ECONOMIC DEVELOPMENT & PUBLIC AFFAIRS

REPORT TO CITY COUNCIL:

October 28, 2019

Economic Development:

- On Saturday, September 24, 2019, Mr. Nastasi, at the invitation of the **Castle Hills City Council and City Manager**, spoke at a special workshop meeting of the **Castle Hills Economic Development Committee**. Mr. Nastasi discussed his role in Balcones Heights and the creative ways the City Council and leadership staff have approached economic development.
- Using the economic development precedent established when City Council awarded local businesses in **Wonder Plaza**, incentive funding for the replacement of individual store signage as part of a major overhaul of the center, a standardized application and scoring process is in development. The goal is to provide an even playing field for all applicants. Staff hopes to bring the plan to City Council in November.
- Mr. Nastasi attended a two-day seminar (Oct 7-8, in San Antonio), **Multi-Family Real Estate Development**. The seminar covered topics such as the role of the developer, joint ventures, market studies, financing, tax credits and more.
- During the recent **TML Conference** in San Antonio, staff attended two economic development workshops, conducted by the **Buxton Group: Think Like a Retailer; and What Do You Do When Your Retail Recruitment Efforts are Stuck?**
- Mr. Nastasi continues discussions with the owner of the former **Lack's property**. Based on a request from the property owner, staff has queried City Council Members on their ideas of what the City would like to see on that property. That input will be submitted by property owner.
- Mr. Nastasi continues discussions with the **VIA Real Estate Division** re: **VIA property adjacent to Dave & Busters**.
- Mr. Nastasi continues to meet with **Jim Reed, Executive Director of the San Antonio Medical Foundation** relative to positioning Balcones Heights as an extension of the **Medical Center**.
- Mr. Nastasi continues to hold various meetings/discussion with developers regarding new approaches to transform development of commercial properties in Balcones Heights.
- Mr. Nastasi met with potential investors in local commercial properties.
- Mr. Nastasi participated in numerous interdepartmental meetings and other communications including hazardous waste, vendor permits, Wonderland of the Americas special events and retail security.

Public Affairs:

- **Hispanic Trails Festival:** In addition to a cash sponsorship of $1,000, the City covered the media relations costs ($800) resulting in the outstanding **S.A. Living** television segment. The City also waived the food vendor permit fees, a value of $750. This year's event, from its VIP Reception, to the vendors, and community services representatives was a vast step forward from last year's event. Staff will soon be meeting with event organizers to discuss additional expansion next year including the prospect of branding it as a City-sponsored event.

Jazz Festival:

- During September's City Council meeting, Mr. Nastasi discussed possible changes to the **Balcones Heights Jazz Festival.** Specific plans will be provided at the October 28 City Council meeting as part of the City-branding proposal.

Community Relations:

- Ms. Kolb worked with **San Antonio Birth Doulas Breastfeeding Services** to plan and execute their **Grand Opening/Ribbon-cutting** held October 4. (Photos below).
- Ms. Kolb worked with Wonderland of the Americas to promote their "**Hocus Pocus – Zombie Theme**" event (Photos below), **Mini-Con**, **Pet Costume Contest** and the **Spirit Halloween** store opening**.**
- Ms. Kolb worked with **Methodist Texsan Hospital** staff to help promote their "**Center for Spine**".

Community Relations continued:

- Ms. Kolb worked with the **BHPOA** to help plan and implement and obtain media for the **2019 National Night Out.**
- Ms. Kolb is working with the Balcones Heights Police Department to promote the **DEA National Drug Take Back Day – Event will be held on Saturday, October 26 from 10 a.m. to 2 p.m. outside the BH Justice Center.**
- Ms. Kolb is working with ***White Shark Management Services, LLC – DBA: Team Shark/Daniel Pinheiro Brazilian Jiu Jitsu*** Welcome and Ribbon Cutting ceremony **– Event will be held Saturday, November 2 at 11 a.m.**
- Staff is continuing work with Veterans Day planning Chair Miguel Valverde, along with Councilmembers Gillian and Pacheco to plan a **Veteran's Day celebration scheduled for Saturday, November 9 at 10:00 a.m. at the Balcones Heights Justice Center.**
- Ms. Kolb is working with C-6 to develop a plan for the ***Community Clean-up Day*** **– Event will be held Saturday, November 16 from 8 a.m. – 2 p.m.**
- Ms. Kolb is working with the **BHPOA** helping plan and implement activities for the ***2019 Blue Santa Parade & Gift Giving*** **– Event will be held Saturday, December 14 at 10 a.m. – (**Flyer attached).
- Ms. Kolb along with other **TAMIO** members presented at the **2019 TML Conference** regarding communication and marketing on a budget. (Photo attached).
- Ms. Kolb is working with the **Balcones Heights Fire Department** to schedule a "***Stop the Bleed***" presentation for the tenants at **Wonderland of the Americas**.
- Ms. Kolb is working with Mayor, Council, Fire & Police Departments planning the **"Community Leaders for a Day – 2020 Essay Contest"** with the students from **St. Gregory the Great Catholic School.** Students will participate during the ***January 2020 City Council Meeting***.
- Ms. Kolb continues to use social media to promote city information, events and local businesses – business posts included ***Float, Target, Jims, Santikos Bijou, Dave & Bustes, Chick-fil-A, Luby's, Cowtown Boots, and Staci's Gift Shop*** and Jazz Festival Facebook. Over 40 posts were performed during September and October 2019.
- Ms. Kolb performed over 30 website updates for staff in September and October 2019.
- Staff working with **Texas Creative** to begin implementation of Phase 2 of Balcones Heights Website.

3rd Annual Hispanic Trails Cultural Festival

SA Birth Doulas Breastfeeding Services

Wonderland of the Americas - Zombie Fest

A few business Facebook posts...

City of Balcones Heights, Texas
Published by Chrissie Kolb [?] · September 5 ·

Balcones Heights Target is looking great! Come by and check it out!! 4522 Fredericksburg Rd.

City of Balcones Heights, Texas
Published by Chrissie Kolb [?] · September 13 ·

Sometimes you just need something refreshing!

City of Balcones Heights, Texas
Published by Chrissie Kolb [?] · October 4 at 8:38 PM ·

City of Balcones Heights Luby's!

City of Balcones Heights, Texas
Published by Chrissie Kolb [?] · October 7 at 12:44 PM ·

Ooooh it's cooling off a bit - head to Jim's Restaurant in Balcones Heights at 3319 Fredericksburg Rd. for a delicious cup of cheese or tortilla soup - or both!!

Presentation - 2019 TML Conference