

**LORENA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THE BOARD OF DIRECTORS
MONDAY, APRIL 1, 2019
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 6:28 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: Kelly Yarbrough, Mark McLean, Kyle Miller, Chad Hanson, and William Taverner. Members Absent: David Anderton. Also, Present, City Manager Joseph Pace, Chris McGowan (RKS), and 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 – January 8, 2019

The Board reviewed the January 8 meeting minutes. William Taverner moved to approve the January 8, 2019 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 – October 2018, November 2018, December 2018, January 2019, February 2019, and March 2019

Treasurer McLean presented the financial reports and the Board discussed them. Chad Hanson moved to approve the financial reports and bill payments October 2018 through

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March 2019. William Taverner seconded the motion. The motion was unanimously approved.

4C. Discussion and possible action on Replacement of fading IH-35 billboard vinyl.

The Board reviewed designs presented by Lamar Advertising based on feedback and design guidelines given by the Lorena EDC at the January meeting. The Board generally agreed that they should not use red as a color since it faded quickly in the previous billboard design. The board was also unsure of the proposed shopping tagline and overall design. William Taverner offered to design a couple of billboard designs for review by the Board at the next meeting. The Board also directed Consultant Mundo to ask Lamar Advertising for additional designs for review based on their feedback.

4D. Discussion and possible action recommendation to City Council for appointment of EDC director to fill open seat.

The Board reviewed the applications of the two applicants. The Board agreed that they had two excellent candidates to choose between. Chad Hanson moved to recommend to City Council that Council appoint Steve Meadows to fill the open EDC director seat. Kyle Miller seconded the motion. The motion was unanimously approved.

4E. Discussion and possible action on proposed Gateway Monument design from local sign manufacturers based on LEDC concept design.

The Board reviewed designs submitted from local sign manufacturers. The Board expressed that the design should be framed by a box or stone or something to serve as a backdrop to the design similar to the concept design. The Board directed Mr. Mundo to take the suggestion back to the sign manufacturers and ask for new sign design submissions. No action was taken.

4F. Discussion and possible action on sponsorship of Saturday In The Park event to be held by Lorena Chamber of Commerce, Saturday April 27, 2019.

William Taverner updated the Board on the event. The Board discussed sponsorship of the event based on their ability to provide for park improvement/park maintenance. Mark McLean moved to approve a sponsorship of the Saturday In The Park event in the amount of \$500.00 (Five Hundred Dollars and no cents). Kelly Yarbrough seconded the motion. The motion was unanimously approved.

5. Information Items

The Board entered into closed executive session at 7:01 pm

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5A. EXECUTIVE SESSION – CLOSED SESSION: Pursuant to Texas Government Code Section 551.087 – Economic Development Negotiations,

the TIRZ #1 East Board shall deliberate regarding economic development negotiations involving:

- (1) To discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations;

5B. RECONVENE TO OPEN SESSION:

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

The Board reconvened into open session at 7:17 pm. No action was taken.

5C. Center Street Marketing: business replacement efforts

Mr. Mundo updated the Board on marketing efforts to fill the 3 vacancies by contacting prospective retail shop owners and entrepreneurs.

5D. Update on ICSC Red River States Conference and Deal Making Expo, January 9-11 2019, Ft. Worth Convention Center, where Lorena EDC marketed Lorena's commercial properties to regional and national retailers.

Mr. Mundo updated the Board that he exhibited and marketed Lorena's developable commercial properties at the ICSC Red River States Conference and Deal Making Expo, January 9-11 2019. Mr. Mundo noted that the annual conference is attended by regional and nationwide retailers, developers, and brokers looking for sites to develop and locate their retail businesses. Mr. Mundo noted that he made contacts with numerous retailers and brokers and will be continuing to contact them in the months to come to continue the conversation and build their interest in Lorena.

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5E. Update on 2019 – 2028 Lorena Parks, Recreation, and Open Space Master Plan.

Mr. Mundo updated the Board that the Plan was approved and adopted by the City of Lorena at their January 21 Council meeting. Mr. Mundo added that the Plan has also been submitted to the Texas Parks and Wildlife Department.

5F. Lorena EDC 2019 Comptroller Report filing with State of Texas

Mr. Mundo updated the Board that he successfully completed and filed the annual Comptroller report with the State of Texas.

5G. Update on State of Texas 86th Legislative Session and any potential impact upon Lorena EDC.

Consultant Mundo updated the Board on the current state of bills filed in the Legislature that could impact Lorena or the EDC, in particular the SB2/HB2 property tax legislation and some sales tax legislation as well. No action was taken.

5H. Lorena TIRZ #1 East Construction Update.

Mr. Mundo updated the Board that the construction was completed on the lift station and sanitary sewer force main from Rosenthal Rd to the high point within the TIRZ. No action was taken.

5I. Discussion on May Meeting date and time.

The Board noted that the next meeting will be the regular May 14 meeting date of the EDC.

6. Adjournment

The meeting was adjourned at 7:30 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