



Lavon Economic Development Corporation Meeting Agenda

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

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

July 8, 2019

7:00PM

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, Parks & Recreation and/or Infrastructure Facilities Commission may attend at the Lavon Economic Development Corporation Board Meeting on July 8, 2019 at 7:00PM held at the Lavon City Hall.

1. **Presiding Officer to call the Economic Development Corporation Board meeting to order and announce that a quorum is present.**
2. **Presiding Officer to lead the Economic Development Corporation Board and visitors in the pledge of allegiance.**
3. **Invocation**
4. **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.
5. **Consent Agenda**
Approval of the June 10, 2019 Economic Development Board meeting minutes*
6. **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 placed on a future agenda for action. There is a 3-minute time limit per person.
7. **Items for discussion**
 - A. Discuss economic development and marketing activity and prospect updates.
 - B. Discuss the Small Business Bazaar for the Nov.16, 2019.
 - C. Discuss board Financials including financial report and initial budget for year 2019-2020.
 - D. Discuss the updates on video planning.



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8. **Items for consideration and action**
 - A. Consider and act on appointing Directors for position 1,3,5 and 7 and Board Officers, if needed.
9. **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.
10. **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, the Lavon EDC website at www.lavonedc.com and on the city's bulletin board on or before July 5, 2019 by 7:00PM

Micki Hollien Administrative Assistant: *Micki Hollien*

POSTED THIS 28 DAY OF June, 2019, AT 12:00 ~~A~~M/P.M.



Lavon Economic Development Corporation Meeting Minutes

June 10, 2019

- 1. Kay Wright, President called the Economic Development Corporation Board meeting to order at 7:01 p.m. and announced that a quorum was present.**

Directors Present: Place One, Kay Wright, President
Place Three, Vicki Sanson
Place Six, John Kell, Treasurer
Place Seven, David Piekarski, Vice President
Council Liaison, Vicki Sanson

Director Arriving at 7:06 pm: Place Two Manzelle Williams

Director Absent: Place Five Dustin Cowin

Director Place Vacant: Place Four

Executive Director Present: Pamela Mundo

Visitors: There were no visitors present.

- 2. President Kay Wright led the Economic Development Corporation Board in the Pledge of Allegiance.**

- 3. Invocation was led by President Kay Wright**

- 4. Items of interest and communications.**

Members of the Economic Development Corporation Board discussed community events, functions and other activities including the following:

Camp 911 June 11 9AM-1PM Grades 3-5

John Abston Pancake Breakfast, July 4, at Lake View Cemetery

CISD Back to School Bash, August 10 at the High School Gym 4 – 7 p.m.

- 5. Consent Agenda**

Approval of the May 13, 2019 Economic Development Board meeting minutes. Director John Keel made a motion to approve the consent agenda including the May 13, 2019 meeting minutes. The motion was seconded by Director David Piekarski. The motion was approved unanimously.



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6. Public Comments

No public comments

7. Items for discussion

A. **The Lavon Economic Development Corporation Board to discuss economic development and marketing activity, video planning, prospect updates.**

Executive Director Pamela Mundo reported that Subway has expressed interest in Lavon and does not want to be at the former Subway restaurant site but is interested in the SH205/SH78 location. Discussion was held on the need for a hooded left turn at the location of the retail strip centers to the west of the traffic light on Lake Road. Franchised businesses has indicated that without a left turn there is a substantial loss of business from SH78 traveling west. Discussion was held on the video planning and on the upcoming trade show marketing. The Board recommended the cost of a new aerial be placed in the upcoming budget for next year. It was agreed that the LEDC advertising continue in the 2020 Chamber of Commerce directory as planned per the budget.

B. **The Economic Development Corporation Board to discuss the Small Business Holiday Bazaar for the November 16, 2019.**

The Board reviewed the vendors that have signed up to date. President Kay Wright indicated that she will order the new signs for the Holiday Bazaar. The Board asked that the Administrative Staff, Micki Hollien start calling past vendors for registrations. Kay Wright and Vicki Sanson noted that they cannot attend the November 16, 2019 bazaar. The other Directors noted that they will put out the advertising signs for the bazaar.

C. **The Economic Development Corporation Board to discuss Board Financials, including budget amendment, budget for marketing for the next bazaar and aerial maps.**

Treasurer John Kell presented the May Month to Month financial reports. Treasurer John Kell noted that revenues are substantially above budgeted revenues (total 2018-2019 budget to total revenue was \$85,000). With sales tax from new retailer including 7-Eleven, Lavon Pharmacy and other businesses it is anticipated that total sales tax should exceed \$100,000 for this fiscal year.

D. **Discuss the updates on Legislative Session and Economic Development Bills.**

A discussion was held on bills related to incentives including the tax abatement, Texas Enterprise Fund, Texas Enterprise Zone, Value Limitation and Tax Credits.



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- E. **Discuss Lavon incentive programs, Goods in Transit exemption, Freeport Goods exemption and tax abatement policy.**

The Executive Director presented an update on these incentives and the need for Lavon to provide the Freeport Goods exemption as well as the Goods in Transit exemption. The Board asked the Executive Director to have the Freeport Goods exemption presented to City Council for action.

8. Items for consideration and action

- A. **Consider and act on approving the Lease Agreement with the City of Lavon.**

Through a motion of Director David Piekarski and a second of Director John Kell the Board of Directors unanimously agreed to the First Amendment of the Lease Agreement with the City of Lavon.

- B. **Consider and act on participating in the cost of a professional services agreement with the City of Lavon to Ideation Planning LLC for professional and strategic planning.**

Through a motion of Director David Piekarski and a second of Director Manzelle Williams the Board of Directors unanimously agreed to participate in the cost of a professional services agreement with the City of Lavon for \$3,000 with this motion conditioned upon the City Council approving a budget line item of \$3,000 moving from the Attorney line item into the Consultant line item and further conditioned upon the Lavon Economic Development Corporation having a seat at all sessions including the Task 3 City Council/Key Staff Retreat.

9. Setting future meetings and agenda

- A. The Economic Development Corporation Board members, after discussion, reported that the next meeting would be July 8th, with no meeting on June 24th. Vice President David Piekarski requested that on the next agenda a discussion and action item be placed for recommendations to reappoint or fill the Lavon Economic Development Corporation Director Positions 1, 3, 5, and 7.



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- 10. President Kay Wright adjourned the Economic Development Corporation Board meeting at 8:55 p.m.**

Duly passed and approved on this ___day_____2019

Kay Wright, Board President

, Director

Budget - Bazaar	Fall 2018	Spring 2019 Budget	Spring 2019 financial report	Christmas 2019 Budget
Revenue				
42 booths	\$ 798.66	\$ 880.00	\$ 989.00	900
			Jan-April	
Expenditures				
Santa	\$100.00	\$0.00	\$ -	100
Flyers Printing & shipping	\$391.45	\$162.04	\$ 162.74	200
Posters (graphic & printing)	\$248.90	\$23.19	\$ 23.19	25
Kat Donnell -double ad	\$75.00	\$0.00	\$ -	75
C & S Media Ad 1/4 page	\$559.00	\$0.00	\$ -	0
Safety vests and clickers	\$169.63	\$0.00	\$ -	
Yard signs	\$301.21	\$0.00	\$ -	400
Total Expenses	1,845.19		\$ 185.93	800
Net Profit			\$ 803.07	100

Advertising Schedule for November 16, 2019
Small Business Christmas Bazaar
(June 14, 2019) Tentative dates

1st Constant Contact mailing "Save the Date"-**Vendors (7 Lists)** Aug 5, 2019
2nd Constant Contact mailing "Sign up" flyer Aug 19, 2019

1st mailing

Order placed for 2500 (**both mailings**) 1/3 page flyers -**Public by Pam**
Order received (Vista Print via mail)

Stuff: Sept. 11, 13, 16, 2019
To City: (**Mailing Sept 20, 2019**) Sept 18, 2019

2nd Mailing

Stuff: Oct. 9, 11, 14, 2019
To City; (**Mailing Oct 18, 2019**) Oct. 16, 2019

Maybe (1) mailing beginning of November

062819 Telephone Call Log

<u>Date/Time</u>	<u>Contact/Telephone</u>	<u>Subject</u>
<i>November 2016 Bazaar-Contacts</i>		
<u>6-22-19</u> 4:01pm	Kat Donnell "Round Town" -972-429-1884	"Great job, no changes Needed in my opinion" YES will attend in 2019
4:10pm	Courtney Schreck "Southern Trails Salsa" 214-228-5508	"Had 2 babies since 2016 so couldn't Attend. Need more ads On 78 2-3 weeks prior" YES will attend in 2019
4:20pm	Mackenie Ferreira "Lipsense"-469-562-2719	"No suggestions, I have Moved out of city" NO will not attending
4:25pm L/M <u>(6-23-19) 8:30am (C/B)</u>	Linda Jangula "Wiki Wags" -972-853-0930	"Everything was great just no Thanksgiving Weekend, too hard" YES will attend 2019
4:28pm	Angela Welborn-"Core One Real Estate" 972-897-2374	"Have to think about it a long time ago, How Many board members? Any openings?" Gave Kay's number Doesn't know about 2019
4:32pm	Billie Albright-"Young Living" "Uniquely Yours" 214-437-0559	"Just keep prices down" YES-2 booths has new Business as well now
<u>6-24-16</u> -noon	Ralph Grassi "Grassi Insurance Co" 903-422-6041	"More advertising" YES will attend 2019
1:50pm	Valle Campbell "Tea Party in a Basket" 214-738-3620	"Larger signs & run ad in Round Town" YES will attend 2019
6-26-19 11:11am	Dan McElwain "Dan's Woodworking"	
6-28-19 10:18am	469-314-6629 (h)	L/M
6-28-19 10:18am	214-918-6541	L/M

062819 Telephone Call Log

<u>Date/Time</u>	<u>Contact/Telephone</u>	<u>Subject</u>
6-26-19 11:20am	Margaret Shaffer "Farmers Insurance" 469-363-7383	"Can't think of any Changes, good job, Maybe some lawn Games (for adults)" YES will attend 2019 as long as it's not on Thanksgiving
11:34am 6-27-19 5:20pm	Debbie Putman "31 Gifts" 469-358-2355	L/M Only (1) vendor for "31 Gifts" no other Suggestions NO on November 2019 (out of town)
6-26-19 11:38am 6-27-19 5:22pm 6-28-19 10:25am	Shelly Kalmua "LulaRoe " 469-236-1393	L/M L/M L/M
11:42am 6-27-19 5:23pm	Shaya Hamilton "Shaya's Shop" 214-766-8454	L/M Only suggestion is Maybe more ads
11:44am 6-28-19 7:45am	Wanda Mansker "Bee Simplistic" 214-354-0124	L/M Loved it, maybe have water/coffee for in Morning for vendors, Hand out surveys to the Vendors for suggestions Or post on-line Yes will attend 2019
11:51am	Merchell Jones "Cruise Planners "469-969-2805	"No changes that I can Think of, loved booth" YES will attend 2019
12:15pm 6-27-19 5:30pm 6-28-19 10:45am	Sue Schreiber "Artesian at Play" 972-674-0637	L/M L/M L/M
1:50pm	281-372-6114	City question

		Official Budget+ Amendment 2017-2018	Official Budget 2018-2019	Amended 5 2 19	Budget Amendment Request 6 10 19	Draft Budget 2019-2020		
		Operations Account						
LEDC REVENUE		Approved by						
		LEDC & City						
		Starting Balance (Carryover)						
		<i>Total Carryover</i>	92,307	\$ 97,000	98,199	112,000	Bank Balance	May-19
2-5		City grant/credits/donations	1,500	\$ 2,000		1,500	per budget	
2-2		Sales & Use Tax	80,000	\$ 85,000		112,000	Outlook is	105,000 for
		<i>Total Revenue</i>	81,500	\$ 87,000		113,500		
Total Revenue + Carryover			173,807	\$ 184,000	185,159	225,500		
LEDC EXPENDITURES								
Operations								
General Operations								
3-1b		Misc - Dues, Ads, Cell Svc	2,500	\$ 2,500		2,700		
3-1a		Email Software/Archiving	4,600	\$ 5,600		6,000		
3-1c		Auditor	3,000	\$ 1,500	3,200	1,500		
3-1d		Meeting Expenses	600	\$ 1,000		2,000	added	
2-1e		Training	500	\$ 1,000		2,000	added	
3-1f		Admin Support	23,000	\$ 24,025		24,025		
3-1g		Admin Additional Hours		\$ 2,500		2,500		
3-1h		Office Rent June-Sept 2019		\$ 2,000		6,000	New this year	
4-2		Non-Capital Tech Equip & Svc, Website	1,000	\$ 1,000		6,000	Tech updates	
		Total General Operations	34,200	\$ 40,125	41,825	52,725		
Consulting								
4-1		Other	-	\$ -	3,000	3,000	2,000	
4-2		Non-Capital Tech Equip & Svc, Website	1,000	\$ 1,000			moved	this line item
4-3		City Attorney	5,800	\$ 5,800		2,800		
4-4		Economic Dev Consulting	25,596	\$ 26,875		28,219		
		Total Consulting	32,396	\$ 33,675	33,675	33,675	34,219	
Equipment								
5-1		Computers	1,500	\$ 1,500		3,500	3 needed at	best
5-2		Office Supplies	1,750	\$ 2,500		2,800		
		Total Equipment	3,250	\$ 4,000	4,000	6,300		
		Total Operations 2016-2017	69,846	\$ 77,800	79,500	79,500	93,244	
Promotional								
6-1		General Promotion, Trade Shows, Carry Over	6,500	\$ 6,500		4,500		
6-2		Promo Carryover 2012 -14	2,988	\$ 2,834			eliminated	line item
6-5		Web Site & updates Moved to Operations	2,500	\$ 3,600			moved	combined
6-3		Brochures & Aerial	1,500	\$ 2,000		7,500		
6-4		Advertising	1,907	\$ 3,500		7,500		
6-5		Video Development				4,000		
		Total Promotional	15,395	\$ 18,434	18,434	18,434	23,500	
							169,469	
Capital Projects								
7-1		Misc projects zoning and et	-	\$ -				
7-2		Lavon Business Pk sewer line loan pymts	13,866	\$ 13,066		13,650	one more	year
7-3		Incentives	41,000	\$ 41,000		20,000		
7-4		Additional Infrastructure Projects	33,700	\$ 33,700		20,106		
7-7		Move to Capital Projects Account with interest				55,000		
		Total Capital Projects	88,566	\$ 87,766	87,766	87,766	108,756	
Reserve for Additional Projects								
Total Expenditures			173,807	\$ 184,000	185,700	185,700	225,500	
Tex	Star	Capital Projects Account						
LEDC		REVENUE From Operations				\$ 55,000		
		Interest from Project Acct Interest at 2.3861%				\$ 1,573		
						\$ 56,573		

