

**LORENA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THE BOARD OF DIRECTORS
TUESDAY, May 13, 2014, AT 6:00 P.M.**

**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 6:07 pm and Vice-Chairman Taverner noted that the meeting was posted in accordance with the requirements of the Texas Open Meetings Act and a quorum was present. Members Present: John Taverner, Mark McLean, Kelly Yarbrough, John Johnston, Michael Green; Members Absent: David Anderton, Deborah McGregor; Also Present: Consultant – Jason Mundo of Mundo and Associates, Inc..

2. Visitors Comments/Open Forum

No Visitor Comments. No action was taken.

3. Information Items

A. Chairman's Report

1. EDC Mail and Communications

No action was taken.

Action Items

4. Discussion and possible action to approve the following:

A. EDC Meeting Minutes – April 8, 2014

John Johnston moved to approve the meeting minutes of April 8, 2014. Michael Green seconded the motion. The motion was approved unanimously.

5. Discussion and possible action to approve the following:

B. EDC Financial Reports and Bill Payments – March 2014 and April 2014

John Johnston moved to approve the financial reports of March 2014 and April 2014. Michael Green seconded the motion. The motion was approved unanimously.

6. Update on Lorena McBrayer Park project by consultant Mundo and Associates, Inc.

Consultant Jason Mundo updated the Board that he would be submitting the Lorena McBrayer Park construction plan set to TDLR for the required accessibility review soon, and that the advertisement and bid documents were being prepared. No action was taken.

7. Update on Lorena Plaza by Consultant Mundo and Associates, Inc.

Consultant Jason Mundo updated the Board that discussions were continuing between Lorena Plaza and the representative of the sandwich chain about a proposed new retail space within Lorena Plaza. No action was taken.

8. Discussion on Lorena Gateway Monument Projects.

The Board discussed the proposed placement of gateway monument signs in three locations: on IH-35 before the exit 322 at the City limits, on IH-35 before the City limits, and at the entrance to Center Street from the IH-35 frontage road. The purpose of the Gateway Monument Signs would be to promote and make vehicle occupants (potential customers) aware that they are entering Lorena and that opportunities and services are present. It was discussed that the lack of visibility of Lorena is a particular problem at the North end of the city limits where the highway exit ramp to Lorena lies before a natural hill in the road and a vehicle can't see Lorena until after you have passed the highway exit ramp. The Board noted that different types of monument signs would need to be utilized at the different locations due to the natural topography and available space at those locations including the idea of a possible archway at Center Street to promote the Old Towne district. The Board also began to look at different styles and shapes of the monument signs for discussion purposes and idea creation. No action was taken.

9. Discussion on proposed Lorena Marketing Project.

The Board discussed the idea of a Lorena Marketing Project. It was discussed that most of the locations to be marketed are still under significant construction (highway, bridges, utilities) that visibly would change faster than the marketing materials could be created or are private developments with site plans that are not released for public consumption at this time. Thus, the Board generally agreed that it would be best to not pursue a marketing project at this time. The Board discussed online options to attract people to the website as a way to promote Lorena while the construction is ongoing. No action was taken.

10. Adjournment

The Board adjourned at 7:17 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.

*Lorena Economic Development Corporation
Minutes of Regular Meeting of the Board of Directors
Tuesday, May 13, 2014*

David Anderton, Board Chairman	Date	Kelly Yarbrough, Board Secretary	Date
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