

**LORENA ECONOMIC DEVELOPMENT CORPORATION
PUBLIC HEARING AND REGULAR MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, FEBRUARY 15, 2023, AT 6:00 PM**

**LOCATION:
LORENA CITY HALL
107A S. FRONTAGE RD.
LORENA TX, 76655**

PUBLIC HEARING MINUTES

1. Call to Order and Verification of Posting of Notice of Public Hearing of Proposed Project

The Public Hearing was called to order at 6:03 pm and Chairwoman Yarbrough noted that the public hearing was posted in accordance with the requirements of the Texas Open Meetings Act and a quorum was present. Members Present: Kelly Yarbrough, Brad Wetzel, Mark McLean, and Bill Taverner. Members Absent: Kyle Miller and Chuck Walker; Also Present: EDC Consultant Jason Mundo and Lorena City Manager Kevin Neal. No one from the public was present.

2. THE PURPOSE OF THE PUBLIC HEARING IS TO RECEIVE PUBLIC COMMENTS ON THE PROPOSED LORENA EDC TYPE B PROJECT FOR THE CONSTRUCTION OF A GATEWAY MONUMENT SIGN ON THE NORTHWEST EMBANKMENT OF THE OLD LORENA ROAD BRIDGE ON TXDOT RIGHT-OF-WAY ALONGSIDE IH-35, USING SALES AND USE TAX PROCEEDS WITHIN THE LORENA EDC BUDGET, FOR THE PURPOSE OF ASSISTING IN THE GROWTH OF NEW AND EXPANDED BUSINESS IN LORENA. THE PROJECT BEING CONSIDERED MAY INCLUDE COSTS FOR THE CONSTRUCTION, ENGINEERING DESIGN AND DESIGN PHASE COORDINATION, AND CONSTRUCTION PHASE ADVERTISING, BID DOCUMENTS, BIDDING, BIDDING COORDINATION, AND CONSTRUCTION REVIEW.

The purpose of the public hearing listed above was read aloud by Chairwoman Yarbrough.

3. Public Comments in regard to the proposed Lorena EDC Type B Project.

No one from the public was present and no public comments were presented.

4. Adjournment of the Public Hearing.
The Public Hearing was closed at 6:04 pm.

REGULAR MEETING MINUTES

1. Call to Order and Verification of Agenda Posting

The meeting was called to order at 6:05 pm and Chairwoman Yarbrough 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, Brad Wetzel, and Bill Taverner. Members Absent: Kyle Miller and Chuck Walker. Also, Present: EDC Consultant – Jason Mundo of Mundo and Associates; City Manager Kevin Neal.

2. Visitors Comments/Open Forum

No visitor comments.

3. Chairman's Report, EDC Mail and Communications

No report was given. No action was taken.

4. Update on Gateway Monument Project

Consultant Mundo updated the Board that the required Project Agreement had been prepared by TxDOT and executed by both TxDOT and the City of Lorena.

5. Discussion and possible action on recommendation to City Council for appointment to open Lorena EDC Board Seat.

The Board discussed the open Board Seat and the application from applicant Chris Low. Brad Wetzel moved to recommend to City Council that Chris Low be appointed to the open Seat 1 of the Lorena EDC Board. Bill Taverner seconded the motion. The motion was unanimously approved.

6. Discussion and possible action to approve the following:

EDC Meeting Minutes – January 10, 2023

The Board reviewed the January 10, 2023 meeting minutes. Mark McLean moved to approve the January 10 meeting minutes. Bill Taverner seconded the motion. The motion was unanimously approved.

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7. Discussion and possible action to approve the following:
EDC Financial Reports and Bill Payments – January 2023

Treasurer McLean presented the Financial Reports to the Board.

Brad Wetzel moved to approve the January 2023 EDC Financial Reports and bill payments; Bill Taverner seconded the motion. The motion was unanimously approved.

Treasurer McLean and the Board discussed the Lamar Advertising billboard contract and resolution of its 13th billing cycle that is not automatically withdrawn from the EDC account via automatic payment, due to the Lamar billing system, which has resulted in one billing cycle past due for each of 3 years. Bill Taverner moved to approve a one-time electronic payment to Lamar Advertising to pay for and resolve the 3 past due bill payments. Brad Wetzel seconded the motion. The motion was unanimously approved.

Treasurer McLean and the Board discussed the recent increase in interest rates and consideration to transfer EDC funds from the Money Market Account to the TexPool Account to take advantage of the higher rates. Brad Wetzel moved to transfer up to \$150,000 from the EDC Money Market Account to the EDC TexPool Account. Bill Taverner seconded the motion. The motion was unanimously approved.

8. Development Update in Lorena and Lorena TIRZ #1 East

Consultant Mundo updated the Board that the Arches residential subdivision currently has 8 homes under construction and that 3 are for sale at an average price of \$1.44 Million each; Roadster Travel Center had their Final Plat approved at City Council on December 19 and they reached an agreement with the City on proportional cost for improvements to N. Old Temple Road and they expect to begin construction in the early Spring; and Foodies Travel Center had a Conditional Use Permit approved at the December 19th City Council meeting for vehicle fuel sales at the South end of the City limits at IH-35.

9. Discussion on upcoming ICSC retailing expo, January 2023, Dallas Texas.

Mr. Mundo discussed with the Board the successful marketing of Lorena's developable commercial properties at the ICSC trade show.

10. Update on Summer Snow Sweet Shop in Lorena's Downtown;

Mr. Mundo discussed with the Board that Joey, the owner of Summer Snow had reached out regarding creating a retail space for the proposed Summer Snow Sweet Shop in the Spring of 2023. Mr. Mundo noted that he asked Joey to prepare an updated presentation to the Board which included a Business Plan so that the Board may evaluate opportunities for assistance. Mundo concluded that he had not yet heard a reply but hoped to hear back from Joey.

11. Introduction to 2023 Texas Legislative Session and monitoring of proposed bills that may negatively impact the Lorena EDC, Lorena TIRZ #1 East and Lorena.

Consultant Mundo updated the Board with proposed legislation that may have negative impact to Lorena, the Lorena EDC, and Lorena TIRZ #1 East if passed.

12. Discussion of TxDOT "Blue Sign" program to promote local fuel, food, and lodging at IH-35 exits.

Consultant Mundo presented information and the Board discussed the TxDOT "Blue Sign" program as a way to promote local businesses. It was noted that only businesses on IH-35 qualify for the program. The Board discussed how the EDC pursued this program a few years ago getting TxDOT to establish a Blue Sign on the Southbound IH-35 main lane but only Brookshire Brothers and Sonic chose to participate at that time. The Board left the discussion as an open matter that they may revisit at a future meeting.

13. Discussion on High Speed Internet in Lorena.

Consultant Mundo presented information about the Texas Legislature pursuing expansion of High Speed Internet across the state, proposed mapping of existing broadband service in Texas, and proposed funding for those areas with limited access to high speed internet. The Board discussed the information.

14. Introduction to 2023 Lorena EDC Strategic Planning and Downtown Revitalization.

The Board discussed the possibility of doing EDC Strategic Planning in 2023 and goals for the Board. No action was taken but the Board noted to continue the discussion at the next EDC meeting.

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15. Discussion on inquiry involving painting of Lorena Water Tower and Lorena Stand Pipe.

The Board and City Manager discussed the inquiry involving painting of the Lorena Water Tower and Lorena Stand Pipe to celebrate the high school football team state championships. Consultant Mundo noted that in review of state requirements, painting of a water tower to celebrate a football championship does not qualify as an approved expenditure for a Type B economic development corporation in the State of Texas. The City Manager noted and shared creative ideas for other ways for the community of Lorena to utilize a water tower to celebrate athletics including illuminating it during certain events and occasions.

16. Adjournment

The meeting was adjourned at 7:58 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.

Kelly Yarbrough,
Board Chairwoman

Date

Kyle Miller,
Board Secretary

Date