

**LORENA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THE BOARD OF DIRECTORS
TUESDAY, OCTOBER 9, 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 6:11 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, Kelly Yarbrough, Kyle Miller, and William Taverner; Members Absent: Mark McLean, John Johnston, and Chad Hanson. Also, Present, City Manager Joseph Pace, Brad Wetzel (P&Z), Chris McGowan (RKS), Consultant – Jason Mundo of Mundo and Associates.

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. Action Items

4A. Discussion and possible action to approve the following:

EDC Meeting Minutes – August 14, 2018

The Board reviewed the August 14 meeting minutes. William Taverner moved to approve the August 14, 2018 meeting minutes. Kyle Miller seconded the motion. The motion was unanimously approved.

4B. Discussion and possible action to approve the following:

EDC Financial Reports and bill payments – August 2018 and September 2018

The Board reviewed the Financial reports and bill payments for August 2018 and September 2018. William Taverner moved to approve the financial reports and bill payments for August 2018 and September 2018. Kelly Yarbrough seconded the motion. The motion was unanimously approved.

4C. Completion of Lorena Parks, Recreation, and Open Space Master Plan.

Consultant Jason Mundo presented the completed Lorena Parks, Recreation, and Open Space Master Plan to the Board for their review. Mr. Mundo encouraged their feedback at the next meeting with anything they would like added or edited within the report. Mr. Mundo noted that there would be a public hearing for the report at the next meeting.

4D. Replacement of fading IH-35 billboard vinyl.

Consultant Mundo discussed with the Board the fading IH-35 billboard vinyl and presented the Board with cost quotes for the new vinyl with design. Mr. Mundo noted that he wasn't clear on what type of design the Board would like to see. The Board members discussed some design ideas and slogan ideas. The Board agreed to continue this discussion at the next meeting.

5. Information Items

5A. Marketing Recap

Mr. Mundo updated the Board on recent marketing efforts of Lorena's available commercial sites as well as tourism marketing update of Lorena's Center Street. No action was taken.

5B. NTCAR Trade show recap

Mr. Mundo updated the Board on the successful marketing efforts of Lorena's available commercial properties at the annual NTCAR Expo August 29 in Dallas. No action was taken.

5C. ICSC Trade show successful registration

Mr. Mundo updated the Board that he had successfully registered the Lorena EDC to exhibit at the ICSC Red River States retail trade show to be held in early January in Ft. Worth. Mr. Mundo noted that it was difficult to get a booth reservation this year to the annual show being expanded to include Oklahoma as well as Texas cities. No action was taken.

5D. TDA Waco Roundtable recap

Mr. Mundo updated the Board on attending and representing Lorena and the Lorena EDC at the Texas Downtown Association Roundtable held in Waco on September 21. Mr. Mundo discussed tourism resources, tips, and techniques presented at the Roundtable that the EDC can implement into the LEDC tourism efforts. No action was taken.

5E. Gateway Monument

Consultant Mundo updated the Board on the EDC Gateway Monument efforts. Mr. Mundo noted that he hoped to have a response from TxDOT at the next meeting regarding the EDC's preferred site. Kelly Yarbrough noted that she hoped to have some designs for review by the Board at the next meeting. No action was taken.

5F. Chad Hanson appointment to TIRZ Board

Consultant Mundo noted to the Board that the City Council would be appointing EDC Director Chad Hanson to the Lorena TIRZ #1 East Board to fill the open TIRZ Seat vacated by David Anderton after 3 years of service. Mr. Mundo thanked David Anderton for his service to the TIRZ. No action was taken.

5G. Lorena TIRZ #1 East Construction update

Consultant Mundo updated the Board that Phase 1 Construction was now complete with the sanitary sewer line, force main, and lift station having been constructed. Mr. Mundo added that Phase 2 Construction of the force main and lift station from the Loera property to the TIRZ sewer trunk line is nearly 50% complete. Chairman Anderton asked the City Manager about the progress of the City's processing and review of the Mitchell-Tully commercial development. City Manager Joe Pace noted that the Lorena P&Z would be reviewing the

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zoning next week and that the City was pursuing Mitchell-Tully's voluntary annexation request. No action was taken.

5H. Social Networking Policy example

Mr. Mundo presented the Board with an example of a Social Networking Policy from another Texas city. This fulfilled a request from a previous EDC meeting. No action was taken.

6. Adjournment

The meeting was adjourned at 7:18 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