



Lavon Economic Development Corporation Meeting Minutes

August 14, 2023

- 1. Kay Wright, President called the Economic Development Corporation Board meeting to order at 7:00 p.m. at City Hall and announced that a quorum was present.**

Present: Place One, Kay Wright, President
Place Two, Manzelle Williams, Secretary -arriving at 7:13 p.m.
Place Three, Vicki Sanson, Vice President
Place Four, Rachel Dumas, Public Information Officer
Place Five, Joe Serpette, Director
Place Six, John Kell, Treasurer

Executive Director Present: Pamela Mundo

Absent: Place Seven, Jordan Williams

2. Pledge of Allegiance & Invocation

- A. President, Kay Wright led the Pledge of Allegiance and Invocation

3. Items of Interest and Communications

A. Vice President Vicki Sanson announced October 14th Extreme Green event, October 21 is the Fall Festival from 5 to 7 p.m. Treasurer, John Kell announced Oct 3rd as the National Night Out event. Public Information Officer announced that August 28th is the CISD Homecoming Parade. Executive Director announced that September 15th is the REDnew Collin County Retail Summit.

4. Consent Agenda

- A. No action was taken.

5. Public Comments

- A. Todd Smith of JustENuff visited to introduce his new restaurant concept of BBQ and Rotisserie Chicken. He has a food truck now and will open a brick and mortar within a few months. Todd lives in Lavon and has provided catering to CISD and other local organizations.

6. Discussion and Action



Lavon Economic Development Corporation Meeting Minutes

- A. Discussion and action of Board financials including a brief review of the Annual Audit for 2022-2023.** Treasurer John Kell provided and update on the month to month revenues and expenditures. Executive Director Pam Mundo provided a review of the Annual Audit and description of the LEDC revenues from the Lavon Chapter 380 agreements with Trophy Homes and Bloomfield Homes. No action was taken.
- B. Discussion and action on moving the meeting time to 6:30 p.m. after September 11th which is scheduled for the CISD Career Center tour.** After discussion, no action was taken on changing the meeting time. A discussion was held on the September 11th meeting to be the CISD Career Center Tour.
- C. Discussion and action for December 11, 2023, LEDC meeting with a Strategic Planning Session and Holiday Dinner.** The Board unanimously agreed through a motion by John Kell and a second by Vicki Sanson to schedule a Holiday dinner for the December 11th meeting including a working session on strategies for 2024.
- D. Discussion and action on Civic Plus Web Site Agreement and new platform.** After a presentation by Executive Director Pam Mundo on the annual maintenance agreement with Civic Plus to maintain the web site, the Board, through a motion of Vicki Sanson and a second of Joe Serpette, unanimously agreed to continue the annual maintenance with Civic Plus.
- E. Election of Officers** As per Article III of the By-laws of the Lavon Economic Development Corporation, the annual election of officers occurs at the August meeting. Nomination for President was Kay Wright, for Vice President was Vicki Sanson, for Secretary was Manzelle Williams for Treasurer was John Kell and Joe Serpette and for Public Information Officer was Rachel Dumas. Officers elected unanimously was Kay Wright, President; Vicki Sanson, Vice President; Manzelle Williams, Secretary; and Public Information Officer Rachel Dumas. A vote to elect Joe Serpette as Treasurer was Yea by Kay Wright, Vicki Sanson, Rachel Dumas, and Joe Serpette with a vote to elect John Kell was Yea by Manzella Williams and John Kell. With four yea's, Joe Serpette was elected Treasurer for the coming year.
- F. Discussion and action on Aerial Dynamic Map and Story brochure.** After a presentation by Executive Director Pam Mundo the Board provided direction to continue dynamic map and begin developing the story brochure as previously discussed.
- G. Discussion of Marketing Plans and Economic Development actions including but not limited to:**
- 1) Report of Back to School Bash, August 5.** President Kay Wright presented the successful marketing event where family groups were able to meet members of the LEDC and pick up school supplies. Vice President Vicki Sanson noted the award of the special backpack to Cora Hernandez who was very appreciative of the backpack which formerly her Grandmother, who recently passed away, used to always prepare for her at back-to-school time. LEDC Directors Kay Wright, Vicki Sanson, Joe Serpette and Rachel Dumas plus Executive Director Pam Mundo attended this marketing event.
 - 2) Report on NTX Infrastructure Summit, August 9.** Vice President Vicki Sanson



Lavon Economic Development Corporation Meeting Minutes

- and Executive Director Pam Mundo attended this Summit in Hurst. Information was reported at the meeting on Regional DFW development plans for more infrastructure plans as the Regional grows.
- 3) **Report on EDC Contributions to the City newsletter and plans for Sept and Oct.** Public Information Officer Rachel Dumas reported on the article of what is an Economic Development Corporation to explain what the LEDC is and why they are working for the citizens of Lavon. Plans for upcoming newsletters include announcing new retail coming to Lavon.
 - 4) **Plans and suggestions for ½ page advertisement in Living Magazine for November.** The Board recommended continuing the advertisement that was published in April/May and update it with new retail including Starbucks.
 - 5) **Report of LEDC sponsorship for CHS Band.** LEDC will be a sponsor of the CHS band and that will allow the LEDC logo to be on their band practice shirts and a business card ad on their web site. Student band members approached the LEDC at the Back to School Bash for this marketing opportunity.
 - 6) **Plans for September 15 RED new Retail Summit.** Attending the Summit will be Executive Director Pam Mundo, Vice President Vicki Sanson and City Manager Kim Dodds plus Real Estate Broker Gerald Porter. The LEDC is a Silver sponsor of this event with advertising on the RED News web site.
 - 7) **Consider plans for FAM Tour (Familiarization Tour) of Lavon.** After discussion the Board decided to plan for such a tour in the Spring.
 - 8) **Discussion of City Fall Festival on Oct 21.** After discussion the Board asked the Executive Director to reserve a booth space at this festival for the LEDC. President Kay Wright volunteered to purchase the candy for this event.
 - 9) **Report of Inroads Realty on the marketing of the 619 Main Street project.** The Board reviewed the report of Kyndall Misak and discussed briefly the interest in the leasing or sale of this project.
 - 10) **Report of realtor and prospect inquiries.** Executive Director Pam Mundo reported on the tours of the development in Lavon that she is conducting with developers and realtors to highlight the expanding market. Also, she noted the uptick in Commercial Realtors inquiries for market information.. She noted that Starbucks will locate next to Taco Bell. The new entrepreneur location for JustENuff BBQ is scheduled by the end of the year. Also, two other retailers including a spa message and nail salon have opened in available retail space in Lavon.
 - 11) **Discussion and Action on considering a recreational development project – Fitness Court.** After discussion and through a motion by Kay Wright and a second by Rachel Dumas the Board of Director unanimously agreed to amend the 2023-2024 budget by adding a line item to Capital Projects being line item 7-5 Community Development for \$100,000. Funds for this line item will be taken from item 7-4. No change in total expenditures is planned.



Lavon Economic Development Corporation Meeting Minutes

7. Setting future meetings and agenda

- A. The Economic Development Corporation Board members, after discussion, agreed that the next meeting would be the September 11, 2023, or as needed, for discussion with prospects. The September 11th meeting will be at the CISD Technical Career Center to learn more about the workforce development.

8. President Kay Wright adjourned the Economic Development Corporation Board meeting at 9:14 p.m.

Duly passed and approved on this 25 day Sept, 2023.

Kay Wright
Kay Wright, Board President

Manzelle Williams
Manzelle Williams, Secretary