHECK:** Michael Cassata, Development Services & EDC Director

Present:

Dick Crow, President
Lenny Dagg, Vice President
Christina Fitzpatrick, Director
Bear Goolsby, Director
Roland Hinojosa, Secretary
Bryan Kuhlmann, Director
Dick Neville, Treasurer

Also Present:

Kim Turner, City Manager
Michael Cassata, Economic Development Director
Maribel Garcia, Deputy City Clerk

Mr. Hinojosa noted a quorum was present.

3. **INTRODUCTION OF GUESTS:** None.
4. **OLD BUSINESS:**

Ms. Fitzpatrick moved to approve the following consent agenda item with discussed edits: a) Minutes of the 11 April 2024 Regular Meeting. Mr. Goolsby seconded the motion.

Vote: All in favor, none opposed.
Motion to approve carried.

Mr. Neville gave the Financial Report.

Mr. Dagg moved to approve the following consent agenda item: b) Financial Report. Mr. Hinojosa seconded the motion.

Vote: All in favor, none opposed.
Motion to approve carried.

5. **NEW BUSINESS:**
 - A. **Discuss & Consider the FY24-25 UCEDC Budget.**

Mr. Cassata stated the proposed budget's revenues and expenditures are \$11,143,150. He noted differences from last year's budget. He reviewed Allowances, Debt Service, Communications, Support Services, Contract Services, Supplies-Materials, and Real Property-Equipment expenditure categories. Throughout his explanation of the budget, he provided the following clarification for the Board:

- After Mr. Goolsby expressed support for the EDC attending the national ICSC convention to develop more business, Mr. Cassata and Mrs. Turner explained that Universal City would likely be more effective marketing itself at the regional ICSC convention due to the fact that the City is mostly built out.
- He gave a detailed overview of costs included in the Memberships/Subscriptions sub-

category, including Placer.ai.

- At Mr. Kuhlmann's request, Mr. Cassata and Mrs. Turner clarified that the EDC had always paid for the City website. Mr. Crow requested Google Analytics statistics for what content is viewed the most.
- The Promotion/ED Development sub-category was explained further.
- Mrs. Turner explained the increase under Insurance and Bonds expenditures due to property insurance for newly acquired property.

Mr. Goolsby moved to approve the UCEDC Budget as presented. Ms. Fitzpatrick seconded the motion.

Vote: All in favor, none opposed.

Motion to approve carried.

B. Next Meeting: Thursday, 11 July 2024 at 5:00 pm, Council Chambers.

6. STAFF REPORT:

Mr. Cassata and Mrs. Turner gave updates on economic development projects throughout the City and outcomes of past projects such as the disc golf tournament. A Staff update was given. Upcoming events were noted. Directors were reminded to submit their applications for reappointment to the EDC.

7. PUBLIC COMMENT: None.

8. ADJOURNMENT: Mr. Crow adjourned the meeting at 6:02 P.M.

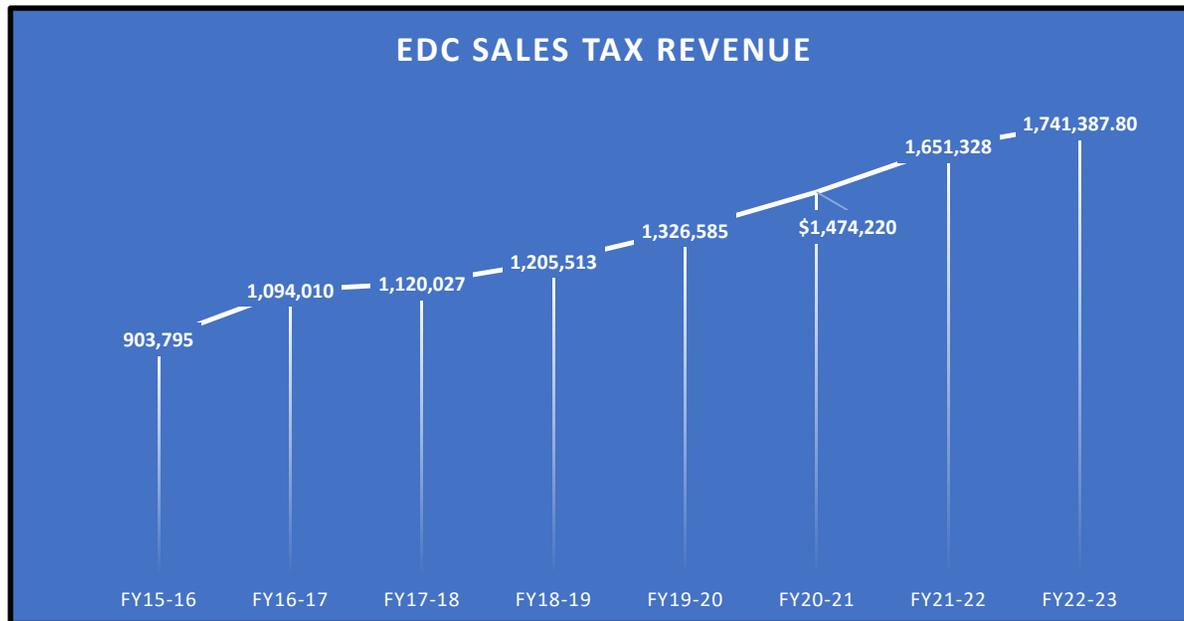
Dick Crow, President

08 -UNIVERSAL CITY EDC

ACCOUNT#	TITLE		
ASSETS			
=====			
1100.1000	CLAIM ON POOLED CASH	151,229.67	
1100.1111	CASH - SCHERTZ BANK 24945	332,483.15	
1100.1112	SCHERTZ BANK - 25127	6,996.21	
1100.1118	AMERICAN BANK - 2521	2,305,472.57	
1100.1119	AMERICAN BANK - 4529	1,308,585.76	
1300.1315	ACCTS RECEIVABLE - OTHER	304,965.30	
1400.1414	PREPAID	19,748.05	
		<u>4,429,480.71</u>	
			<u>4,429,480.71</u>
			=====
	TOTAL ASSETS		4,429,480.71
LIABILITIES			
=====			
2200.2217	ACCRUED INTEREST PAYABLE	7,908.72	
		<u>7,908.72</u>	
	TOTAL LIABILITIES		7,908.72
EQUITY			
=====			
2500.2511	FUND BALANCE	3,936,781.42	
2500.2513	RESERVED FOR PROJECTS	131,476.67	
2500.2514	2007 BOND RESERVE	127,000.00	
		<u>4,195,258.09</u>	
	TOTAL BEGINNING EQUITY		4,195,258.09
	TOTAL REVENUE	1,517,666.03	
	TOTAL EXPENSES	1,291,352.13	
		<u>226,313.90</u>	
	TOTAL SURPLUS/(DEFICIT)		226,313.90
	TOTAL EQUITY & SURPLUS/(DEFICIT)		<u>4,421,571.99</u>
			<u>4,429,480.71</u>
	TOTAL LIABILITIES, EQUITY & SURPLUS/DEFICIT		4,429,480.71
			=====

EDC Sales Tax Revenue

Allocation Period	FY15-16	FY16-17	FY17-18	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	FY23-24
October	58,752.34	86,516.56	87,130.05	95,773.12	99,466.16	110,106.57	121,797.17	139,454.16	152,145.90
November	79,037.39	98,159.99	100,733.35	104,267.08	108,728.48	124,689.43	154,595.60	145,142.71	152,819.41
December	68,059.51	85,900.88	85,002.96	105,493.80	104,843.20	110,922.04	109,820.09	141,272.85	149,627.45
January	66,241.76	85,961.12	87,607.77	85,115.88	103,289.64	114,956.65	134,231.12	140,935.42	146,659.30
February	86,723.80	113,166.40	111,859.05	120,515.28	137,139.70	144,856.31	166,606.04	170,410.47	177,517.04
March	64,353.34	81,976.68	79,934.32	65,987.72	94,327.66	108,098.50	122,902.17	128,093.88	142,110.37
April	81,732.84	79,479.11	80,895.78	102,056.34	93,924.06	99,505.76	117,186.34	127,892.78	144,393.26
May	88,362.99	100,673.28	109,680.51	101,375.03	119,439.30	147,776.29	157,060.36	160,057.10	178,755.18
June	70,033.22	82,409.93	86,399.51	100,179.69	106,785.20	124,594.16	135,556.21	138,663.94	155,126.15
July	74,854.95	85,323.22	95,356.92	98,979.67	119,369.46	122,852.99	136,763.26	145,632.25	0.00
August	89,334.59	101,964.39	105,622.38	120,247.69	128,322.82	139,774.70	158,506.80	156,922.56	0.00
Sept	76,308.76	92,478.26	89,804.45	105,522.11	110,949.15	126,087.10	136,302.63	146,909.68	0.00
TOTAL	\$903,795.48	\$1,094,009.80	\$1,120,027.04	\$1,205,513.41	\$1,326,584.80	\$1,474,220.48	1,651,327.79	1,741,387.80	1,399,154.04



UNIVERSAL CITY EDC BOARD RE-APPOINTMENTS FOR 2024-2026 TERM

MEMBER	RE-APPOINTMENT	EXPIRATION
Richard Crow, President	8-1-2024	7-31-2026
Leonard Dagg, Vice President	8-1-2024	7-31-2026
Christina Fitzpatrick, Director	8-1-2024	7-31-2026
Bear Goolsby, Director	8-1-2024	7-31-2026
Roland Hinojosa, Director	8-1-2024	7-31-2026
Bryan Kuhlmann, Director	8-1-2024	7-31-2026
Richard Neville, Treasurer	8-1-2024	7-31-2026



UNIVERSAL CITY, TX

June Report | Text + Web

ANALYTICS



Total Residents Engaged



Total Communications



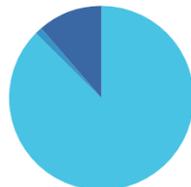
16 Communications happened on 6/26—Ask Jet's busiest day!

QUESTIONS

- Can I bring my dog to meadow oak park?
- I need help with getting low-income disabled housing
- Where do I submit a backflow test and maintenance report?
- I have to lay sod per my HOA, how will I be able to water my grass under Stage 3 restrictions?
- Who do I call for assistance with hauling away an old barbaq pit?
- Is the trash being picked up tomorrow Junteenth day?
- Court hours?
- Is north view splash pad dog friendly?
- Is there a community center that I can rent?
- Can I apply for a library card online?
- How do I apply for a building permit?

TOP ACTIONS

Messages
11.3%



Questions
87.4%





UNIVERSAL CITY, TX

Q2 Quarterly Report | April - June 2024

ANALYTICS



Total Residents Engaged



Total Communications



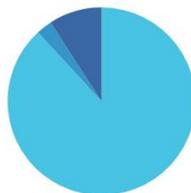
99% Of resident communications were done via web! 1% was via text!

MONTHLY VOLUME



TOP ACTIONS

Messages
9.1%



Questions
88.2%