



ALVARADO ECONOMIC DEVELOPMENT BOARD AGENDA

REGULAR - OCTOBER 27, 2025- 6:30 PM

THE ECONOMIC DEVELOPMENT BOARD OF THE CITY OF ALVARADO WILL MEET IN A REGULAR CALLED SESSION ON MONDAY, OCTOBER 27, 2025 AT 6:30 P.M. IN THE COUNCIL CHAMBERS AT CITY HALL FOR THE FOLLOWING AGENDA ITEMS. CITY COUNCIL CHAMBERS - 104 W COLLEGE AVE. - ALVARADO, TEXAS 76009

The Economic Development Board of the City of Alvarado will meet in a Regular Called Session on Monday, October 27, 2025 at 6:30 p.m. in the Council Chambers at City Hall for the following agenda items.

CALL TO ORDER

Roll Call

INVOCATION

PLEDGE OF ALLEGIANCE

CITIZEN PARTICIPATION AND PUBLIC INPUT

BOARD COMMENTS

STAFF UPDATES AND REPORTS

- i. Updates Regarding the Food Truck Incubator Program
- ii. Presentation and Overview of the New www.AlvaradoEDC.com Microsite.
- iii. Financial Report for Fiscal Year 2024-2025 Q4, period ending September 30, 2025.
- iv. Presentation and discussion of the Alvarado EDC Fiscal Year 2024-2025 Year in Review.

CONSENT AGENDA

- v. Consider and approve the July 28, 2025, Alvarado EDC board meeting minutes.
- vi. Consider and approve the August 25, 2025, Alvarado EDC board meeting minutes.
- vii. Consider and approve the September 2, 2025, Alvarado EDC board meeting minutes.
- viii. Consider and approve the September 25, 2025, Alvarado EDC board meeting minutes.

NEW BUSINESS

- ix. Consider and take possible action to approve the use of Alvarado Economic Development Corporation (AEDC) funds, not to exceed \$20,000, for the demolition of the City-owned structures located at 201 N Spears.
- x. Presentation, discussion and possible action regarding the selection of a monument sign design and approval of landscaping improvements at 303 E College Street and authorizing City staff to make the necessary purchases to move forward with the project.

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EXECUTIVE SESSION

Pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code, the Board may convene in executive session to deliberate regarding the following matters:

§ 551.071. Consultation with Attorney. The AEDC Board of Directors may conduct a private consultation with its attorney when the Board seeks advice from its attorney concerning any item on this agenda, about pending and contemplated litigation, or a settlement offer, or on a matter in which the duty of the attorney to the Board under the Texas Disciplinary Rules of Professional Conduct of the State Board of Texas clearly conflicts with Chapter 551.

Any item on the agenda.

§ 551.087. Deliberation regarding economic development negotiations. The Board may convene in Executive Session to discuss or deliberate regarding commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay, or expand in or near the city and with which the city is conducting economic development negotiations; or to deliberate the offer of a financial or other incentive to a business prospect as described above.

"Project Red-C-7"

§ 551.072: Deliberation regarding real property. The Board may conduct a closed meeting to deliberate the purchase, exchange, lease or value of real property.

"Project Yellow-C-5"
"Project Yellow-C-6"
"Project Red-SE-4"
"Project Orange-C-5"

RECONVENE INTO OPEN SESSION AND TAKE ANY ACTION NECESSARY PURSUANT TO EXECUTIVE SESSION

ADJOURNMENT

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: taylorb@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 October 21, 2025 at 6:30 p.m. and remained so posted continuously for at least 3 business days preceding the scheduled time of said meeting.

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A handwritten signature in black ink, appearing to read "Hillary Cromer". The signature is written in a cursive, somewhat stylized font.

Hillary Cromer
Economic Development Director

AEDC Management Report

Meeting Date: Monday, October 27, 2025

Contact: Hillary Cromer

AGENDA ITEM

Presentation and Overview of the New AlvaradoTXFoodTruck.com Website (Cromer)

OVERVIEW

The Alvarado Economic Development Corporation (AEDC) has launched a new website, AlvaradoTXFoodTruck.com, created to support and promote the AEDC's Food Truck Incubator Program. This program provides emerging food entrepreneurs with access to a fully equipped food truck, helping them build experience, brand recognition, and financial stability before transitioning into their own mobile or brick-and-mortar location.

The new website serves as a central hub for program information, application access, and promotional content for the current incubator entrepreneur. It also helps connect the community to participating vendors by sharing menu details, schedules, and event locations where the food truck will appear.

Purpose & Benefits

The AlvaradoTXFoodTruck.com website enhances visibility and professionalism for the Food Truck Incubator Program while promoting Alvarado's commitment to entrepreneurship and local business development. By offering a dedicated online presence, the AEDC ensures each incubator participant has a marketing platform to help grow their customer base and brand awareness.

This website also streamlines communication and outreach, providing a single resource for entrepreneurs, residents, and visitors to learn more about the program and follow its progress.

Financial Impact

The AlvaradoTXFoodTruck.com website is being provided to the AEDC at no cost for the first year. The arrangement allows the AEDC to evaluate its effectiveness before deciding whether to renew hosting services or transition to another platform in future years.

During this first year, the site will be managed and updated by staff as each Food Truck Incubator Program Entrepreneur rotates through the program. Any future costs associated with renewal, hosting, or redesign will be determined during the next fiscal year budget process.

AEDC Management Report

Meeting Date: Monday, October 27, 2025

Prepared By: Hillary Cromer, Economic Development Director

AGENDA ITEM

Presentation and Overview of the New www.AlvaradoEDC.com Microsite (Cromer)

OVERVIEW

The Alvarado Economic Development Corporation (AEDC) has officially launched its new **microsite**, AlvaradoEDC.com, to enhance business recruitment, retention, and marketing efforts. A *microsite* is a focused, standalone website developed under the City's broader web presence that highlights a specific department or initiative—in this case, Economic Development. Microsites are designed to offer targeted content and branding, allowing users to quickly find relevant information without navigating the larger City website.

Purpose & Benefits

The new microsite provides a professional and data-driven tool to market Alvarado to prospective investors, developers, and local entrepreneurs. It enhances transparency, improves communication with the business community, and positions Alvarado competitively in the regional market. By consolidating key information—such as available properties, community data, and incentive programs—the site serves as a one-stop resource for those exploring opportunities in Alvarado.

Approximately 98% of site selectors begin their search for business locations online, underscoring the importance of providing robust, data-driven tools like ZoomProspector through the AlvaradoEDC.com microsite.

Financial Impact

The total cost to launch the **AlvaradoEDC.com** microsite was **\$10,000**, which was fully covered under the **FY 2024–2025 marketing budget**. This one-time setup included:

- Development of the AlvaradoEDC.com microsite
- Integration of the ZoomProspector Enterprise platform with Google Maps
- Custom GIS data layers for incentive zones and development areas
- Intelligence components for workforce, demographics, and business analytics
- Property search functionality and map-based visualization tools
- Staff onboarding, training, and ongoing technical support
- Access to analytics tools for tracking engagement and lead generation

The **annual renewal and hosting cost** will be **\$2,500** for the microsite, plus **\$5,000** for the ZoomProspector Enterprise tool. Staff anticipates budgeting for these renewal costs in future fiscal years.

CITY OF ALVARADO
ALVARADO ECONOMIC DEVELOPMENT CORPORATION FUND
FY2025 4th 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	509,706	120.1%
Interest earnings and miscellaneous	73,098	75,000	74,099	98.8%
Total Operating Revenues:	468,269	499,435	583,805	116.9%
Operating expenses:				
Personnel costs	49,117	161,789	169,107	104.5%
Contractual services	61,564	152,878	102,497	67.0%
General services	2,899	71,170	35,295	49.6%
Maintenance	916	980	1,035	105.6%
Capital outlay:				
EDC Grants	-	250,000	40,387	16.2%
Special Purpose Equipment	6,280	65,000	64,983	100.0%
Capital Outlay	-	-	5,279	100.0%
Other expenses:				
Projects	5,400	-	-	100.0%
Incentives	-	50,000	-	0.0%
Administrative costs	18,140	31,063	31,063	100.0%
Total Operating Expenses:	144,316	782,880	449,646	57.4%
Net Change in Fund Balance	323,953	(283,445)	134,159	
Fund Balance at Beginning of Year	3,509,785	3,833,738	3,833,738	
Fund Balance at End of Year	3,833,738	3,550,293	3,967,897	

* Unaudited - information subject to change

AEDC Management Report

Meeting Date: Monday, October 27, 2025

Prepared by: Hillary Cromer, Economic Development Director

AGENDA ITEM

Presentation and discussion of the Alvarado Economic Development Corporation Fiscal Year 2024–2025 Year in Review.

OVERVIEW

Fiscal Year 2024–2025 has been a landmark year for the Alvarado Economic Development Corporation. Through strategic partnerships, community investment, and forward-thinking initiatives, the AEDC has advanced its mission of fostering growth, revitalizing downtown, and creating a welcoming environment for businesses and residents alike. The following summary outlines major projects, programs, and accomplishments from this fiscal year.

DOWNTOWN REVITALIZATION & PLANNING INITIATIVES

1. Installation of “Echoes of Alvarado” Mural

The first-ever public art installation in Historic Downtown Alvarado was completed and unveiled this fiscal year. The “Echoes of Alvarado” mural, located on the north wall of 110 S Spears Street, has already become a focal point for community pride and local tourism. This project marked a major milestone in activating downtown spaces through art, culture, and local storytelling.

2. Creation of the Downtown TIRZ

The Downtown Tax Increment Reinvestment Zone (TIRZ) was successfully created to provide a sustainable funding mechanism for public improvements, infrastructure, and redevelopment in the downtown area. This tool will support continued private development momentum downtown for years to come.

3. Storefront Improvement Program

The AEDC launched and completed its first Storefront Improvement Grant, successfully assisting a property owner with façade upgrades, signage improvements, and exterior renovations. This pilot program established a model that is now being promoted to other businesses in the district and has already generated additional interest.

4. Downtown Property Acquisition – 303 E. College Street

The City acquired 303 E. College Street to create a defined entrance and gateway into the downtown district. This parcel will enhance visibility and connectivity between the main corridor and the historic square, improving access and supporting future pedestrian improvements.

5. Downtown Master Plan & City Comprehensive Plan

The City of Alvarado and AEDC have been working collaboratively on the development of a new Downtown Master Plan and an updated City Comprehensive Plan, both of which are expected to be completed by early 2026. These plans will establish a long-term vision for growth, infrastructure investment, and redevelopment priorities throughout the city, with particular emphasis on revitalizing the historic downtown core.

BUSINESS SUPPORT & INCENTIVE PROGRAMS

1. Food Truck Incubator Program

The AEDC launched the Food Truck Incubator Program to encourage entrepreneurship, support local start-ups, and activate underutilized public spaces. The program provides low-cost opportunities for food vendors to establish and grow their businesses while contributing to Alvarado's downtown vibrancy.

2. Promotional Partnership Grant – How Sweet It Is Bakery

The AEDC awarded a \$5,000 Promotional Partnership Grant to How Sweet It Is Bakery to support the purchase and installation of new signage.

MAJOR INFRASTRUCTURE & DEVELOPMENT PROJECTS

1. Parkway Sewer Line Expansion (EDA Grant Award)

AEDC staff, in partnership with the City of Alvarado, secured a \$1.4 million grant from the U.S. Economic Development Administration (EDA) to expand and improve the Parkway Drive Sewer Line. This investment will have a transformative impact on Alvarado's growth, enabling new commercial and industrial development on both the east and west sides of I-35. The project represents a key step in strengthening the city's long-term infrastructure capacity and development readiness.

2. Millis Transfer Annexation and Expansion

AEDC staff worked closely with Millis Transfer to successfully annex the company into the city limits. This annexation strengthens Alvarado's tax base and enhances the visibility and development potential of the city's industrial corridor. As part of this project, AEDC negotiated the extension of approximately 1,700 linear feet of sewer line to County Road 604 and the reconstruction of a portion of CR 604 as a concrete roadway, aligned with future roadway expansion plans.

3. Demolition of EDC-Owned Building

The demolition of the EDC-owned building was completed to prepare the property for future redevelopment opportunities. Once the Downtown Master Plan is completed, the EDC Board will meet to discuss future plans for the site.

BUSINESS OPENINGS AND EXPANSIONS

1. Atwoods Ranch & Home

The AEDC successfully negotiated an agreement to bring Atwoods to Alvarado, resulting in the opening of a major regional retailer that has strengthened the city's commercial landscape and generated substantial new sales tax revenue. The store's success has already sparked heightened developer interest and investment in nearby commercial properties.

2. Leap of Faith

The AEDC awarded a grant to Leap of Faith to support the opening of their new retail business in Alvarado. The store is scheduled to open on November 2, 2025, marking another success in the city's effort to attract and support locally owned small businesses. This project underscores the AEDC's commitment to fostering entrepreneurship and strengthening Alvarado's retail base.

ORDINANCES, POLICY, AND COMPLIANCE

1. Vacant Building Ordinance

The City adopted a Vacant Building Ordinance this fiscal year, drafted by the Economic Development Department. The ordinance is designed to encourage property maintenance and accountability for vacant structures, helping prevent blight and ensure downtown and corridor properties remain attractive for reinvestment. The program and registration process will roll out this fiscal year.

2. Board and Staff Training

AEDC board members and staff completed Conflict of Interest Training and attended the TEDC Sales Tax Workshop, ensuring ongoing compliance with state law and best practices in economic development governance and funding use.

MARKETING, RECRUITMENT & PROFESSIONAL DEVELOPMENT

1. Developer and Broker Outreach

The AEDC attended two International Council of Shopping Centers (ICSC) events this fiscal year, where staff met with numerous developers, brokers, and site selectors to promote Alvarado's retail and industrial opportunities. Attendance at these events has already generated multiple leads and increased visibility for Alvarado as a pro-development, business-friendly community.

ADDITIONAL HIGHLIGHTS

- **Farmers & Artisans Market Partnership:** Continued support for the Alvarado Farmers & Artisans Market, strengthening local entrepreneurship and community engagement.
- **Up Next Alvarado Video Series:** Launched to inform residents about new businesses and ongoing development projects.
- **Strategic Policy Development:** Created new internal tools, including updated incentive structures, reporting processes, and project management templates to streamline operations (e.g., Tax Abatement Policy update).

LOOKING AHEAD

The groundwork laid this year positions the Alvarado EDC for continued momentum in FY 2025–2026. With major infrastructure improvements underway, the Downtown Master Plan nearing completion, and new tools like the Downtown TIRZ and Vacant Building Ordinance in place, Alvarado continues to evolve into a destination 'Where Opportunity Meets Tradition.'

Meeting Minutes

Alvarado Economic Development Corporation Board Meeting

Date: July 28, 2025

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

Time: 6:30 P.M.

1. Call to Order

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

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

Staff Present:

- Hillary Cromer, Economic Development Director
- Jennifer Drysdale, City Staff

2. Invocation

The invocation was given by Marty Douglas.

3. Pledge of Allegiance

The Pledge of Allegiance was led by Marty Douglas and recited by all present.

4. Citizen Participation and Public Input

No public comments were made.

5. Board Comments

No board comments were made.

6. Consent Agenda

Item: Approval of the March 31, 2025 Meeting Minutes.

Motion: Tom Durlington moved to approve the Consent Agenda.

Second: Cherry Bryant

Vote: Motion carried unanimously, 6-0.

7. New Business

1. i. Financial Report – Q3 FY2024–2025

Presenter: Hillary Cromer

Economic Development Director Hillary Cromer presented the Quarter 3 Financial Report for Fiscal Year 2024–2025, referencing the accompanying PowerPoint presentation.

She noted that sales tax numbers for June 2025 had not yet been received, and the figure presented was an estimate.

No action was taken on this item.

2. ii. Muralist Proposal Selection

Presenter: Hillary Cromer

Director Cromer presented the four proposals received for the Historic Downtown Alvarado Mural Project. After reviewing the submissions, the Board discussed artistic styles, costs, and alignment with community vision.

Following deliberation, the Board selected Odessa Helm’s proposal, “Echoes of Alvarado,” as the preferred design. The mural features native wildflowers, butterflies, prairie landscapes, and silhouettes representing Alvarado’s historic 1869 gunfight.

The Board requested removal of the words “Historic Downtown” from the design and directed staff to confirm final artwork approval with the property owner prior to execution.

Motion: Tom Durlington moved to approve the selection of artist Odessa Helm, contingent upon requested modifications and property owner review.

Second: Carrie Keeton

Vote: Motion carried unanimously, 6–0.

3. iii. Food Truck Incubator Entrepreneur Selection

Presenter: Hillary Cromer

Director Cromer presented two finalists for the Alvarado Food Truck Incubator Program, summarizing their business plans and presentations. Each candidate—Bar B’s Q and TexJab Throb—addressed the Board, sharing their menus, target markets, and operational goals.

After discussion and Q&A, the Board selected Darla Kapoor as the first entrepreneur to participate in the incubator program. The Board requested that Ms. Kapoor change her business name from “TX Jab Throb” to a more family-friendly name before launching operations.

Motion: Carrie Keeton moved to approve Darla Kapoor as the first participant in the Alvarado Food Truck Incubator Program, subject to a business name change.

Second: Tom Durington

Vote: Motion carried 5–1, with Jerry Pritchard voting no.

8. Executive Session

The Board entered Executive Session at 7:38 P.M. pursuant to:

- § 551.071: Consultation with Attorney (Any item on the agenda)
- § 551.087: Deliberation regarding economic development negotiations – Projects Blue-E-1 and Red-C-6
- § 551.072: Deliberation regarding real property – Project Yellow-C-2

The Board reconvened into open session at 8:30 P.M.

Action Taken:

- The Board authorized the Economic Development Director to negotiate and execute an agreement for Project Blue-E-1 consistent with the terms discussed in Executive Session. Vote: Unanimous approval.
- No action was taken on Project Yellow-C-2.

9. Adjournment

With no further business to discuss, the meeting was adjourned at 8:32 P.M.

Respectfully submitted by:

Hillary Cromer, Economic Development Director

Martin Douglas, Board President

Carrie Keeton, Board Secretary

Meeting Minutes

Alvarado Economic Development Corporation Board Meeting

Date: August 25, 2025

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

Time: 6:30 P.M.

1. Call to Order

President Martin Douglas called the meeting to order at 6:30 P.M. The following board members were present:

Name	Title	Present	Absent
Tom Durlington	Place 1	✓	
Martin Douglas	Place 2	✓	
Jonathan Webb	Place 3	✓	
Carrie Keeton	Place 4	✓	
Jerry Pritchard	Place 5		✓
Cherry Bryant	Place 6	✓	
Vacant	Place 7		

Staff present:

Hillary Cromer, Economic Development Director
Jessica Hill, Strategic Initiatives Manager

2. Invocation

The invocation was given by Tom Durlington.

3. Pledge of Allegiance

The Pledge of Allegiance was led by Marty Douglas and recited by all present.

4. Citizen Participation and Public Input

No citizens addressed the Board.

5. Board Comments

No Board comments were made.

6. Introduction to New Employees

Jessica Hill, Strategic Initiatives Manager, was introduced to the board by the Economic Development Director, Hillary Cromer. She will serve as support to the Economic Development Department.

7. New Business

1. i. Oath of Office

Jessica Hill administered the Oath of Office to the appointed and reappointed members of the Alvarado Economic Development Corporation Board. No action was required.

2. ii. Consideration and Possible Action to Elect Officer Positions for the Alvarado Economic Development Corporation (AEDC): President, Vice President, Secretary, and Treasurer.

Economic Development Director Hillary Cromer facilitated the election of the following positions.

PRESIDENT:

Motion: Tom Durlington moved to nominate Marty Douglas as President.

Second: Motion seconded by Cherry Bryant.

Vote: Motion carried unanimously, 4–0–1(Martin Douglas).

VICE PRESIDENT:

Motion: Marty Douglas moved to nominate Tom Durlington as Vice President.

Second: Motion seconded by Carrie Keeton.

Vote: Motion carried unanimously, 4–0–1(Tom Durlington).

SECRETARY:

Motion: Marty Douglas moved to nominate Carrie Keeton as Secretary.

Second: Motion seconded by Cherry Bryant.

Vote: Motion carried unanimously, 4–0–1(Carrie Keeton).

TREASURER:

Motion: Marty Douglas moved to table the nomination until the September 2nd meeting.

Second: Motion seconded by Tom Durlington.

Vote: Motion carried unanimously, 5–0.

3. iii. Discussion and review of the draft FY2025-2026 Economic Development Corporation budget, including revenue projections, potential expenditures and funding priorities:

Workshop; no action taken.

Economic Development Director, Hillary Cromer, presented the proposed draft Fiscal Year 2025–2026 budget for the Alvarado Economic Development Corporation.

The board asked for staff to research cost of two Welcome to Alvarado signs to be placed on the North and South bound on Highway I-35W, wished to postpone EDC branding until FY 26-27, and is not interested in moving forward with the Texas Downtown Study. The board would also like to keep reviewing business incentives on a case-by-case basis.

Economic Development Director Hillary Cromer will make the agreed upon changes to the draft budget and present the updated version to the board at the September 2nd meeting.

6. Executive Session

The Board entered Executive Session at 7:12 P.M. pursuant to the following sections of the Texas Government Code:

- § 551.071: Consultation with Attorney (Any item on the agenda)
- § 551.087: Deliberation regarding economic development negotiations (Project Red-C-6)

The Executive Session concluded at 7:34 P.M.

7. Reconvene into Open Session

The Board reconvened into open session at 7:34 P.M. to consider and take action, if any, on items discussed in Executive Session.

i. Project Red-C-6

Consideration and possible action to authorize the Economic Development Director to negotiate and execute the Project Red-C-6 incentive agreement in accordance with the terms discussed in Executive Session.

Motion: Carrie Keeton moved to approve the authorization.

Second: Tom Durlington

Vote: Motion carried unanimously, 5-0.

8. Adjournment

With no further business to discuss, the meeting was adjourned at 7:35 P.M.

Respectfully submitted by:

Hillary Cromer, Economic Development Director

Martin Douglas, Board President

Carrie Keeton, Board Secretary

Meeting Minutes

Alvarado Economic Development Corporation Board Meeting

Date: September 2, 2025

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

Time: 6:30 P.M.

1. Call to Order

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

Name	Title	Present	Absent
Tom Durlington	Place 1	✓	
Martin Douglas	Place 2	✓	
Jonathan Webb	Place 3	✓	
Carrie Keeton	Place 4	✓	
Jerry Pritchard	Place 5	✓	
Cherry Bryant	Place 6	✓	
Vacant	Place 7		

Staff Present:

Hillary Cromer, Economic Development Director

Jessica Hill, City Staff

2. Invocation

The invocation was given by Marty Douglas.

3. Pledge of Allegiance

The Pledge of Allegiance was led by Marty Douglas and recited by all present.

4. Citizen Participation and Public Input

No public comments were made.

5. Board Comments

No Board comments were made.

6. New Business

- i. Oath of Office

Jessica Hill administered the Oath of Office to the appointed and reappointed members of the Alvarado Economic Development Corporation Board. No action was required.

2. ii. Election of Treasurer Officer Position

Economic Development Director Hillary Cromer facilitated the election of the Treasurer position.

Motion: Tom Durington moved to nominate Jerry Pritchard as Treasurer.

Second: Motion seconded by Carrie Keeton.

Vote: Motion carried unanimously, 6–0.

3. iii. Presentation and Public Hearing Regarding the FY2025–2026 Budget

Economic Development Director Hillary Cromer presented the proposed Fiscal Year 2025–2026 budget for the Alvarado Economic Development Corporation.

President Douglas opened the public hearing, and no public comments were received.

During discussion, Tom Durington noted that TxDOT signage does not require two-sided printing. The Board also expressed that they were not interested in pursuing the Texas Downtown study at this time.

No action was taken. The public hearing closed at 7:05 P.M.

4. iv. Consideration and Action to Approve the FY2025–2026 Budget

Following the presentation, the Board considered the approval of the proposed budget.

Motion: Jonathan Webb moved to approve the Alvarado EDC FY2025–2026 Budget as presented minus the \$4,000 Texas Downtown study.

Second: Motion seconded by Tom Durington.

Vote: Motion carried unanimously, 6–0.

7. Adjournment

With no further business to discuss, the meeting was adjourned at 7:08 P.M.

Respectfully submitted by:

Jessica Hill, Staff

Martin Douglas, Board President

Carrie Keeton, Board Secretary

Meeting Minutes

Alvarado Economic Development Corporation Board Meeting

Date: September 25, 2025

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

Time: 6:30 P.M.

1. Call to Order

President Martin Douglas called the meeting to order at 6:30 P.M. The following board members were present:

Name	Title	Present	Absent
Tom Durlington	Place 1	✓	
Martin Douglas	Place 2	✓	
Jonathan Webb	Place 3	✓	
Carrie Keeton	Place 4	✓	
Jerry Pritchard	Place 5	✓	
Cherry Bryant	Place 6	✓	
Vacant	Place 7		

Staff present:

Hillary Cromer, Economic Development Director

2. Invocation

The invocation was given by Marty Douglas.

3. Pledge of Allegiance

The Pledge of Allegiance was led by Marty Douglas and recited by all present.

4. Citizen Participation and Public Input

No citizens addressed the Board.

5. Board Comments

No Board comments were made.

6. Executive Session

The Board entered Executive Session at 6:34 P.M. pursuant to the following sections of the Texas Government Code:

- § 551.071: Consultation with Attorney (Any item on the agenda)

- § 551.087: Deliberation regarding economic development negotiations (Project Red-C-7 and Project Yellow-C-4)

The Executive Session concluded at 6:58 P.M.

7. Reconvene into Open Session

The Board reconvened into open session at 6:58 P.M. to consider and take action, if any, on items discussed in Executive Session.

i. Project Red-C-7

Consideration and possible action to authorize the Economic Development Director to negotiate and execute the Project Red-C-7 incentive agreement in accordance with the terms discussed in Executive Session.

Motion: Carrie Keeton moved to approve the authorization.

Second: Tom Durlington

Vote: Motion carried unanimously, 6-0.

ii. Project Yellow-C-4

Consideration and possible action to authorize the Economic Development Director to negotiate and execute the purchase of the property known as Project Yellow-C-4 in accordance with the terms discussed in Executive Session.

No action was taken on this item.

8. Adjournment

With no further business to discuss, the meeting was adjourned at 6:59 P.M.

Motion: Motion to adjourn was made by Tom Durlington.

Second: Jerry Pritchard

Vote: Motion carried unanimously, 6-0.

Respectfully submitted by:

Hillary Cromer, Economic Development Director

Martin Douglas, Board President

Carrie Keeton, Board Secretary

AEDC MANAGEMENT REPORT

Meeting Date: Monday, October 27, 2025

Contact: Hillary Cromer

AGENDA ITEM:

Consider and take possible action to approve the use of Alvarado Economic Development Corporation (AEDC) funds, not to exceed \$20,000, for the demolition of the City-owned structure located at 201 N Spears Street.

SUMMARY / ACTION REQUESTED:

The structure located at **201 N Spears Street** is in significant disrepair and cannot be feasibly rehabilitated. The City purchased the property for \$40,000 with the intent to remove the unsafe structure and repurpose the lot for downtown parking as part of the ongoing revitalization plan.

The City obtained a demolition proposal from **Intercon Environmental, Inc.**, a certified HUB contractor, under **The Interlocal Purchasing System (TIPS)**. The total estimated cost of demolition is **\$17,796.91**. Staff recommends that the AEDC authorize up to **\$20,000** to cover the demolition and any incidental expenses that may occur.

Funds are available in the AEDC's FY 2025–2026 budget, which includes **\$40,000 allocated for property improvement and demolition projects**.

RECOMMENDED MOTION:

I move to approve the use of AEDC funds, not to exceed \$20,000, for the demolition of the City-owned structure located at 201 N Spears Street, and authorize staff to proceed with procurement and coordination of the demolition under the TIPS purchasing system.

NEXT STEPS:

- First Reading: Introduction and presentation of Resolution to City Council.
- Second Reading: Formal adoption by Council following the required review period.
- Upon adoption, the amended bylaws will become effective immediately, and future appointments will adhere to the new residency requirement.

AEDC MANAGEMENT REPORT

Meeting Date: Monday, October 27, 2025

Contact: Jessica Hill

AGENDA ITEM:

Presentation, discussion and possible action regarding the selection of a monument sign design and approval of landscaping improvements at 303 E College Street and authorizing City staff to make the necessary purchases to move forward with the project.

SUMMARY / ACTION REQUESTED:

The Downtown Welcome Sign and Landscaping Project is part of a broader initiative to revitalize and visually enhance the Alvarado downtown area. Located at 303 E College Street, this entry point to the Alvarado Downtown Square has been selected for installation of high-visibility signage and landscaping to serve as a formal welcome to residents, visitors, and potential investors.

The project is eligible for reimbursement up to \$10,000.00 under the Anice Read Fund, a grant program administered by Texas Downtown and the Communities Foundation of Texas, which supports place-enhancing projects in historic downtowns. The grant application was submitted on August 29th. Winners will be announced at the Texas Downtown Annual Conference scheduled for November 2nd.

Funds are available in the AEDC's FY 2025–2026 budget, which includes up to **\$80,000 allocated for this project.**

RECOMMENDED MOTION:

I move to approve the selection of the _____ monument sign design and landscaping improvements at 303 E College Street, authorizing City staff to proceed with the project and make the necessary purchases in an amount not to exceed \$ _____.

NEXT STEPS:

- Upon approval, staff will move forward with the project as quickly as possible.