

**LORENA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THE BOARD OF DIRECTORS
TUESDAY, AUGUST 8, 2023, AT 6:00 PM**

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

REGULAR MEETING MINUTES

Introduction:

A. Call to Order and Verification of Agenda Posting

The meeting was called to order at 6:00 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, Brad Wetzel, Mark McLean, and Chuck Walker. Members Absent: Kyle Miller. Also, Present: EDC Consultant – Jason Mundo of Mundo and Associates; City Manager Kevin Neal; RKS Development Representative Chris McGowan; representatives of new business Lorena Cheese House Nicole Sullivan, Frank Sullivan, Gabe Sullivan, Andy and Helena Westlake;

B. Visitors Comments/Open Forum

No visitor comments.

C. Chairman's Report, EDC Mail and Communications

No report was given. No action was taken.

D. Friendly Discussion with Local Business Guest of the Month: Lorena Cheese House

The representatives of the new Lorena Cheese House spoke with the Board in friendly conversation about their excitement opening their new business in Lorena, bringing back a popular attraction to the downtown, and joining the family and community of Lorena.

Primary Action and Primary Discussion Items (items may be discussed in any order):

E. Discussion and possible action on award of Lorena Business Rent Subsidy Grant to new Lorena business: Lorena Cheese House.

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The Board reviewed and discussed the grant application. Brad Wetzel moved to award a Business Rent Subsidy Grant to Lorena Cheese House in the amount of a one-time payment of \$1,800. Chuck Walker seconded the motion. The motion was unanimously approved.

F. Discussion and possible action to approve the following:

EDC Meeting Minutes – June 27, 2023

The Board reviewed the June 27, 2023 meeting minutes. Mark McLean moved to approve the June 27 meeting minutes. Brad Wetzel seconded the motion. The motion was unanimously approved

G. Discussion and possible action to approve the following:

EDC Financial Reports and Bill Payments – June and July 2023

Treasurer McLean presented the Financial Reports to the Board. Chuck Walker moved to approve the EDC Financial Reports and Bill Payments for June and July 2023. Brad Wetzel seconded the motion. The motion was unanimously approved.

H. Discussion and possible action on renewal of IH-35 EDC Billboard contract with Lamar Advertising for Fiscal Year 2023 - 2024.

The Board discussed the possible renewal of the EDC Billboard contract. The Board noted that the billboard had served its marketing purpose for a decade or more but that the Board was looking to review and pursue more targeted marketing options that may produce measurable results. Mark McLean moved to not renew the IH-35 Billboard contract for Fiscal Year 2023-2024. Brad Wetzel seconded the motion. The motion was unanimously approved.

I. Discussion and possible Action on renewal of EDC consultant contract with Mundo and Associates for Fiscal Year 2023 - 2024.

The Board discussed the EDC consultant contract with Mr. Mundo. Brad Wetzel moved to table further discussion until the next EDC Meeting. Chuck Walker seconded the motion. The motion to table further discussion to the next EDC meeting was unanimously approved.

J. Discussion on Lorena EDC Projects and Project Actions in FY2023 – 2024

This agenda item was not discussed in the meeting.

K. Discussion and possible action on Lorena EDC Budget for FY2023 - 2024.

The Board discussed the proposed EDC Budget for the upcoming fiscal year while reviewing its current fiscal year end-of-year projections. The Board amended the proposed budget by forwarding the Gateway Monument remaining funding to the forthcoming fiscal year since project close-out and final invoicing would not occur until the new fiscal year had started. In addition, the Board amended the proposed budget by renaming the parkland line item to Park Development and assigning \$12,000 to that line item. Further, the Board amended the budget by assigning \$10,000 to the Downtown Revitalization line item and creating a new line item named Infrastructure Development and assigning it \$20,000. Brad Wetzel moved to approve the EDC Budget as amended. Chuck Walker seconded the motion. The motion was unanimously approved.

L. Review and Discussion of any board applications received and possible action on recommendation to City Council on EDC Board Appointments for any board applications received.

It was noted that no Board applications were received since the last meeting. No action was taken.

P. Adjournment

The meeting was adjourned at 8:20 pm.

Optional Discussion Items (items may be discussed in any order):

M. Update on Lorena Gateway Monument project.

This agenda item was not discussed since the meeting was adjourned at 8:20 pm, see above.

N. Update on 2023 Texas Legislative Session and monitoring of proposed bills that may negatively impact the Lorena EDC, Lorena TIRZ #1 East and Lorena

This agenda item was not discussed since the meeting was adjourned at 8:20 pm, see above.

O. Update on Retail Live 2023, August 31 in Austin, TX

This agenda item was not discussed since the meeting was adjourned at 8:20 pm, see above.

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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