

LORENA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THE BOARD OF DIRECTORS
TUESDAY, SEPTEMBER 16, 2025 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 6:13 PM. Chairwoman Kelly 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:** Hob Howell, Jake Dickson, Kelly Yarbrough, Ryan Weaver, Berenice Segovia
- **Members Not Present:** Billy Borunda
- **Also Present:** Kevin Neal, Lorena City Manager

B. Visitors Comments/Open Forum

- *Three visitors present. No comments made.*

C. Chairman's Report, EDC Mail and Communications

- *Kelly Yarbrough stated the following pieces of mail and communication had been received:*
- *Application for vacant EDC Seat 4 by Carla Pendergraff*
- *Solicitation from Golden Shovel Marketing Agency for Brand/Marketing work*

Primary Action and Primary Discussion Items:

D. Discussion and Possible Action to Approve Previous Meeting Minutes from July 15, 2025

- *The Board reviewed the July 15 2025 meeting minutes.*
- **Motion:** Jake Dickson moved to approve the July 15 2025 minutes with amendments to add specific goals from Vision Workshop. **Second:** Kelly Yarbrough. **Motion passed unanimously.**

E. Discussion and Possible Action to Approve Financial Reports and Bill Payments for the Lorena Economic Development Corporation

- *Kelly Yarbrough noted balance sheet position and financial statement changes. EDC transferred \$80,000 from cash-operating account to investment-TEXPOOL account for interest revenue purposes. On the year, EDC is currently revenue over expenditures of \$107,001.17. No action was needed.*
- **Motion:** Jake Dickson moved to approve the financial reports and bill payments. **Second:** Ryan Weaver. **Motion passed unanimously.**

F. Discussion and Possible Action on Lorena EDC Budget and Lorena EDC Projects and Project Actions in 2024-2025 EDC budget.

- *The Board discussed current and potential projects within the FY 2024–2025 EDC budget, focusing primarily on branding and marketing initiatives.*
- *Two branding agencies were highlighted for consideration in connection with Lorena's future brand identity and marketing efforts: **Golden Shovel Agency** and **Outpour Branding**.*
 - *Golden Shovel had submitted a formal mail solicitation outlining their interest and services related to city branding and marketing.*
 - *Outpour was recommended by Board Member Hob Howell, who noted prior conversations with the firm and reciprocal interest in working with the City of Lorena.*
- *The Board acknowledged the importance of selecting a qualified brand and marketing consultant as part of its 2030 Strategic Plan but agreed that no formal financial decisions or commitments would be made until after City Council support was confirmed and agency proposals were reviewed.*
- *Discussion also included requirements for EDC Board Member training, including Open Meetings Act Training and Public Information Act Training, which will be completed by members as required.*
- **No action taken.**

G. Discussion and Possible Action to Transfer Budgeted and Unused Advertising Expenses to the EDC Promotional Reserve

- **\$10,616 to be transferred from budgeted and unused advertising expenses to the EDC promotional reserve.**
- ***Motion:** Hob Howell moved to approve the transfer of budgeted and unused advertising expenses to the EDC promotional reserve. **Second:** Kelly Yarbrough. **Motion passed unanimously.***

H. Discussion and Possible Action on Implementation of Strategic Planning Goals

- *The Board reviewed the five strategic goals established during the summer visioning workshop and discussed next steps for implementing the goal related to hiring a brand and marketing consultant.*
- *The Board agreed that **Chairman Hob Howell and Board Member Berenice Segovia** would present the EDC's strategic goals and branding initiative to the **Lorena City Council** in October to inform and seek approval for the EDC to proceed with hiring a brand and marketing consultant.*
- *Following City Council approval, the Board intends to **solicit proposals and presentations from qualified branding agencies**, including Outpour and Golden Shovel, with the goal of **selecting a preferred agency by the end of 2025** and completing the brand identity, website, and downtown design vision by **mid-2026**.*
- *Hob Howell will coordinate with **Outpour** to schedule their presentation at an upcoming EDC meeting, and **Kelly Yarbrough** will contact **Golden Shovel** to invite them to present a proposal. Other board members were encouraged to refer or invite additional qualified branding firms for consideration.*
- **No formal action taken.**

I. Adjournment

- ***Motion:** Kelly Yarbrough moved to adjourn. No additional discussion.*

- *Meeting adjourned at 7:15 PM.*

Lorena Economic Development Corporation

Minutes of Regular Meeting of the Board of Directors Tuesday, September 16, 2025.

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 an open meeting.

Signatures:

Date: _____

Hobson Howell, Jr., Board Secretary