

City of Laredo
City Council Workshop
M98-W-47
Laredo Development Board Room
616 Leal at the Airport
October 28, 1998
5:30 P.M.

M98-W-47

M I N U T E S

OCTOBER 28, 1998

I. CALL TO ORDER

With a quorum present Mayor Protem Bruni called the meeting to order.

II. ROLL CALL

CITY COUNCIL IN ATTENDANCE:

Louis H. Bruni	Mayor Protem
Alfredo Agredano	Councilmember District I
Eliseo Valdez	Councilmember District V
Joe A. Guerra	Councilmember District VI
Mario Alvarado	Councilmember District VII
Consuelo Montalvo	Councilmember District VIII
Gustavo Guevara, Jr.,	City Secretary
Florencio Pena, III,	City Manager
Jaime L. Flores	City Attorney

ABSENCES:

Elizabeth G. Flores	Mayor
John C. Galo	Councilmember District III
Cecilia May Moreno	Councilmember District IV

CITY STAFF IN ATTENDANCE:

Valeria Acevedo	Assistant Attorney
Jerry Pinzon	Assistant Utilities Director
Jose Flores	Airport Director
Rogelio Rivera	City Engineer
Cindy Collazo	CD Director
Keith Selman	Planner
Heberto Ramirez	Budget Offices
Horacio DeLeon	Adm. Asst. to City Manager

LDF IN ATTENDANCE:

Frank Leach	LDF Executive Director
Mark Pease	Planning & Zoning
David Puig	LDF
Tom McSpatan	LDF

III. CITY COUNCIL/LDF WORKSHOP

A. Review of LDF activities and to provide direct City

Council recommendations on the LDF's plan of action for the coming year.

Mr. Frank Leach, Executive Director of LDF, made the presentation of the LDF goals, work plan, and funding. He said LDF was incorporated on November 17, 1966, and is a private, non-profit corporation funded and governed by local business and civic leaders dedicated to Laredo's economic development. The primary responsibility of the Laredo Development Foundation is to help create jobs. The LDF Strategic Planning process involves selecting long term goals and strategic objectives, which in turn are used to define the short term annual work plan. The annual work plan or plan of action is monitored every quarter, evaluated every year, and amended as performance measures dictate. The first step in the process is the Situation Analysis or assessment of Laredo competitive strengths and weaknesses and is continually conducted by staff during updates of the community profile, preparation of staff responses to prospect requests for information and preparation of the monthly and annual reports. The workplan outlines the five current LDF Divisions as follows:

Industrial Attraction Division
Small Business Development Division
Environmental Protection Division
Special Projects Division
Administration Division

He stated that LDF is recognized by professionals as one of the finest Industrial Development Organizations on the U.S./Mexico border. He went over funding provided by the following; the City of Laredo \$185,000, LDF \$190,000, SBA - Federal \$90,000; and the county \$95,000.

B. Tax Abatements


Mr. Leach requested City Council hold a public hearing for all the city limits including ETJ (a re-investment zone) to discuss issues of tax abatement zones.

C. City Council Recommendations

1. Marketing Program: Trade show selection, etc.
2. Comments on Work Plan elements.
3. Additional observations or recommendations.

Adjournment time: 6:40 P.M.

I hereby certify that the above minutes contained in pages 01 to 03 are true, complete, and correct proceeding of the City Council Workshop held on the 28th day of October, 1998.



Gustavo Guevara, Jr.
City Secretary

NOVEMBER 16, 1998 : MINUTES APPROVED