

**LORENA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THE BOARD OF DIRECTORS
TUESDAY, APRIL 10, 2018
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 6:15 pm and Treasurer McLean noted that the meeting was posted in accordance with the requirements of the Texas Open Meetings Act and a quorum was present. Members Present: Mark McLean, John Johnston, Chad Hanson, and William Taverner; Members Absent: David Anderton, Kelly Yarbrough, and Kyle Miller; Also, Present, City Manager Joseph Pace, Consultant – Jason Mundo of Mundo and Associates, Inc; also present: Lorena citizen Brad Wetzels and Lorena Chamber of Commerce representative Matt Mayer

2. Visitors Comments/Open Forum

No visitor comments. No action was taken.

3. Chairman's Report, EDC Mail and Communications

No report was given. No action was taken.

4. Discussion and possible action to approve the following:

4A) EDC Meeting Minutes – February 13, 2018.

John Johnston moved to approve the meeting minutes of February 13, 2018. William Taverner seconded the motion. The motion was unanimously approved.

5. Discussion and possible action to approve the following:

5A) EDC Financial Reports and bill payments – February 2018 and March 2018.

Treasurer Mark McLean presented the financial reports and bill payments for February 2018 and March 2018. Chad Hanson moved to approve the financial reports and bill payments for February 2018 and March 2018. John Johnston seconded the motion. The motion was unanimously approved.

6. EXECUTIVE SESSION: *The Board entered closed executive session at 6:17 pm*

Executive Session pursuant to Section 551.087 Texas Government Code, for the purpose of discussion and deliberation regarding Economic Development; Closed Meeting.

- (1) To discuss or deliberate regarding commercial or financial information that the government body has received from a business prospect that the governmental body seeks to have locate in the territory of the governmental body.

7. RECONVENE TO OPEN SESSION:

And take any action necessary as a result of Executive Session.

The Board reconvened open session at 6:33 pm.

8. Discussion and possible action on exhibiting at NTCAR Commercial Realty Trade Show in August.

Consultant Jason Mundo discussed the NTCAR Trade Show with the Board and how it has been a successful marketing event for Lorena's commercial properties. The Board asked Mr. Mundo to check on passes so that a Board Member and the City Manager could attend if they wish to do so. Mr. Mundo said he would do that.

Mark McLean moved to authorize the expenditure of \$970 (Nine Hundred Seventy Dollars and no cents) for the NTCAR Trade show Exhibitor Registration. John Johnston seconded the motion. The motion was unanimously approved.

9. Discussion and possible action on updating middle banner stand for use in marketing and exhibiting at NTCAR Commercial Realty Trade Show and other opportunities.

Consultant Jason Mundo discussed the existing middle banner stand, "Growing and Developing", and the need to refresh it with updated text and photos since much has changed in Lorena since that banner was manufactured in 2013. Mr. Mundo showed prospective photos and text graphics to indicate the anticipated design. Mr. Mundo also presented a proposal from Trade Group in the amount of \$676.90 for update of photos and graphics, manufacture of banner, and installation into existing hardware.

John Johnston moved to approve the proposal from Trade Group in the amount of \$676.90 (Six Hundred Seventy Six dollars and Ninety cents) for the design and manufacture of the banner and installation into the existing hardware stand. William Taverner seconded the motion. The motion was unanimously approved.

10. Discussion and possible action on setting up a Lorena EDC Youtube channel and Lorena EDC Instagram account for use in marketing Lorena and its developable properties.

Consultant Jason Mundo discussed with the Board setting up a Lorena EDC Youtube Channel and Lorena EDC Instagram account for use in marketing Lorena and its developable properties. The Board shared thoughts and ideas. City Manager Joseph Pace suggested that there could be a single youtube channel and Instagram account for the City, EDC, and Chamber to aggregate and pool the marketing efforts. It was asked by Jason Mundo and Joseph Pace if William Taverner would be interested in his media/film students producing short videos promoting Lorena's commercial properties. William said that he was interested and would think of ideas for such a project. Lorena resident Brad Wetzel said he would contribute a demo video to generate possible ideas for such a project and bring it to the May meeting. The Board asked Mr. Mundo to look into any social media guidelines for public entities that could be adopted. Mr. Mundo said he would investigate. No action was taken.

11. Update on design of tourism brochure card for marketing of unique Center Street.

Mr. Mundo presented photos and tag lines for possible use on the tourism brochure. The Board discussed thoughts and ideas. No action was taken.

12. Discussion and possible action on authorization of design of commercial property brochure card for marketing of Lorena's developable commercial properties.

Mr. Mundo discussed the need for a handy Lorena commercial property brochure that could be easily handed out to prospects and trade shows and marketing events, while not being too large and bulky. Mr. Mundo suggested a 4.25 inch x 11 inch commercial property brochure card similar in size to the travel brochure card. The Board suggested focusing on Lorena's main and best developable commercial properties. Mr. Mundo presented to the Board a proposal from graphic designer Andrew Hollien in the amount of \$300 to design a 4.25 inch x 11 inch, 2 sided, commercial property brochure card.

Chad Hanson moved to approve the design of the proposed commercial property brochure card in the amount of \$300 (Three Hundred dollars and no cents). William Taverner seconded the motion. The motion was unanimously approved.

13. Update on Gateway Monument Project and TxDOT review of Gateway Monument Site Plan.

Consultant Jason Mundo updated the Board that he had prepared the Site Plan to reflect the location chosen at the April meeting and then had submitted the Site Plan to TxDOT for review of the horizontal site location. Mr. Mundo noted that the goal of the submittal was to establish the location of the sign with TxDOT. Mr. Mundo added that he was still awaiting response from TxDOT and that he would have an update at the next meeting. Mr. Mundo noted that TxDOT had previously communicated to him that they were very busy and that concluded that the slow response time was likely due to TxDOT's current busy workload.

14. Discussion and possible action on attending TEDC Sales Tax Workshop in Waco in May 2018.

Mr. Mundo discussed the upcoming TEDC Sales Tax Workshop in Waco on May 4 and that he would be attending. Mr. Mundo asked if Board members would be interested in attending this one-day course that consists of EDC Board Member training in Texas economic development laws and practices. The Board discussed the information presented. William Taverner said that he would like to attend. Mark McLean moved to approve the \$175 Registration Fee for William Taverner to attend the training. John Johnston seconded the motion. The motion was unanimously approved. City Manager Joseph Pace said that he would attend the training as well to represent the City.

15. Update on Lorena TIRZ #1 East Construction

Mr. Mundo updated the Board on the progress of Lorena TIRZ #1 East. Mr. Mundo noted that construction of the Phase 1 Sanitary Sewer Line, Force Main, and Lift Station was ongoing and that the sewer line construction itself was almost complete and that pretty much only the lift station, metering manhole, and line construction within Waco and County property remained. Completion of the Phase 1 construction is scheduled for end of August 2018 and Phase 2 construction is scheduled to be completed at the end of 2018. No action was taken.

16. Adjournment

The Board adjourned at 7:20 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 Kyle Miller,
Board Secretary

Date