



Lavon Economic Development Corporation Meeting Agenda

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

Monday Feb.12, 2024, 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 Feb.12, 2024, 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 Jan.8,2024 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, prospects and updates.
 - C. Discussion and action on any updates to the LEDC Strategic Plan and Annual report.
- 6. 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.



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7. 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 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 Feb. 9, 2024 by 7:00PM

By: *Pam Mundo*

POSTED THIS day, Feb 9 ,2024, before 7PM



Lavon Economic Development Corporation Meeting Minutes

January 8, 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 Three, Vicki Sanson, Vice President
Place Five, Joe Serpette, Treasurer
Place Six, Clinton Mclure
Place Seven Jordan Williams

Executive Director Present: Pamela Mundo

Absent: Place Two, Manzelle Williams, Secretary
Place Four, Rachel Dumas, Public Information Officer

- 2. Pledge of Allegiance & Invocation**

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

- 3. Consent Agenda**

A. Through a motion of Treasurer Joe Serpette and a second of Vice President Vicki Sanson, meeting minutes of November 13, 2023, were approved unanimously.

- 4. Public Comments**

- A. It was also announced that Boyd Farms Open House will be February 3rd at 1:00 p.m. and the Simply Smiles Ribbon Cutting will be on January 20, 2024, at 9:00 a.m.
- B. A ribbon cutting for Daisy Neveria is also scheduled for February 6th prior to the Council meeting.

- 6. Discussion & Action**

A. Discussion of Board Financials. Treasurer, Joe Serpette presented November's month-to-month financial report. He noted that revenues remain strong and expenditures are within budget.



Lavon Economic Development Corporation Meeting Minutes

- B. Discussion and action on Marketing Plans and Economic Development prospects. Executive Director Pam Mundo reported that the Council continues to work on the site for the Fitness Court and the site will be finalized within the plans for the overall park development with the new properties acquired. The performance agreement is ready for consideration once the site is finalized. Most likely the cost will be less than \$100,000 as part of that agreement. Plans are underway for the International Council of Shopping Center Trade Show starting Jan 31 through Feb 2 at the Dallas Convention Center. The new trade show banners will be completed and at the show. We have several appointments with Realtors and developers scheduled. The Lavon EDC booth is booth 447. Vice President Vicki Sanson and Pam Mundo will be at the booth. Broker Gerald Borter is also planning on attending. Discussion was held on the advertisement for the In and Around Magazine and the Board recommended that to promote the local businesses a QR code be placed in the ad to direct readers to the web site and the business directory.
- C. Discussion and action on any updates to the LEDC Strategic Plan were held. The Board agreed to update the Goal #1 to attract investment to raise the property and sales tax by 18%. Other editorial changes were made and after discussion recommended that the strategies include the goal of attracting a grocery store to Lavon. With the participation of the City Council the LEDC and City would offer to the first grocery store committed to a site the pledge of up to \$1,000,000 in sales tax rebate over 10 years. The Executive Director was asked to present this policy to the City Council to request their participation.
- D. Discussion and action on any updates to the Report of 2023 accomplishments were held.
- E. Discussion and action of the performance agreement with the City of Lavon for the Fitness Court. The Board of Director through a motion of Clinton McLure and a second of Vicki Sanson that the agreement the value be placed at “up to” \$100,000 and that the facility timeframe be 30 months. The motion passed unanimously.

7. Setting future meetings and agenda

- A. The Economic Development Corporation Board members, after discussion, agreed. that the next meeting would be on February 12, 2024, or as needed, for discussion. with prospects.

7. President Kay Wright adjourned the Economic Development Corporation Board meeting at 8:35 p.m.

Duly passed and approved on this ____ day _____, 2024.

Kay Wright, Board President

Manzelle Williams, Secretary



STRATEGIC PLAN
2024

Mission

" We Cultivate Investment and Growth "

ENJOY LAVON!

Enjoy Our Entertainment Venues!

Enjoy Our Lake!

Enjoy Our Friendly Neighborhoods!

LAVON EDC
We Cultivate Investment and Growth

COME GROW WITH US!

425 Acres Ready For Retail Development
8,000 Lots In Development
1,000 New Homes Built In The Last Two Years
19,000 Persons Within A Ten Minute Drive
146,000 Persons Within A Twenty Minute Drive
35,000 - 37,000 Average Daily Traffic On SH 78

A GIGABIT CITY
High speed fiber internet is available throughout the city at 1 GB PLUS

Elevon Business Park will offer up to 8 GB

619 Main Street
Live/Work Office/Retail

Both existing and future neighborhoods, commercial and industrial areas will have High Speed Fiber of at least 1GB PLUS

Strategic Goals

- ▶ 1. Attract Commercial Development, expanding the Lavon Property Tax and Sales Tax Base by 18%.
- ▶ 2. Support the existing Lavon Economic Base and Entrepreneurs.
- ▶ 3. Develop the Brand “Lavon” through Social Media and Marketing Events.
- ▶ 4. Continue Quality Management Tools for the Lavon Economic Development Corporation.
- ▶

Goal 1 – *Attract Commercial Development, Expanding the Lavon Property and Sales Tax Base by 18%*

- ▶ Attract a Grocery Store for Lavon – Offer , in cooperation with City Council, an incentive to the first committed grocer this year.
- ▶ Attract development partners for build-to-suite and speculative buildings within the commercial areas of the City.
- ▶ Utilize effective incentives to attract investments in quality retail desired by the community including restaurants and medical services .
- ▶ Work cooperatively with Elevon to create job creating investments at the Lavon Business Park .

Goal 2 - *Support the Existing Lavon Economic Base and our Entrepreneurs*

- ▶ Attract leasing opportunities for the 619 Main Street building.
- ▶ Continue LEDC development actions to demonstrate the “walkable” Main Street concept along Business Route 78.
- ▶ Continue and promote the use of the LEDC building improvement loan/grant for small business.
- ▶ Encourage small business, brick and mortar, options for developing shopping close to home .
- ▶ Effectively support actions which encourage shopping Lavon business.
- ▶ Work with the Community ISD to encourage area businesses to mentor and employ graduates of the CTE programs.

Goal 3 – *Develop the Brand “Lavon” through social media and marketing events.*

- ▶ Continue to actively maintain the Lavon EDC Web Page, Facebook Page, LinkedIn and other social media.
- ▶ Continue to develop opportunities to market Lavon through the use of video including Film Friendly Texas.
- ▶ Expand the marketing through other digital tools including advertising through Facebook and Google.
- ▶ Actively market area retail and commercial properties through the LEDC web site.
- ▶ Attend a minimum of two regional marketing events, annually, to update the real estate industry of Lavon’s investment opportunities.

Goal 4 – *Continue Quality Management Tools for the Lavon Economic Development Corporation*

- ▶ Encourage attendance at training opportunities for Board Directors and the Executive Director to achieve excellence.
- ▶ Actively promote the Lavon incentive tools to attract investment.
- ▶ Continue the use of a professional and IEDC certified economic developer as the Lavon Board's Executive Director.
- ▶ Continue the Board policy to meet monthly or more as necessary.
- ▶ Annually review policies of the Board.
- ▶ Seek out opportunities for recognition of the LEDC success and achievements including the TEDC Economic Excellence Award and the International Economic Development Council Awards.

2023 Year in Review

Annual Report



Congratulations
Lavon Economic Development for
Years of Excellence!

Sixth annual award by the Texas Economic Development Council!





Growth in Population 71% in 3 years

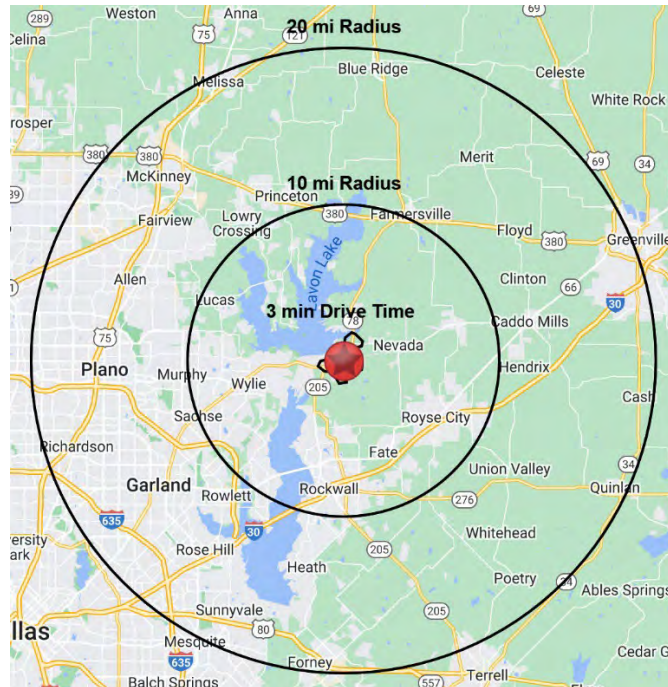
January 2023 City Population at 7,198

January 2020 City Population at 4,210

2023 Estimate of Population in Market Area

10 minutes drive-19,151 people

20 minute-145,630 people





26% Growth in Building Permits

In 2023 - 595 Lavon Building Permits Issued

In 2022- 472 Lavon Building Permits Issued



Single Family residential lots with homes under construction-2,003 lots

Single Family residential lots in development stages-8,128 lots

Zoned Multi-Family units – 328 units

Zoned Commercial Acreage – 424 acres



28% Growth in Sales Tax Revenues

Lavon Total Revenues from Sales Tax

2023 – \$1,410,225

2022 - \$1,103,138



38% Growth in Property Tax Value

Lavon Taxable Property Values

2023- \$982,394,776 (Before tax freeze)

2022- \$710,979,122

12% Average Single Family Residential Value

2023 - \$400,481

2022 - \$358,226

Lavon EDC Strategic Plan Progress Review

Goal No. 1 - increase the property and sales tax base by 8%.

Lavon Property Tax Value Grew by 38%!

Lavon Sales Tax Revenues Grew by 28%

✓ LEDC Invested in a 619 Main Street Development

619 Main Street Live/Work Office/Retail



① FRONT ELEVATION (SOUTH) 8/21/2021
1/8"=1'-0" LEDC 619 MAIN ST., LAVON

For Lease or Sale - info@LavonEDC.com

Finish out allowance available. First floor: ~3,000 sq ft.

Second floor: four units - 615 to 702 with elevator

With the purpose of stimulating “Main Street” development the Lavon Economic Development Corporation completed permitting requirements and is prepared to sell or develop this site with a value of around \$2,700,000.

Goal No. 2- Support the Local Economic Base and Entrepreneurs Participated in Opening of Local Retail Stores!



Advertised three times in the In and Around Magazine for the Lavon Market area



Come Grow With Us!



PLUS SHOP ALL OUR GREAT LOCAL BUSINESSES!

WE'RE LOVIN' LAVON!

- 8,000 lots in development
- 814 new homes built in the last 2 years
- 18,000 persons within 10 minute drive
- 20,000 - 25,000 Average Daily Traffic on SH 78
- 425 acres ready for retail

LAVON IS A GIGABIT CITY!

High Speed fiber internet is being developed through the City. Both Existing and Future Neighborhoods, Commercial and Industrial Areas will have high speed fiber of at least 1 G.

CONTACT PAVLOVMEDIA.COM FOR MORE INFORMATION



LAVON
EDC
We Cultivate Investment and Growth

info@lavonedc.com | www.lavonedc.com

Published business directory in City Newsletter



ANTIQUES
Antiques & Collectibles, Inc.
130 W. 1st St.
714.708.8181

AUTO REPAIR
L.A. Automotive
3609 W. 9th
972.445.9555
KING'S AUTO REPAIR
880.34 W. 9th
972.74.4522

BANKING
Wallerbank
1309 W. 9th
972.343.2026

BEAUTY
SWEET'S
291 W. 10th St. #208
714.708.2129
Sweet's Beauty Bar
208 W. 10th St. #409
972.344.5522

BOOKS & MEDIA
443.9428.8310
972.474.7023
Lava's Book & Media
130 S. Lake Rd #110
414.366.1145

BOOKSTORES
The Bookery of Lavon, Inc.
701 W. 10th Street
972.343.3732
The Bookery of Lavon, Inc.
200 W. 10th St.
972.343.3732

DENTAL
Lava Dental Center
414 W. 10th
972.413.1100
Dental Services
208 W. 10th St. #208
972.474.7023
Dental Services
130 S. Lake Rd #110
414.366.1145

EVENTS
EVERYWHERE
130 S. Lake Rd #110
414.366.1145

FITNESS
Gym & Health
606 W. 10th St. #110
408.212.8287

FOOD & BEVERAGES
Kona Cafe
408 W. 10th St.
461.384.1212
Kona Cafe & Deli (Lavon Branch)
414 W. 10th
714.708.1175
Lavon's Pizzeria
130 S. Lake Rd.
414.366.1145
LAVON
208 W. 10th St. #208
461.384.1212
Lavon's Pizzeria
408 W. 10th St. #110
408.212.8287
Lavon's Pizzeria
408 W. 10th St. #110
408.212.8287
Lavon's Pizzeria
408 W. 10th St. #110
408.212.8287

HAIR
408 W. 10th St. #110
408.212.8287

HOME SERVICES
408 W. 10th St. #110
408.212.8287

LANDSCAPE
408 W. 10th St. #110
408.212.8287

LEGAL
408 W. 10th St. #110
408.212.8287

LIQUOR
408 W. 10th St. #110
408.212.8287

MOVING
408 W. 10th St. #110
408.212.8287

PAINTING
408 W. 10th St. #110
408.212.8287

PLUMBING
408 W. 10th St. #110
408.212.8287

REPAIRS
408 W. 10th St. #110
408.212.8287

RESTAURANTS
408 W. 10th St. #110
408.212.8287

SALES
408 W. 10th St. #110
408.212.8287

TRUCKS
408 W. 10th St. #110
408.212.8287

FUEL & CONVENIENCE
LAVON
214 S. 2nd St.
714.384.1614
LAVON
214 S. 2nd St.
714.384.1614
LAVON
214 S. 2nd St.
714.384.1614

RETAILER
LAVON
214 S. 2nd St.
714.384.1614

INSURANCE
LAVON
214 S. 2nd St.
714.384.1614

SMOKE SHOP
LAVON
214 S. 2nd St.
714.384.1614

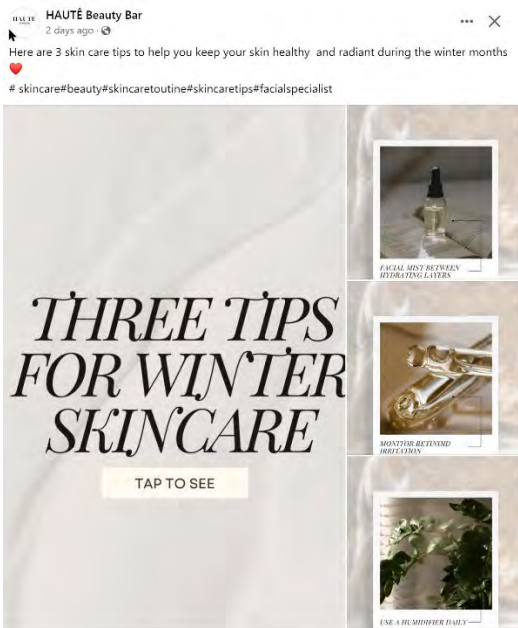
STORAGE
LAVON
214 S. 2nd St.
714.384.1614

COMING SOON!
LAVON
214 S. 2nd St.
714.384.1614



Goal No. 3 Develop the “Brand” Lavon on social media and development marketing events.

Opportunity for local business to post on the LEDC Facebook page



January

ICSC (International Council of Shopping Centers)



February

RED News Industrial Summit -LEDC Sponsored

A promotional graphic for the 'North Texas INDUSTRIAL summit' held on February 15, 2023. The graphic features a red background with white text. On the right side, there is a black and white photograph of an industrial facility. The text includes the event name, date, location (Maggiano's Little Italy in Willow Bend), and the fact that it is the 4th Annual event. It also mentions that 4 hours of continuing education are approved for with TREC.

North Texas
INDUSTRIAL
summit
february 15, 2023

REDnews •Maggiano's Little Italy (Willow Bend)
11:30 AM Networking & Registration
12:00 PM Program & Luncheon

4th
Annual

4 Hours of Continuing Education Has Been APPROVED For With TREC

October RED New Collin County Summit -LEDC

Sponsored



August Back to School Bash



And Fall Festival



Retail Marketing and Infrastructure Conference

Lavon EDC web site & video



**Goal No 4- Continue Quality Management Tools for the
Lavon Economic Development Corporation**



Lavon EDC - One of only 55 Texas cities to receive an Economic Excellence Award, in 2023, for work completed in 2022. This is the 6th TEDC Economic Excellence Award Lavon EDC has achieved.

Insert Photo of the Board of Directors

**Lavon Economic Development Corporation meet
regularly, 2nd Monday of each month.**



Your ideas and your investment in Lavon is welcomed!