



# Lavon Economic Development Corporation Meeting Agenda

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

**Monday May 13, 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 May 13, 2024, at 7:00 PM held at the Lavon City Hall.

The meeting agenda and packet are posted online at [www.lavonedc.com](http://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 April 8, 2024, board meeting minutes.
  2. Approval of the April 18, 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 on Economic Development activities.
  - C. Discussion and action on the Fitness Court budget and consideration of participating in a sunshade for the Fitness Court.
  - D. Discussion and action on developing a new advertisement and business directory plan.



# Lavon Economic Development Corporation Meeting Agenda

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

## 6. Executive Session

In accordance with Texas Government Code, Chapter 551, Subchapter D, the Lavon Economic Development Corporation may recess into executive session (closed meeting) for discussion pursuant to Section 551.071 deliberate and consult with the EDC attorney on a matter in which the duty of the attorney to the LEDC under the Texas disciplinary rule of professional conduct of the state bar of Texas clearly conflicts with chapter 551 and section 551.072 to deliberate the purchase, exchange, lease or value of real property and Section 551.074 personnel matters to review and deliberate the duties of the Executive Director.

7. Reconvene from executive session, consider and act on proposals of each item listed in executive session.

## 8. 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.

## 9. 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](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 May 10, 2024 by 7:00PM**

By: Pam Mundo

POSTED THIS day May 9, 2024, before 7PM



# Lavon Economic Development Corporation Meeting Minutes

---

**April 8, 2024**

---

- 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 Four, Rachel Dumas, Public Information Officer  
Place Five: Joe Serpette, Treasurer  
Place Six, Clinton Mclure

Executive Director Present: Pamela Mundo

Absent: Place Two, Manzell Williams, Secretary  
Place Seven Jordan Williams

## **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 Public Information Officer Rachel Dumas, the meeting minutes of March 11, 2024, were approved unanimously.

## **4. Public Comments**

A. There was no public comment.

## **5. Discussion & Action**

A. **Discussion and Action of Board Financials.** Treasurer, Joe Serpette presented the April month-to-month financial report of March activities. He noted that revenues continue above budget projections and expenditures are within budget. He presented the annual audit which was approved by the City Council.



## **Lavon Economic Development Corporation Meeting Minutes**

- B. Discussion and action on Economic Development activities.** Executive Director Pam Mundo introduced Garrett Dorman of the CISD who is seeking support for efforts to find mentors for CISD Junior and Senior students in a program to learn about startup a business. After discussion with Garrett Dorman the Board agreed to assist with a utility newsletter publication explaining the program and seeking out local mentors to assist. Pam Mundo then discussed the recent growth of the CISD market area the facts that may assist in attracting grocers to the area where a grocer may serve the area not just the City of Lavon. Ms. Mundo then discussed the need to identify a future site for a Collin County College Campus in Lavon as a needed economic development goal.
- C. Discussion and action of budget amendment to send to the City Council.** After discussion the Board of Directors unanimously agreed to send to City Council the proposed budget amendment through a motion of Joe Serpette and a second of Clinton McIure for consideration at the City Council April 16, 2024, meeting.

### **6. Executive Session**

- A. President Kay Wright opening the executive session at 7:46 p.m. In accordance with Texas Government Code, Chapter 551, Subchapter D, the Lavon Economic Development Corporation may recess into executive session, (closed meeting) for discussion pursuant to Section 551.071 deliberate and consult with the LEDC attorney on a matter in which the duty of the attorney to the LEDC under the Texas disciplinary rule of professional conduct of the state bar of Texas clearly conflicts with Chapter 551, to deliberate the purchase, exchange, lease or value of real property.
- B. President Kay Wright closed the executive session at 8:11 p.m.

### **7. Reconvene from executive session, consider, and act on proposals or take action necessary of each item listed in executive session.**

- A. No action was taken.



## **Lavon Economic Development Corporation Meeting Minutes**

### **8. Setting future meetings and agenda**

- A. The Economic Development Corporation Board members, after discussion, agreed that the next meeting would be on May 13, 2024, or as needed, for discussion with prospects and projects.

### **7. President Kay Wright adjourned the Economic Development Corporation Board meeting at 8:15 p.m.**

Duly passed and approved on this \_\_\_ day \_\_\_\_\_, 2024.

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

\_\_\_\_\_  
Manzelle Williams, Secretary



# Lavon Economic Development Corporation Meeting Minutes

---

**April 18, 2024**

---

- 1. Kay Wright, President called the Economic Development Corporation Board meeting to order at 7:40 p.m. at City Hall and announced that a quorum was present.**

Present: Place One, Kay Wright, President  
Place Two, Manzell Williams, Secretary  
Place Three, Vicki Sanson, Vice President  
Place Four, Rachel Dumas, Public Information Officer  
Place Five: Joe Serpette, Treasurer  
Place Six, Clinton Mclure

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. Public Comments**

- A. There was no public comment.

## **5. Executive Session**

- A. President Kay Wright opening the executive session at 7:42 p.m. In accordance with Texas Government Code, Chapter 551, Subchapter D, the Lavon Economic Development Corporation may recess into executive session, (closed meeting) for discussion pursuant to Section 551.071 deliberate and consult with the LEDC attorney on a matter in which the duty of the attorney to the LEDC under the Texas disciplinary rule of professional conduct of the state bar of Texas clearly conflicts with Chapter 551, to deliberate the purchase, exchange, lease or value of real property.



## Lavon Economic Development Corporation Meeting Minutes

B. President Kay Wright closed the executive session at 7:54 p.m.

**6. Reconvene from executive session, consider, and act on proposals or take action necessary of each item listed in executive session.**

- A. Through a motion of Kay Wright and a second of Manzelle Williams the Board of Directors unanimously agreed to offer the purchase of the properties ID 1291122 and Property ID 1291131 at 105 School Road.

**8. Setting future meetings and agenda**

- A. The Economic Development Corporation Board members, after discussion, agreed that the next meeting would be on May 13, 2024, or as needed, for discussion with prospects and projects.

**7. President Kay Wright adjourned the Economic Development Corporation Board meeting at 7:40 p.m.**

Duly passed and approved on this \_\_\_ day \_\_\_\_\_, 2024.

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

\_\_\_\_\_  
Manzelle Williams, Secretary

1	GENERAL FUND	Oct 2023 Actual	Nov 2023 Actual	Dec 2023 Actual	Jan 2024 Actual	Feb 2024 Actual	Mar 2024 Actual	April 2024 Actual	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 2023-2024	Budget Amendment	% of Adjusted Budget	Official Budget 23-24	Oct 2023 Budget Amendment	March 2024 Budget Adjustments	
	<b>Revenue</b>																					
2-1	Bank Balance Forward	\$ 59,007.63	\$ 104,513.97	\$ 134,247.24	\$ 154,337.06	\$ 179,967.60	\$ 103,718.26	\$ 123,284.56								\$ 100,000			100,000	40,992.37	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	\$ 35,392.47	\$ 31,960.14	\$ 38,104.19	\$ 37,699.95	32,767.32	\$ 33,880.78	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 27,083.33	\$ 271,325.57		325,000		74%	325,000	40,992.37	365,992	
2-3	Government Capital Note																					
	<b>Total General Fund</b>	<b>120,528.35</b>	<b>139,906.44</b>	<b>166,207.38</b>	<b>192,441.25</b>	<b>217,667.55</b>	<b>136,485.58</b>	<b>157,165.34</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>136,485.58</b>		<b>425,000</b>			425,000			
	TEXSTAR Fund	344,317.01	345,825.60	\$ 347,393.40	\$ 348,962.85	350,433.28	352,010.29	353,545.33						350,433.28						350,000		
	LOGIC FUND	167,283.97	168,048.41	\$ 168,839.28	\$ 169,629.31	275,652.00	276,933.40	278,174.91						275,652.00						116,000		
	<b>Total Revenues</b>	<b>632,129.33</b>	<b>653,780.45</b>	<b>682,440.06</b>	<b>711,033.41</b>	<b>843,752.83</b>	<b>765,429.27</b>	<b>788,885.58</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>27,083.33</b>	<b>762,570.84</b>				86%	891,000			
	<b>Expense</b>																					
	<b>Debt Service</b>																					
6-0	Main St Debt Reserve Fund	\$ -														\$ 23,080				23,080		
6-1a	Main St Debt Quarterly Pymt		\$ -	\$ 6,119.76	\$ -	\$ -	\$ 6,119.76	\$ -	\$ -	\$ 6,119.76	\$ -	\$ -	\$ 6,119.76	\$ 12,239.52	\$ 24,479.04	\$ 24,479		50%	24,479			
	<b>Total Debt Service Paid</b>			\$ 6,119.76			\$ 6,119.76			\$ 6,119.76			\$ 6,119.76	\$ 12,239.52	\$ 24,479.04	\$ 47,559		26%	47,559			
	<b>Operations</b>																					
	<b>General Operations</b>																					
3-1a	Email, Software/Archiving	155.64	171.89	0.00	379.16	348.43	200.40	200.40	567.25	567.25	567.25	\$ 567.25	\$ 567.25	1,455.92	4,292	6,000		24%	6,000			
3-1b	Misc-Dues, Ads, Cell Svc	0.00	150.00	150.00	1,280.96	0.00	150.00	9.85	285.00	285.00	285.00	285.00	285.00	1,740.81	3,166	3,000		58%	3,000			
3-1c-2	Office Supplies	80.82	0.00	0.00	0.00	72.88	142.07	26.29	171.92	171.92	171.92	171.92	171.91	322.1	1,182	1,800		18%	1,800			
3-1d	Meeting Expenses	402.75	0.00	0.00	240.48	0.00	380.65	0.00	159.73	159.73	159.73	159.70	159.70	1,023.88	1,822	2,000		51%	2,000			
3-1e	Training	0.00	0.00	400.00	0.00	136.48	645.00	0.00	200.00	200.00	200.00	200.00	200.00	1,181.48	2,181	2,000		59%	2,000			
3-1f	Document Printing	148.68	27.40	25.44	304.40	474.75	86.40	177.25	282.39	282.39	282.39	282.39	282.39	1,244.32	3,240	3,000		41%	3,000			
3-1f	Office Support Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	250.00	250.00	250.00	250.00	0.00	1,250	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	600.00	600.00	600.00	600.00	600.00	0.00	3,000	6,000		0%	6,000			
	<b>Total General Operations</b>	<b>6,787.89</b>	<b>349.29</b>	<b>575.44</b>	<b>2,205.00</b>	<b>1,032.54</b>	<b>1,604.52</b>	<b>413.79</b>	<b>2,516.29</b>	<b>2,516.29</b>	<b>2,516.29</b>	<b>2,516.26</b>	<b>2,516.25</b>	<b>12,968.47</b>	<b>25,550</b>	<b>32,300</b>		40%	32,300			
	<b>Consulting</b>																					
4-1	Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00	800.00	800.00	800.00	800.00	0.00	0	8,000		0%	8,000			
4-2	Website & tech consulting	1,980.00	0.00	0.00	0.00	0.00	0.00	0.00	402.00	402.00	402.00	402.00	402.00	1,980.00	3,990	6,000		33%	6,000			
4-2a	IT Services	147.91	147.91	0.00	295.82	147.91	147.91	147.91	320.42	320.42	320.42	320.42	320.42	1,035.37	2,637	3,500		30%	3,500			
4-3	City Attorney	0.00	0.00	0.00	1,325.50	189.39	0.00	772.49	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	2,287.38	7,287	10,000		23%	10,000			
4-4	Economic Dev Consulting	4,080.00	4,212.00	4,225.12	4,225.20	4,225.20	4,225.20	4,225.20	4,225.20	4,225.20	4,225.20	4,225.20	4,225.20	29,417.92	50,544	50,544		58%	50,544			
	<b>Total Consulting</b>	<b>6,207.91</b>	<b>4,359.91</b>	<b>4,225.12</b>	<b>5,846.52</b>	<b>4,562.50</b>	<b>4,373.11</b>	<b>5,145.60</b>	<b>6,747.62</b>	<b>6,747.62</b>	<b>6,747.62</b>	<b>6,747.62</b>	<b>6,747.62</b>	<b>34,720.67</b>	<b>64,459</b>	<b>78,044</b>		44%	78,044			
	<b>Equipment</b>																					
5-1	Computers	0.00	0.00	0.00	0.00	0.00	0.00	0.00	650.00	650.00	650.00	650.00	650.00	0.00	6,500	6,500		0%	6,500			
5-2a	Other Computer Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	0.00	1,000	1,000		0%	1,000			
	<b>Total Equipment</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>750.00</b>	<b>750.00</b>	<b>750.00</b>	<b>750.00</b>	<b>750.00</b>	<b>0.00</b>	<b>7,500</b>	<b>7,500</b>		0%	7,500			
	<b>Total Operations 2023-2024</b>	<b>12,995.80</b>	<b>4,709.20</b>	<b>4,800.56</b>	<b>8,051.52</b>	<b>5,595.04</b>	<b>5,977.63</b>	<b>5,559.39</b>	<b>10,013.91</b>	<b>10,013.91</b>	<b>10,013.91</b>	<b>10,013.88</b>	<b>10,013.87</b>	<b>47,689.14</b>	<b>97,509</b>	<b>117,844</b>		40%	117,844			
	<b>Promotional</b>																					
6-1	General Brochures, Printing, Trade Shows	318.58	950.00	950.00	3,888.04	664.27	1,103.63	0.00	1,873.14	1,873.14	1,873.14	1,873.14	1,873.16	7,874.52	17,240	20,000.00		39%	20,000			
6-2	Promo Carryover 2012-22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	850.00	850.00	850.00	850.00	850.00	0.00	4,250	12,000.00		0%	12,000	8,500		
6-3	Aerial Map & Brochures	0.00	0.00	0.00	0.00	2,690.00	0.00	0.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	2,690.00	7,690	10,000.00		27%	10,000	10,100		
6-4	Advertising	2,700.00	0.00	0.00	534.09	0.00	0.00	0.00	730.00	730.00	730.00	730.00	730.00	3,234.09	6,884	10,000.00		32%	10,000	12,500		
6-6	Video Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	0.00	10,000	20,000.00		0%	20,000			
	<b>Total Promotional</b>	<b>3,018.58</b>	<b>950.00</b>	<b>950.00</b>	<b>4,422.13</b>	<b>3,364.27</b>	<b>1,103.63</b>	<b>0.00</b>	<b>6,453.14</b>	<b>6,453.14</b>	<b>6,453.14</b>	<b>6,453.14</b>	<b>6,453.16</b>	<b>13,798.61</b>	<b>46,064</b>	<b>72,000.00</b>		19%	72,000			
	<b>Capital Projects</b>																					
7-3	Incentives	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21,359.70	21,359.70	21,359.70	21,359.70	21,359.70	0	106,798.50	213,597		0%	213,597			
7-4	Additional Infrastructure Projects	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24,000.00	24,000.00	24,000.00	24,000.00	24,000.00	0	120,000.00	240,000.00		0%	240,000	140,000		
	<b>Community Development</b>																100,000.00			100,000		
7-6	Project Main Street	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	0	150,000.00	150,000.00		0%	150,000			
7-7	Transfer to Reserves	0.00	0.00	0.00	0.00	105,000.00	0.00	0.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	105,000	130,000.00	50,000.00			50,000			
	<b>Total Capital Projects</b>	<b>-</b>	<b>0.00</b>	<b>-</b>	<b>-</b>	<b>105,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>65,359.70</b>	<b>65,359.70</b>	<b>65,359.70</b>	<b>65,359.70</b>	<b>65,359.70</b>	<b>105,000</b>	<b>506,798.50</b>	<b>653,597.00</b>		16%	653,597	653,597		
	<b>Total Expenses</b>	<b>16,014.38</b>	<b>5,659.20</b>	<b>11,870.32</b>	<b>12,473.65</b>	<b>113,949.31</b>	<b>13,201.02</b>	<b>5,559.39</b>	<b>81,826.75</b>	<b>81,826.75</b>	<b>81,826.75</b>	<b>81,826.72</b>	<b>81,826.72</b>	<b>178,727</b>	<b>650,371.45</b>	<b>891,000.00</b>	<b>891,000.00</b>	20%	891,000		891,000	
	<b>General Acct. Balance</b>	<b>104,513.97</b>	<b>134,24</b>																			





**Agenda Item 5 Discussion and Action**

**Item C- Discussion and action on the Fitness Court budget and consideration of participating in a sunshade for the Fitness Court.**

Background: The Fitness Court “Project” for the Lavon EDC is a project up to \$100,000

With the Court now open the costs to date are \$164,918 plus some additional costs of sod and fence. With the cost shared with the City Council the overall cost is approximately \$82,459 for the LEDC.

Action: Is the Board in agreement to encourage the remainder of funds to be used for a sunshade for the property? The sum is approximately \$17,5421. Estimated for a sunshade fun from \$29,943 to \$63,341.



## **Agenda Item 5 Discussion and Action**

### **Item D- Discussion and action on developing a new advertisement and business directory plan.**

Background: The quarter page and half page advertisement from 2023 needs an update and the Board desired a QR code to refer the reader to the business director. The ad was developed by a company that is no longer in business. The one-page business listing I have prepared is attached. The one-page is running out of room to list the local businesses. We can no longer use this document-it's just too small.

It's time for professional graphics to strengthen the branding of Lavon. I have used Zahra Design Group for years and y time after time they get the job done. They do economic development advertisements for many community economic development corporations. We have discussed a 4-panel brochure for the business directory that would be updatable for 20 more new businesses. We now have 39 brick and mortar businesses with 3 ready to open in the next few months and 5 to 8 ready to open in 6 months. A new business directory is essential to your marketing of the existing business and the marketing of the Lavon market.

Cost to design a new ad with QR Code and prepare for publication \$1,840.

Cost to prepare master logo files for the Lavon EDC and City Logos \$1590

Cost to design a 4-page business directory with map locating the business and digitize it for publication and print \$3,170.

Cost to print 4,700 brochures (2700 to be mailed with utility bill) remainder copies to be given at 50 each to the 39 businesses to promote shopping in Lavon. \$2,500

Cost of mail – to be determined.

Action: Is the Board in agreement to encourage and upgrade the advertisement and business directory pamphlet. The Lavon EDC budget line item for brochures is \$20,000 with \$12,125 remaining in the budget. For advertising the budget is \$10,000 with \$6,766 remaining in that line item. For the total promotional budget of \$72,000 the remainder of funds is \$58,202. There are funds to update the quality of advertisement and brochure= total costs \$11,600 plus mailing cost.