

**SPECIAL MEETING OF THE
CITY OF ALVARADO ECONOMIC DEVELOPMENT BOARD
104 W. College
March 31, 2025
6:30 PM
AGENDA**

The Economic Development Board of the City of Alvarado will meet in a Special Called Session on Monday, March 31, 2025, at 6:30 p.m. in the Council Chambers at City Hall for the following Agenda items.

WORK SESSION

- i. Historic Downtown Alvarado Art Contest
- ii. Food Truck Incubator Program
- iii. Alvarado Job Fair
- iv. 201 E. College Avenue Building Demolition

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

CITIZEN PARTICIPATION AND PUBLIC INPUT:

BOARD COMMENTS

CONSENT AGENDA:

- v. Consider and approve the February 10, 2025, Alvarado EDC board meeting minutes.
- vi. Consider and approve the March 13, 2025, Alvarado EDC board meeting minutes.

NEW BUSINESS:

- vii. Presentation and discussion regarding the Fiscal Year 2024/2025, Quarter 1 Financial Report.

EXECUTIVE SESSION

- viii. § 551.071. Consultation with Attorney.
 - Any item on the Agenda
 - Project Orange-C-02
- ix. § 551.087. Deliberation regarding economic development negotiations.

- Project Orange-C-02

ADJOURN

ACCESSIBILITY STATEMENT

The Alvarado City Hall and Council Chamber are wheelchair accessible. The exit and parking ramps are located in the front of the building. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at 817-790-3351, FAX: 817-783-7925, e-mail: wallsb@cityofalvarado.org Please call at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

NON-DISCRIMINATION STATEMENT

The City of Alvarado does not discriminate on the basis of race, color, national origin, sex, religion, or disability in the employment or the provision of services.

I, the undersigned authority, do hereby certify that the above Agenda was posted on the bulletin board in the City Hall of the City of Alvarado, Texas, a place convenient and readily accessible to the general public at all times, and said Agenda was posted on Friday, March 28, 2025, at 4:30 p.m. and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

Hillary Cromer
Economic Development Director

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Monday, February 10, 2025

Location: Council Chambers, 104 W. College, Alvarado, Texas 76009

Time: 6:30 P.M.

1. Call to Order

President Marty Douglas called the meeting to order at 6:30 P.M. The following individuals were present:

Name	Title	Present	Absent
Tom Durlington	Place 1	X	
Martin Douglas	Place 2	X	
Robert Brake	Place 3	X	
Carrie Keeton	Place 4	X	
Jerry Pritchard	Place 5		X
Cherry Bryant	Place 6	X	
Larry Pool	Place 7	X	

Staff present:

- **Hillary Cromer**, Economic Development Director
- **Ashley Dierker**, City Attorney

2. Invocation

Marty Douglass led the invocation.

3. Pledge of Allegiance

The Pledge of Allegiance was recited by all present.

4. Citizen Participation and Public Input

Jameye Jones thanked everyone who participated in an event she was involved in hosting on Saturday, January 8, 2025.

5. Board Comments

No board comments were made.

6. New Business

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Monday, February 10, 2025

Location: Council Chambers, 104 W. College, Alvarado, Texas 76009

Time: 6:30 P.M.

i. Consideration and possible action to approve the November 14, 2024 Alvarado EDC board meeting minutes.

Motion: Larry Pool made a motion to approve the November 14, 2024 Alvarado EDC board meeting minutes.

Second: Robert Brake seconded the motion.

Vote: The motion carried 6-0.

ii. Consideration and possible action to move the April 28, 2025 Regular Quarterly Board Meeting up to Monday, March 24, 2025.

Robert Brake made a motion to reschedule the April 28, 2025 Regular Quarterly Board Meeting to Monday, March 24, 2025. Tom Durlington seconded the motion. The motion carried 6-0.

***iii. Consideration and possible action to approve the Alvarado EDC's Food Truck Incubator Program and Guidelines.**

A brief presentation was made by Hillary Cromer. Key highlights are as follows:

Program Mission:

- To support local entrepreneurship.
- Enhance Alvarado's food scene.
- Drive economic activity and support business growth.

Program Overview:

- Duration: 90-day trial, with up to 180 days total participation.
- Cost: \$500/month for use of an EDC-owned, fully equipped food truck.
- Location: Downtown Alvarado, Pecan Orchard, and designated community events.
- Selection: One entrepreneur per cycle selected by the EDC Board.

Economic Benefits:

- Increased foot traffic and awareness of downtown businesses.
- More diverse food options and enhanced community appeal.
- Sales tax revenue growth.
- Activation of local events and mentorship for aspiring restaurateurs.

Selection Process:

- Submission of applications and business plans.
- EDC Board reviews and hears presentations.

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Alvarado Economic Development Corporation (AEDC)

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Time: 6:30 P.M.

- One entrepreneur selected per cycle based on concept and potential impact.

Next Steps:

- Staff will update the program and guidelines based on Board feedback.
- The EDC Board will vote to approve the revised program.
- City Council will conduct two readings of the resolution before taking final action.

Closing Remarks: The Director emphasized the program as a launchpad for local culinary talent and small business development, with potential long-term economic benefits for the community.

Here are the Board discussion highlights:

- **Tom Durlington** asked what would happen if the selected entrepreneur drops out after two months—would we begin the selection process again? Hillary responded that she anticipates restarting the program in such a case but is open to alternative ideas.
- **Larry Pool** asked whether the plan still includes a food trailer instead of a truck. Hillary replied that using a trailer could limit participation to entrepreneurs who already own a vehicle capable of hauling it.
- **Robert Brake** requested that a non-discrimination clause be added to the application. The City Attorney confirmed that standard non-discrimination language would be included in the agreement between the EDC and the entrepreneur.
- **Several board members** raised concerns about insurance coverage. Hillary assured them that the agreement would include appropriate protections for both the City and the EDC.
- Hillary also shared that she plans to install trackers on the food truck.
- **Larry Pool** brought up signage, asking how much would be permitted. Hillary explained that all signage must be removable—a wrap featuring the Alvarado EDC, a detachable sign for the business name, and menu signage that can be reused by future entrepreneurs.

Motion: Tom Durlington moved to approve the Alvarado EDC Food Truck Program and Guidelines with the discussed revisions.

Second: Cherry Bryant seconded the motion.

Vote: The motion passed unanimously, 6-0.

**Note: Because a Public Hearing was not conducted at this meeting, the vote was rendered null and void. The item was returned to the Board for reconsideration on March 13, 2025.*

iv. Presentation and training from the City Attorney on Chapter 171 of the Local Government Code, Conflict of Interest.

City Attorney Ashley Dierker delivered a concise presentation on conflict of interest provisions under Chapter 171 of the Texas Local Government Code. Highlights included:

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Alvarado Economic Development Corporation (AEDC)

Date: Monday, February 10, 2025

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- **Substantial Business Interest:** Applies to ownership of 10% or more in voting stock/shares or market value of \$15,000+, or if 10%+ of the official's income comes from the entity. Also applies if the official's action would have a distinct economic impact on the entity.
- **Substantial Real Property Interest:** Includes property worth \$2,500+ that would be directly affected or is within 200 feet of the impacted area.
- **Disclosure Requirements:** Officials must file a conflict affidavit and abstain from participating if they have a qualifying interest.
- **Family-Related Conflicts:** Applies to interests held by immediate family (parent, child, spouse, stepchild, or parent-in-law). Same rules for disclosure and abstention apply.
- **Penalties:** Violations are a Class A misdemeanor (up to 1 year in jail, \$4,000 fine, or both). Any city action taken under conflict may be voided.
- **Final Guidance:** When in doubt, disclose and abstain.

No board action was required.

v. Consideration and possible action to authorize the City of Alvarado to proceed with necessary environmental and structural remediation efforts, including asbestos abatement, mold remediation, and demolition, for the Economic Development Corporation's (EDC) property located at 201 E. College Avenue; and to reimburse the City approximately fifty percent (50%) cost of the work, up to a maximum amount of \$30,000, upon successful completion of the project.

A brief presentation was made by Hillary Cromer. Key highlights are as follows:

- **Background:** The building has suffered extensive deterioration due to years of deferred maintenance. It contains asbestos, mold, and structural damage, rendering it uninhabitable. Assessments determined that renovation is not financially viable.
- **Project Scope:** Includes asbestos abatement, mold remediation, and demolition. The City of Alvarado will oversee the project.
- **Estimated Cost:** \$59,265 total.
- **Funding Plan:** Cost will be shared between the EDC and the City's general fund. EDC has budgeted \$50,000 for demolition in the current fiscal year.
Council previously approved contracts with:
 - Southside Environmental Services (asbestos abatement)
 - Midwest Wrecking (demolition)

Motion: Robert Brake made a motion to approve the authorization as outlined.

Second: Tom Durlington seconded the motion.

Vote: The motion carried 6-0.

vi. Workshop and Discussion on the First Downtown Alvarado Art Mural Project

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Date: Monday, February 10, 2025

Location: Council Chambers, 104 W. College, Alvarado, Texas 76009

Time: 6:30 P.M.

A brief presentation was made by Hillary Cromer. Key highlights are as follows:

- Project Overview: The proposed mural will serve as a colorful, inviting landmark for Historic Downtown Alvarado. It will highlight the city’s character and promote photo opportunities for visitors.
- Design Elements: “Historic Downtown Alvarado” text, cotton candy sky, butterflies, wildflowers (bluebonnets, milkweed, Indian paintbrush), stagecoach/buggy, ferris wheel, water tower, pecan trees, Texas flag.
- Design Packages & Pricing:
 - Base Package: \$11,250 (low complexity)
 - Value Package: \$16,750 (medium complexity – recommended)
 - Design Package: \$23,550 (high complexity)
All include materials, two rounds of revisions, and a 5% donation to the Anise Reed Fund.
- Timeline: Installation is targeted for Spring/Early Summer 2025.
- Next Steps: Select a package and sign a contract with Made by Crisp. A 50% non-refundable deposit is required to begin.

Following discussion, the board opted to pause and initiate a Public Art Contest to gather ideas from the community. The selected artwork will then be shared with a muralist following an RFQ process. Steps will be: 1) Art Contest, 2) RFQ, 3) Mural installation.

vii. 2025 International Council of Shopping Centers’ Red River Conference & Deal Making Event

Hillary Cromer presented on the value of attending the ICSC Red River event. She asked the board:

1. Should we have a booth next year?
2. Would you be willing to help with the booth?
Board members agreed to both and expressed willingness to assist.

viii. TML Economic Development Conference, November 13-14, 2025

Hillary asked if any board members were interested in attending. Carrie Keeton, Marty Douglas, and Robert Brake confirmed they would like to attend. Hillary will follow up via email with others.

ix. 2025 Alvarado Economic Development Corporation Job Fair

A brief presentation was made by Hillary Cromer. Key highlights are as follows:

- Event Date & Location: Wednesday, May 7, 2025, from 10 AM–2 PM at the Alvarado ISD Admin Building.

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Location: Council Chambers, 104 W. College, Alvarado, Texas 76009

Time: 6:30 P.M.

- Purpose: Connect job seekers with employers across various industries for full-time, part-time, and seasonal positions.
- For Job Seekers: On-site interviews, resume help (EDC booth), mock interviews (Goodwill), free professional headshots (City booth), and a Job Fair Challenge with free meals for the first 100 attendees.
- For Employers: 40 booth spaces available. Chamber members get free booths; non-members pay tiered rates which include a one-year Chamber membership.
- Support Opportunities: Sponsorships and volunteer support are welcome. Contact Hillary Cromer or Patti Beckham (Chamber) for more information or to register.

The Board expressed support for the event and several members offered to assist with planning and day-of logistics.

7. Executive Session

The board entered executive session at 7:50 P.M. to discuss:

- **§ 551.071. Consultation with Attorney**
 - Any item on the agenda
- **§ 551.087. Deliberation regarding economic development negotiations**
 - Project Meatball
 - Project Cornerstone
- **§ 551.072. Deliberation regarding real property**
 - Project Yellow-NC-01
 - Project Blue-NE-01
 - Project Red-C-02

The board reconvened in open session at 8:26 P.M.

8. Post-Executive Session Action

No action was taken. The meeting adjourned at 8:27 P.M.

Martin Douglas, Board President

Respectfully Submitted,

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Monday, February 10, 2025

Location: Council Chambers, 104 W. College, Alvarado, Texas 76009

Time: 6:30 P.M.

Hillary Cromer, Economic Development Director

Meeting Minutes
 Alvarado Economic Development Corporation (AEDC)
 Date: Thursday, March 13, 2025
 Location: Council Chambers, 104 W. College, Alvarado, Texas 76009
 Time: 6:00 P.M.

1. Call to Order

President Marty Douglas called the meeting to order at 6:00 P.M. The following individuals were present:

Name	Title	Present	Absent
Tom Durlington	Place 1	X	
Martin Douglas	Place 2	X	
Robert Brake	Place 3	X	
Carrie Keeton	Place 4	X	
Jerry Pritchard	Place 5		X
Cherry Bryant	Place 6	X	
Larry Pool	Place 7		X

Staff present:

- **Hillary Cromer**, Economic Development Director
- **Ashley Dierker**, City Attorney
- **Jessica Hill**, City Secretary
- **Donielle Suber**, Strategic Services Director
- **Beth Walls**, Human Resources Director
- **Gus Chavarria**, City Engineer
- **Justin French**, Community Development Director

2. New Business

i. Public hearing, discuss, and consider action related to the Food Truck Incubator Program

The Public Hearing was opened at 6:00 P.M.

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Location: Council Chambers, 104 W. College, Alvarado, Texas 76009
Time: 6:00 P.M.

A brief presentation was made by Hillary Cromer. Key highlights are as follows:

Reason for Re-Presentation: The City Attorney advised that a Public Hearing must be held before the board can vote, in accordance with Local Government Code Section 505.158(b), due to projected program costs exceeding \$10,000.

Program Mission:

- To support local entrepreneurship.
- Enhance Alvarado's food scene.
- Drive economic activity and support business growth.

Program Overview:

- Duration: 90-day trial, with up to 180 days total participation.
- Cost: \$500/month for use of an EDC-owned, fully equipped food truck.
- Location: Downtown Alvarado and designated community events.
- Selection: One entrepreneur per cycle selected by the EDC Board.

Economic Benefits:

- Increased foot traffic and awareness of downtown businesses.
- More diverse food options and enhanced community appeal.
- Sales tax revenue growth.
- Activation of local events and mentorship for aspiring restaurateurs.

Selection Process:

- Submission of applications and business plans.
- EDC Board reviews and hears presentations.
- One entrepreneur selected per cycle based on concept and potential impact.

Next Steps:

- Public Hearing held during the meeting.
- EDC Board vote on program approval.
- If approved, City Council to hold two readings of Resolution No. R2025-0008.

Closing Remarks: The Director emphasized the program as a launchpad for local culinary talent and small business development, with potential long-term economic benefits for the community.

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Alvarado Economic Development Corporation (AEDC)
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Time: 6:00 P.M.

Marty Douglass asked for comments from the public. No comments were made by the public.

The Public Hearing was closed at 6:09 P.M.

Here are the Board discussion highlights:

- **Marty Douglass** inquired whether participating vendors would be required to remain in Alvarado at all times and whether the Board would have input on the truck's operating schedule.
Hillary Cromer clarified that vendors would not be required to operate exclusively in Alvarado. She confirmed that the Board would have a say in the food truck's in-town schedule, which would either be negotiated during applicant presentations or considered as part of the selection process based on the proposed schedule submitted by each applicant.
- **Robert Brake** asked if background and credit checks would be conducted on participating entrepreneurs.
Hillary Cromer responded that such checks had not yet been incorporated into the individual agreements but agreed they would be a beneficial addition.
- **Carrie Keeton** followed up by asking if the background check would specifically be a criminal background check.
Hillary noted that it could be, if the Board preferred, and consensus among the members indicated agreement that the background check should indeed be criminal in nature.
- The **City Attorney** confirmed that, since the entrepreneur would be entering into an agreement with the EDC, the EDC would be within its rights to require both a criminal background check and a credit check.
- **Motion:** Robert Brake moved to approve the Food Truck Incubator Program and Guidelines as presented, with the addition of background and credit check requirements.
Second: Tom Durlington seconded the motion.
Vote: The motion carried unanimously, 5-0.

The meeting adjourned at 6:09 P.M.

Martin Douglas, Board President

Respectfully Submitted,

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Thursday, March 13, 2025

Location: Council Chambers, 104 W. College, Alvarado, Texas 76009

Time: 6:00 P.M.

Hillary Cromer, Economic Development Director

CITY OF ALVARADO
ALVARADO ECONOMIC DEVELOPMENT CORPORATION FUND
FY2025 1st QUARTERLY STATEMENT OF REVENUES AND EXPENDITURES COMPARED TO BUDGET
With Comparative Information from Prior Fiscal Year

CATEGORY	FY 2023-24 ACTUAL PRIOR YEAR*	FY 2024-25 REVISED BUDGET	FY 2024-25 ACTUAL YTD	ACTUAL YTD as a % of Budget
Operating revenues:				
Sales taxes	395,171	424,435	116,694	27.5%
Interest earnings and miscellaneous	73,098	75,000	18,753	25.0%
Total Operating Revenues:	468,269	499,435	135,447	27.1%
Operating expenses:				
Personnel costs	47,674	161,789	35,745	22.1%
Contractual services	61,564	152,878	6,529	4.3%
General services	2,899	71,170	651	0.9%
Maintenance	917	980	294	30.0%
Capital outlay:				
EDC Grants	-	250,000	-	0.0%
Special Purpose Equipment	6,280	65,000	-	0.0%
Other expenses:				
Projects	5,400	-	-	100.0%
Incentives	-	50,000	-	0.0%
Administrative costs	13,605	31,063	-	0.0%
Total Operating Expenses:	138,339	782,880	43,219	5.5%
Net Change in Fund Balance	329,930	(283,445)	92,228	
Fund Balance at Beginning of Year	3,509,785	3,839,715	3,839,715	
Fund Balance at End of Year	3,839,715	3,556,270	3,931,943	

* Unaudited - information subject to change