

LORENA ECONOMIC DEVELOPMENT CORPORATION
PUBLIC HEARING AND REGULAR MEETING OF THE BOARD OF DIRECTORS
TUESDAY, APRIL 11, 2017, AT 6:00 P.M.
LORENA CITY HALL
107-A S. Frontage Rd.
Lorena, Texas 76655

MINUTES

1. Call to Order and Verification of Agenda Posting

The meeting was called to order at 6:08 pm and Chairman Anderton noted that the meeting was posted in accordance with the requirements of the Texas Open Meetings Act and a quorum was present. Members Present: David Anderton, John Taverner, Mark McLean, Kelly Yarbrough, Kyle Miller Members Absent: John Johnston, and Chad Hanson; Also, Present: City Manager Joseph Pace; Consultant – Jason Mundo of Mundo and Associates, Inc.; representatives of Lorena Chamber of Commerce – Linda Graves, Eva Greenup, and David Greenup;

2. Visitors Comments/Open Forum

Lorena Chamber of Commerce representatives Linda Graves, Eva Greenup, and David Greenup spoke to the Board about the history, growth, and success of the annual Saturday in the Park wine and cheese tasting event. The representatives requested sponsorship from the Lorena EDC to help in the growth and success of the event. The Board discussed the event, discussed sponsorship, and discussed the possibility of chamber membership with the Chamber representatives and thanked the Chamber for their efforts. No action was taken.

3. Chairman's Report, EDC Mail and Communications

No action was taken.

4. Discussion and possible action to approve the following:

- A. EDC Regular Meeting Minutes – February 21, 2017

Mark McLean moved to approve the meeting minutes of February 21, 2017. John Taverner seconded the motion. The motion was unanimously approved.

5. Discussion and possible action to approve the following:

- B. EDC Financial Reports and Bill Payments – February and March 2017

Kelly Yarbrough moved to approve the Financial Reports and Bill Payments of February and March 2017. John Taverner seconded the motion. The motion was unanimously approved.

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6. Discussion and possible action on sponsorship for 2017 Lorena Wine and Cheese Festival.

The Board discussed possible sponsorship of the 5th Annual Saturday in the Park Wine and Cheese Tasting Event to be held Saturday May 20, 2017, 1pm – 7pm, at Lorena McBrayer Park. The Board also discussed becoming a member of the Lorena Chamber of Commerce. David Anderton moved that the Lorena EDC sponsor the Lorena Chamber of Commerce 5th Annual Saturday in the Park Wine and Cheese Tasting Event with an expenditure in the amount of \$500 (Five Hundred Dollars) and that the Lorena EDC become a member of the Lorena Chamber of Commerce with an expenditure in the amount of a \$150 (One Hundred Fifty Dollars) corporation membership fee. Kelly Yarbrough seconded the motion. The motion was approved unanimously.

7. Update on Key Real Estate Business Improvement Grant.

Consultant Jason Mundo updated the Board that he had reached out to the owner of Key Real Estate to enquire about the status of the exterior improvements planned in her Lorena Business Improvement Grant awarded in August 2016 and that he had not received a reply yet. He noted that he would continue to reach out to her to inquire about the status. No action was taken.

8. Update and discussion on Lorena Demographic updates to website.

Mr. Mundo discussed with the Board the new set of demographic and market data researched and assembled by Mundo and Associates that would be of interest to developers and investors interested in Lorena. Mr. Mundo noted that they would be placed on the website. No action was taken.

9. Update on TxDOT IH-35 Logo Signs (Blue Signs) for Lorena.

Mr. Mundo updated the Board on his coordination with TxDOT's consultant managing the blue logo sign program, Lone Star Logos and Signs. Mr. Mundo noted that last month he worked with them to establish the cost and to establish which Lorena gas and food businesses would be eligible for the main lane or ramp logo sign program. Mr. Mundo added last month that he will contact the businesses to see if those companies would like to subscribe to advertise on the highway main lane and ramp signs through the Lone Star Logo blue sign program. Mr. Mundo noted that this month he had reached out to all the eligible businesses and so far Brookshire Brothers and Pizza House were very much interested in participating and it appeared that Texas Cheese House wasn't sure. Mr. Mundo added that Sonic had already signed an agreement with Lone Star Logos and Signs and that Conoco wasn't yet sure. Mr. Mundo noted that he was having difficulty reaching the owner or management representative of Jack and Jill Donuts, Bush's Chicken, Altos de Jalisco, and Tommy's. No action was taken.

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10. Update on Legislative Session Bill Tracking as it relates to Lorena EDC.

Consultant Jason Mundo discussed with the Board to update them on any legislative bills that would directly affect the EDC. Mr. Mundo noted that he continued to monitor the legislative bills and added that a bill that would have required all open meetings to be broadcast on the internet had been rewritten as to not include communities the size of Lorena and its EDC. In addition, Mr. Mundo discussed that he had testified at the Texas Senate Natural Resources and Economic Development Committee Hearings on April 4 against SB 650 and SB 1765 on behalf of Lorena TIRZ #1 East alongside many other communities and professionals that testified against these bills and that the committee had taken no action on those bills to date. No action was taken.

11. Discussion and possible action on public input survey questions for Lorena Parks Recreation and Open Space Master Plan.

Mr. Mundo and the Board discussed the public input questions assembled by Mundo and Associates. Mr. Mundo noted that, as requested by the Board, he had replaced the phrase “in the last 12 months” with “recently” regarding the last time a survey responder visited a Lorena park or recreational facility. Mr. Mundo added that, as requested by the Board, he had replaced the phrase “ETJ” with “areas of Lorena outside of the City limits” or similar as a simpler, clearer term, for those unfamiliar with the technical phrase ETJ. Finally, Mr. Mundo noted that he would begin the public input process by posting the survey link to the website, creating a facebook page for the park plan and public input survey. No action was taken.

12. Adjournment

The Board adjourned at 7:37 pm.

If, during the course of the meeting, discussion of any item on the agenda should be held in a closed meeting, the Board will conduct a closed meeting in accordance with the Texas Open Meetings Act, Government Code, Chapter 551, Subchapters D and E. Before any closed meeting is convened, the presiding officer will publicly identify the section or sections of the Act authorizing the closed meeting. All final votes, actions, or decisions will be taken in open meeting.

David Anderton,
Board Chairman

Date Kelly Yarbrough,
 Board Secretary

Date