



# Lavon Economic Development Corporation Meeting Agenda

P.O. Box 340 - 120 School Rd.  
Lavon, TX 75166 Ph. (214) 934-7190

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**Lavon City Hall  
120 School Rd  
Lavon, Texas**

**June 11, 2018**

**7:00 PM**

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## NOTICE OF ATTENDANCE

**NOTICE** is hereby given that members of the Lavon City Council, Lavon Planning and Zoning Commission, Tax Increment Financing Zone # 1 Board, and/or the Parks & Recreation and Infrastructure Facilities Commission may attend at the Lavon Economic Development Corporation Board Meeting on June 11, 2018 at 7:00PM held at the Lavon City Hall.

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- I. Presiding Officer to call the Economic Development Corporation Board meeting to order and announce that a quorum is present.**
- II. Presiding Officer to lead the Economic Development Corporation Board and visitors in the pledge of allegiance.**
- III. Invocation**
- IV. Items of interest and communications.**  
Members of the Economic Development Corporation Board have the opportunity to notify others of community events, functions and other activities.  
Camp 911 July 19, 2018  
June 28, Babysitting Training Program, Lavon PD
- V. Consent Agenda**  
Approval of the May 14, 2018 Economic Development Board meeting minutes\*
- VI. Public Comments**  
Citizens of Lavon, who wish to address the Economic Development Corporation Board, may discuss matters not on the agenda, and who have not previously expressed to the Board a desire to discuss such matters. The only response from the Board can be to request these items be placed on a future agenda for action. There is a 3-minute time limit per person.
- VII. Items for discussion**



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- A. The Economic Development Corporation Board to be presented the annual audit by Conway and Associates.(Wright)
- B. The Lavon Economic Development Corporation Board to discuss economic development activity. (Mundo)
- C. The Economic Development Corporation Board to discuss the Small Business Bazaar on November 24, 2018 Bazaar including pay pal updates.(Wright)
- D. The Economic Development Corporation Board to discuss appointing a Public Affairs Officer to handle social media. (Wright)
- E. The Economic Development Corporation Board to discuss the monthly financial report. (Kell)
- F. The Economic Development Corporation board to review timetables for annual budget, election of officers and office lease. (Wright)
- G. The Economic Development Corporation Board to discuss possible changes to board personal. (Wright)

## VIII. Items for consideration and action

- A. The Economic Development Corporation Board to consider and act on accepting a Social Media Policy. (Mundo)

## IX. Setting future meetings and agenda

The Economic Development Corporation Board members and staff may request items be placed on a future agenda or request a special meeting be called.

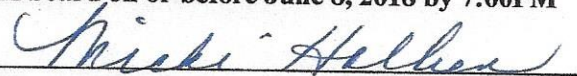
## X. Presiding Officer to adjourn the Economic Development Corporation Board meeting

### Notes to the Agenda:

1. Items marked with an \* are consent items considered to be non-controversial and will be voted on in one motion unless a Board member asks for separate discussion.
2. The Board may vote and/or act upon each of the items listed in this Agenda except for discussion items.
3. The Board reserves the right to recess into executive session under Sections 551.071 – 551.088 of the Texas Government Code (Texas Open Meetings Act) concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act.
4. Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at (972) 843-4220 ext. 1#, two working days prior to the meeting so that appropriate arrangements can be made.

This is to certify that I, Micki Hollien, posted this Agenda in the notification cabinet at City Hall at 120 School Road, the city's website at [www.cityoflavon.org](http://www.cityoflavon.org), the Lavon EDC website at [www.lavonedc.com](http://www.lavonedc.com) and on the city's bulletin board on or before June 8, 2018 by 7:00PM

Micki Hollien Administrative Assistant:



POSTED THIS 8 DAY OF June, 2018, AT 12:00 ~~A.M.~~ P.M.



# Lavon Economic Development Corporation Meeting Minutes May 14, 2018

**I. MEETING CALLED TO ORDER AT 7:02pm BY LAVON ECONOMIC DEVELOPMENT CORPORATION BOARD PRESIDENT**

*Members Present:*

Place One	Kay Wright
Place Two	Chris Kane (arrived 7:15pm)
Place Three	Vicki Sanson
Place Four	Larry Munson
Place Six	John Kell
Liaison	Vicki Sanson

<i>Administrative Staff Present:</i>	Micki Hollien
<i>Executive Director Present:</i>	Pam Mundo

<i>Members absent:</i>	Place Five	Felipe Molina
	Place Seven	David Piekarski

*Quorum is present*

**II. LAVON ECONOMIC DEVELOPMENT CORPORATION BOARD PRESIDENT LED THE ECONOMIC DEVELOPMENT CORPORATION IN THE PLEDGE OF ALLEGIANCE**

**III. LAVON ECONOMIC DEVELOPMENT CORPORATION BOARD PRESIDENT LED THE LAVON ECONOMIC DEVELOPMENT CORPORATION IN THE INVOCATION**

**IV. ITEMS OF INTEREST AND COMMUNICATION**

- *Camp 911 – July 19<sup>th</sup>*
- *Flags at half mass tomorrow for Peace Officers Memorial Day*
- *Candlelight vigil at City Hall Park 6:30-7pm tomorrow*
- *Director Kell hosed a block party at Traditions West and Council members Wright and Sanson attended.*

**V. CONSENT AGENDA April 23, 2018 LEDC Meeting Minutes**

- *Director Sanson made motion to approve the consent agenda and meeting minutes*
- *Seconded by Director Kell*
- *Accepted by all other directors present*
- *Vote carried*



# **Lavon Economic Development Corporation Meeting Minutes May 14, 2018**

## **VI. PUBLIC COMMENTS**

*None*

## **VII. ITEMS FOR DISCUSSION**

### **A. The Economic Development Corporation Board to discuss prospects and prospect updates**

*Reviewed history of Projects.*

### **B. The Economic Development Corporation Board to discuss The Small Business Bazaar that held on April 28, 2018 and plans for Nov 24, 2018 Bazaar including advertising in "In & Around"**

- *Changes bazaar times to 10am-3pm with set-up at 8am*
- *Replace bounce house with Mr. & Mrs. Santa*

### **C. The Economic Development Corporation Board to discuss appointing a Public Affairs Officer to handle social media**

*Tabled*

### **D. The Economic Development Corporation Board to discuss annual audit**

*The audit was completed and combined with the City of Lavon's. It will be presented to the LEDC Board meeting June 11, 2018*

### **E. The Economic Development Corporation Board to discuss the monthly financial report**

*Financials looking very good with monthly sales tax increasing*

## **VIII. ITEMS FOR CONSIDERATION AND ACTION**

### **A. The Lavon Economic Development Corporation to consider and act on approving a social media policy**

*No action taken at this time*



# **Lavon Economic Development Corporation Meeting Minutes May 14, 2018**

## **B. The Lavon Economic Development Corporation to consider and act on appointing a new Secretary to the Board**

*New Director Munson volunteered to take the position as EDC Secretary.*

- *Director Munson made motion to approve (himself) as Secretary to the LEDC Board*
- *Seconded by Director Kane*
- *Accepted by all other directors present*
- *Vote carried*

### **SETTING FUTURE MEETINGS AND AGENDAS**

**Economic Development Corporation Board members and staff may request items to be placed on a future agenda or passes by a majority vote will be placed on the schedule by the Board Secretary.**

***BOARD VICE PRESIDENT TO ADJOURN ECONOMIC DEVELOPMENT CORPORATION BOARD MEETING AT 8:28pm***

Duly passed and approved on this \_\_\_ day of \_\_\_\_\_, 2018

Attest:

\_\_\_\_\_  
Kay Wright, Board President

\_\_\_\_\_  
Larry Munson, LEDC Secretary

## Social Media & Electronic Communications Policy

Lavon Economic Development Corporation

### PURPOSE:

This document defines the social networking and social media policy for the Lavon Economic Development Corporation (LEDC). To address the fast-changing landscape of the Internet and the way the development market and local residents communicate and obtain information online, the LEDC may consider using social media tool to reach a broader audience. The LEDC encourages the use of social media to further the goals of the LEDC and the missions of its staff and LEDC projects, where appropriate.

The LEDC has an overriding interest and expectation in deciding what is “spoken” on behalf of the LEDC on social media sites. This policy establishes guidelines for the use of social media.

### ACCEPTABLE USE

#### Personal Use

All LEDC Directors and Staff may have personal social networking and social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal and LEDC views.

LEDC Directors and Staff must never use their agency e-mail account or password in conjunction with a personal social networking or social media site.

The following guidance is for LEDC Directors and Staff to decide to have a personal social media or social networking site or who decide to comment on posts about official LEDC business:

- State your name and, if relevant, LEDC title, when discussing LEDC business
- Use a disclaimer such as: “The postings on this site are my own and do not reflect or represent the opinions of the agency for which I work or donate my time.”

#### Professional Use

All official LEDC related communication through social media and social networking outlets should remain professional in nature and should always be conducted in accordance with the LEDC policy, practices and expectations. LEDC Directors and Staff shall not use official agency social media and social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

LEDC Directors and Staff should be mindful that inappropriate usage of official agency social media and social networking sites can be grounds for disciplinary action. If social media and social networking sites are used for official LEDC business, the entire LEDC site regardless of any personal views, is subject to best practices guidelines and standards.

Only individuals authorized by the LEDC may publish content to an LEDC site.

## APPROVAL AND REGISTRATION

All LEDC social media sites shall be approved by the LEDC Board of Directors; be published using LEDC board of Directors approved social networking platform and tools; and administered by the Executive Director and the LEDC Board Social Media Officer.

## OVERSIGHT AND ENFORCEMENT

Staff and Directors representing the LEDC through social media outlets or participating in social media features on LEDC websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is ground for revoking the privilege to participate in agency social media sites, blogs, or other social media features. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

Staff and Directors employees recognize that the content and messages they post on social media websites are public and may be cited as official LEDC statements. Social media should not be used to circumvent other LEDC communication policies, including new media policy requirements.

LEDC Staff and Directors may not publish information on LEDC social media sites that includes:

- Confidential information
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

## RECORD RETENTION

Social media sites contain communications sent to or received by the LEDC and its Staff and Directors, and such communications are therefore public records subject to (applicable public records statute. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio and video). LEDC maintain a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content types, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g.pdf).



- Each LEDC Director or Staff who administers one or more social networking sites on behalf of the LEDC has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

LEDC utilizes an automated archiving solution provided by ArchiveSocial to comply with applicable public records law and fulfill the above record retention requirements. The LEDC archive is available at: [archivesocial.com](http://archivesocial.com)

#### EXTERNAL POLICY

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

#### Moderation of Third Party Content

This agency social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed (if possible) when the content

- Is off subject or out of context
- Contains obscenity or material that appeals to the prurient interest
- Contains personal identifying information or sensitive personal information
- Contains offensive terms that target protected classes
- Is threatening, harassing or discriminatory
- Incites or promotes violence or illegal activities
- Contains information that reasonably could compromise individual or public safety
- Promotes or endorses political campaigns or candidates

#### PUBLIC RECORDS LAW

LEDC social media sites are subject to applicable public records laws. Any content maintained in a social media format related to agency business, including communication posted by the LEDC and communication received from citizens, is a public record. The LEDC maintaining the site is responsible for responding completely and accurately to any public records request for social media content.

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