



Lavon Economic Development Corporation Meeting Agenda

120 School Rd.
Lavon, TX 75166 Ph. (972-843-4220)

Monday Nov.13, 2023, 7:00 PM

at

Lavon City Hall
City Council Chambers
120 School Rd
Lavon, Texas

NOTICE OF ATTENDANCE

NOTICE is hereby given that members of the Lavon City Council, Lavon Planning and Zoning Commission, Parks & Recreation and/or Infrastructure Facilities Commission may attend at the Lavon Economic Development Corporation Board Meeting November 13, 2023, at 7:00 PM held at the Lavon City Hall.

The meeting agenda and packet are posted online at www.lavonedc.com

- 1. Presiding Officer to call the Economic Development Corporation Board meeting to order and announce that a quorum is present.**
- 2. Pledge of Allegiance and Invocation**
- 3. Consent Agenda ***
Consent items are considered routine or non-controversial and will be voted on in one motion. unless a separate discussion is requested by a board member.
 1. Approval of the Oct.9,2023 board meeting minutes.
- 4. Public Comments**
Citizens may provide comments. There is a 3-minute time limit per person. The board's response to items not on the agenda may be to request items be placed on a future agenda or referred to the executive director.
- 5. Discussion & Action**
 - A. Discussion and action of the board financials.
 - B. Discussion and action of Marketing Plans and Economic Development and prospects
 - C. Discussion and action on any updates to the LEDC Strategic Plan.
 - D. Discussion and action of plans for the Dec.11 meeting.
- 7. 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.
- 8. Presiding Officer to adjourn the Economic Development Corporation Board meeting.**



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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 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.

This is to certify that the agenda was posted 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 Nov.10, 2023 by 7:00PM

By: Pam Mundo

POSTED THIS day Nov. 7, 2023, before 7PM



Lavon Economic Development Corporation Meeting Minutes

October 9, 2023

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

Present: Place One, Kay Wright, President
Place Two, Manzelle Williams, Secretary -arriving at 7:02 p.m.
Place Three, Vicki Sanson, Vice President
Place Four, Rachel Dumas, Public Information Officer
Place Five, Joe Serpette, Treasurer
Place Seven, Jordan Williams

Executive Director Present: Pamela Mundo

Open position: Place Six

- 2. Pledge of Allegiance & Invocation**

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

- 3. Workshop**

A. Attorney Julie Fort of Messer-Fort presented a “Review of Economic Development Tools for EDC’s and Cities” No Executive Session was held.

- 4. Items of interest and communication**

A. Vice President Vicki Sanson reported the City will be holding an X-treme Green recycling event October 14 and that the Fall Festival will be held on October 21st.

- 4. Consent Agenda**

A. Through a motion of Rachel Dumas and a second of Treasurer Joe Serpette, the meeting minutes of September 25, 2023, were approved unanimously.

- 5. Public Comments**

A. No comments were received.

- 6. Discussion & Action**

A. Discussion of Board Financials. Treasurer, Joe Serpette presented the September month to month financial report noting that the September report is the end of the fiscal year.



Lavon Economic Development Corporation Meeting Minutes

- B. Executive Session At 7:52 p.m.** The Lavon EDC recessed into executive session. President Kay Wright opened the executive session in accordance with the Texas Local Government Code, Chapter 551, Subchapter D. The Lavon EDC discussed, pursuant to the Texas Local Government Code Section 505.158 projects related to business development in the area of Main Street including project land, building, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Lavon EDC to promote new and expanded business development.
1. The Executive Session was closed at 8.48 p.m.
 2. No action was taken because of the executive session.

7. Setting future meetings and agenda

- A.** The Economic Development Corporation Board members, after discussion, agreed that the next meeting would be November 13, 2023, or as needed, for discussion with prospects.

7. President Kay Wright adjourned the Economic Development Corporation Board meeting at 8.49 p.m.

Duly passed and approved on this ___ day _____, 2023.

Kay Wright, Board President

Manzelle Williams, Secretary

1	GENERAL FUND	Oct 2023 Actual	Nov 2023 Outlook	Dec 2023 Outlook	Jan 2024 Outlook	Feb 2024 Outlook	Mar 2024 Outlook	April 2024 Outlook	May 2024 Outlook	June 2024 Outlook	July 2024 Outlook	Aug 2024 Outlook	Sept 2024 Outlook	FY 2023-2024 Yr. to Date TOTAL	Actual + Outlook	Official Budget 2024	Budget Amendment	% of Budget	Official Budget 23-24	October Budget Amendment	Pending Line Changes
Revenue																					
2-1	Bank Balance Forward	\$ 59,007.63														\$ 100,000			100,000		59,007.63
2-5	Misc	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$ -	0.00	0.00							
2-2	Sales & Use Tax	\$ 61,520.72	\$ 35,392.00	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 96,912.72		325,000		30%	325,000	add	40,992.37
2-3	Government Capital Note																				
	Total General Fund	120,528.35	35,392.47	27,083.33	27,083.33	27,083.33	27,083.33	27,083.33	27,083.33	27,083.33	27,083.33	27,083.33	27,083.33	96,912.72		425,000			425,000		
	TEXSTAR Fund	344,317.01	344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01	\$ 344,317.01		350,000.00		98%	350,000		
	LOGIC FUND	167,283.97	167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97	\$ 167,283.97		116,000.00		144%	116,000		
	Total Revenues	632,129.33	546,993.45	538,684.31	538,684.31	538,684.31	538,684.31	538,684.31	538,684.31	538,684.31	538,684.31	538,684.31	538,684.31	606,513.70		891,000.00		68%	891,000		
Expense																					
Debt Service																					
8-0	Main St Debt Reserve Fund	\$ -														\$ 23,080			23,080		
8-1a	Main St. Debt Quarterly Pymt	\$ -	\$ 6,119.76	\$ 6,119.76	\$ -	\$ -	\$ 6,119.76	\$ -	\$ -	\$ 6,119.76	\$ -	\$ -	\$ 6,119.76	\$ -	\$ 24,479.04	\$ 24,479		0%	24,479		
	Total Debt Service Paid		\$ 6,119.76	\$ 6,119.76			\$ 6,119.76			\$ 6,119.76			\$ 6,119.76	\$ -	\$ 24,479.04	\$ 47,559		0%	47,559		
Operations																					
General Operations																					
3-1a	Email, Software/Archiving	155.64	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	\$ 500.00	\$ 500.00	155.64	5,656	6,000		3%	6,000		
3-1b	Misc-Dues, Ads, Cell Svc	0.00	272.73	272.73	272.73	272.73	272.73	272.73	272.73	272.73	272.73	272.73	272.73	0.00	3,000	3,000		0%	3,000		
3-1c-2	Office Supplies	80.82	163.64	163.64	163.64	163.64	163.64	163.64	163.64	163.64	163.64	163.64	163.64	80.82	1,881	1,800		4%	1,800		
3-1d	Meeting Expenses	402.75	145.20	145.20	145.20	145.20	145.20	145.20	145.20	145.20	145.20	145.20	145.20	402.75	2,000	2,000		20%	2,000		
3-1e	Training	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	2,000		0%	2,000		
3-g	Document Printing	148.68	259.21	259.21	259.21	259.21	259.21	259.21	259.21	259.21	259.21	259.21	259.21	148.68	3,000	3,000		5%	3,000		
3-1f	Office Support Services	0.00	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	0.00	2,500	2,500		0%	2,500		
3-1h	Office Rent	6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00	6,000	6,000		100%	6,000		
3-1i	Website updates	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	6,000		0%	6,000		
	Total General Operations	6,787.89	1,568.05	1,568.05	1,568.05	1,568.05	1,568.05	1,568.05	1,568.05	1,568.05	1,568.05	1,568.05	1,568.05	6,787.89	24,036	32,300		21%	32,300		
Consulting																					
4-1	Other	0.00	727.27	727.27	727.27	727.27	727.27	727.27	727.27	727.27	727.27	727.27	727.27	0.00	8,000	8,000		0%	8,000		
4-2	Website & tech consulting	1,980.00	365.45	365.45	365.45	365.45	365.45	365.45	365.45	365.45	365.45	365.45	365.45	1,980.00	6,000	6,000		33%	6,000		
4-2a	IT Services	147.91	304.74	304.74	304.74	304.74	304.74	304.74	304.74	304.74	304.74	304.74	304.74	147.91	3,500	3,500		4%	3,500		
4-3	City Attorney	0.00	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	0.00	10,000	10,000		0%	10,000		
4-4	Economic Dev Consulting	4,080.00	4,212.00	4,212.00	4,212.00	4,212.00	4,212.00	4,212.00	4,212.00	4,212.00	4,212.00	4,212.00	4,212.00	4,080.00	50,412	50,544		8%	50,544		
	Total Consulting	6,207.91	6,518.55	6,518.55	6,518.55	6,518.55	6,518.55	6,518.55	6,518.55	6,518.55	6,518.55	6,518.55	6,518.55	6,207.91	77,912	78,044		8%	78,044		
Equipment																					
5-1	Computers	0.00	590.91	590.91	590.91	590.91	590.91	590.91	590.91	590.91	590.91	590.91	590.91	0.00	6,500	6,500		0%	6,500		
5-2a	Other Computer Equipment	0.00	90.91	90.91	90.91	90.91	90.91	90.91	90.91	90.91	90.91	90.91	90.91	0.00	1,000	1,000		0%	1,000		
	Total Equipment	0.00	681.82	681.82	681.82	681.82	681.82	681.82	681.82	681.82	681.82	681.82	681.82	0.00	7,500	7,500		0%	7,500		
	Total Operations 2022-2023	12,995.80	8,768.42	8,768.42	8,768.42	8,768.42	8,768.42	8,768.42	8,768.42	8,768.42	8,768.42	8,768.42	8,768.42	12,995.80	109,448	117,844		11%	117,844		
Promotional																					
6-1	General Brochures, Printing, Trades hows	318.58	1,789.22	1,789.22	1,789.22	1,789.22	1,789.22	1,789.22	1,789.22	1,789.22	1,789.22	1,789.22	1,789.22	318.58	20,000	20,000.00		2%	20,000		
6-2	Promo Carryover 2022-23	0.00	1,090.91	1,090.91	1,090.91	1,090.91	1,090.91	1,090.91	1,090.91	1,090.91	1,090.91	1,090.91	1,090.91	0.00	12,000	12,000.00		0%	12,000		8,500
6-3	Aerial Map & Brochures	0.00	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	909.09	0.00	10,000	10,000.00		0%	10,000		10,100
6-4	Advertising	2,700.00	663.64	663.64	663.64	663.64	663.64	663.64	663.64	663.64	663.64	663.64	663.64	2,700.00	10,000	10,000.00		27%	10,000		12,500
6-6	Video Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00		0%	20,000		
	Total Promotional	3,018.58	4,452.86	4,452.86	4,452.86	4,452.86	4,452.86	4,452.86	4,452.86	4,452.86	4,452.86	4,452.86	4,452.86	3,018.58	52,000.00	72,000.00		4%	72,000		
Capital Projects																					
7-3	Incentives	0.00	19,417.91	19,417.91	19,417.91	19,417.91	19,417.91	19,417.91	19,417.91	19,417.91	19,417.91	19,417.91	19,417.91	0	213,597	213,597.00		0%	213,597		
7-4	Additional Infrastructure Projects	0.00	12,727.27	12,727.27	12,727.27	12,727.27	12,727.27	12,727.27	12,727.27	12,727.27	12,727.27	12,727.27	12,727.27	0	140,000	240,000.00	140,000.00	0%	240,000	140,000	
	Community Development	0.00	9,090.91	9,090.91	9,090.91	9,090.91	9,090.91	9,090.91	9,090.91	9,090.91	9,090.91	9,090.91	9,090.91	0	100,000	100,000.00		0%	100,000		
7-6	Project Main Street	0.00	13,636.36	13,636.36	13,636.36	13,636.36	13,636.36	13,636.36	13,636.36	13,636.36	13,636.36	13,636.36	13,636.36	0	150,000	150,000.00		0%	150,000		
7-7	Transfer to Reserves	0.00	0.00	50,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0	50,000	50,000.00		0%	50,000		
	Total Capital Projects	-	54,872.45	54,872.45	104,872.45	54,872.45	54,872.45	54,872.45	54,872.45	54,872.45	54,872.45	54,872.45	54,872.45	0	653,597	653,597.00	240,000.00	0%	653,597	653,597	
	Total Expenses	16,014.38	68,093.73	74,213.49	118,093.73	68,093.73	74,213.49	68,093.73	68,093.73	74,213.49	68,093.73	68,093.73	74,213.49	16,014	815,045.46	891,000.00	891,000.00	2%	891,000	891,000	
	General Acct. Balance	104,513.97	(32,701.26)	(47,130.16)	(91,010.40)	(41,010.40)	(47,130.16)	(41,010.40)	(41,010.40)	(47,130.16)	(41,010.40)	(41,010.40)	(47,130.16)								
2	PayPal Fund	-																			
3	TEXSTAR FUND Balance																				
	Beginning Balance	\$ 342,767.60	344,317.01	344,317.01	344,317.01</																



Strategic Plan

2023



Strategic Plan Mission

“ We Cultivate Investment and Growth”



Strategic Goals

- Attract Commercial Development, Expanding the Property and Sales Tax Base for Lavon by 12%.
- Support the Local Economic Base and Entrepreneurs.
- Develop the brand “LAVON” through Social Media and Land Development Marketing Events .
- Continue quality management tools for the Lavon Economic Development Corporation.



LAVON
EDC

A graphic element consisting of three wavy, horizontal lines in shades of blue, positioned below the text "LAVON EDC".

Goal 1

Attract Commercial Development Expanding the Property and Sales Tax Base by 12%

Strategies

- Attract development partners in build-to-suite and speculative buildings within LakePointe, Grand Heritage, Lake Breeze, Elevon and other developments.
- Work cooperatively with Elevon developer to create a job creating center, within the City, as the Elevon Business Park.
- Build opportunities for creating a diverse workforce where medical services, advanced manufacturing and higher technology jobs balance out the range of retail employment opportunities
- Work regionally to collaborate on solving regional development issues including workforce availability.





Goal 2

Support the Local Economic Base and Entrepreneurs

Strategies

- Continue and promote use of the LEDC building improvement loan/grant program.
- Continue the effective Small Business Coupon Promotion, Business Promotions for local micro-business opportunities and similar efforts
- Encourage small business development providing retail and service sector brick and mortar options for shopping close to home.
- Consider LEDC development to demonstrate key visions of the City including the construction of 619 Main St. Mixed Use Building

DUNKIN'



- Work with Community ISD in promoting and encouraging area businesses to utilize graduates of the CTE (career and technology education) programs.
- Encourage the construction and manufacturing businesses along SH 205 to participate with the Lavon Economic Development Corporation to find ways of collaboration and shared opportunities.

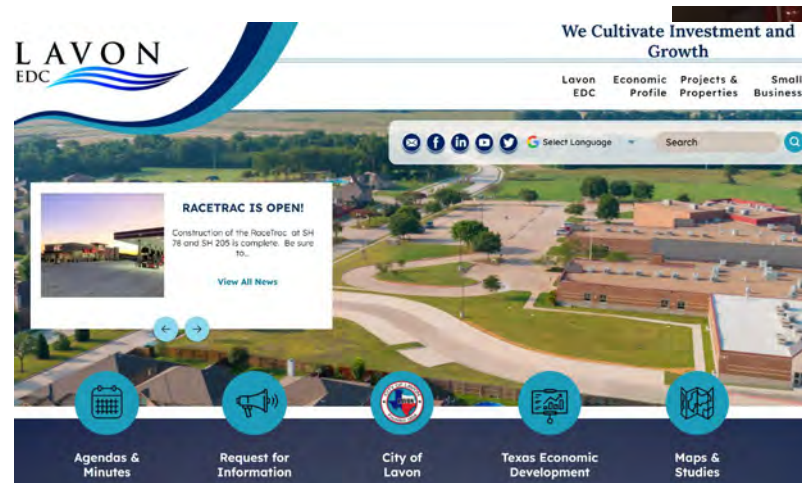


Goal 3

Develop the Brand “LAVON” through Social Media & Development Marketing Events

Strategies

- Continue to actively maintain the Lavon EDC Web Page, Facebook Page, LinkedIn and other social media.
- Continue to develop opportunities to market Lavon through video including Film Friendly
- Expand the marketing through other digital tools.
- Actively market Lavon’s available retail and commercial properties using the Web Page and social media as well as video marketing tools.
- Attend a minimum of two regional marketing events, annually, to update the real estate industry of Lavon’s opportunities.



Goal 4

Continue Quality Management Tools for the Lavon Economic Development Corporation

Strategies

- Continue training of the Board of Directors and the Executive Director to achieve excellence.
- Actively promote the Lavon incentive tools including the building improvement loan/grant program
- Continue the use of a professional and IEDC certified economic developer as the Lavon Board's Executive Director.
- Continue the LEDC policy to meet monthly or as more as necessary.
- Annually review policies of the LEDC and update as necessary.
- Seek out opportunities for recognition of the LEDC success including the TEDC Economic Excellence Award and the International Economic Development Council Awards.

