



**ALVARADO ECONOMIC DEVELOPMENT BOARD AGENDA**  
**SPECIAL MEETING - NOVEMBER 24, 2025- 6:30 PM**  
**CITY COUNCIL CHAMBERS - 104 W COLLEGE AVE. - ALVARADO, TEXAS 76009**

**CALL TO ORDER**

Roll Call

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**CITIZEN PARTICIPATION AND PUBLIC INPUT**

This is an opportunity for citizens to address the convened City Council of this meeting on any matter. The presiding officer may ask for the citizen to hold his or her comment on an agenda item until that agenda item is reached. Any response from a member of the convened City Council to comments related to items not on the agenda is limited to a statement of specific factual information, a recitation of existing policy, or direction to staff to place the subject on the agenda for a future meeting. Citizens may obtain a form to speak by requesting it from the City Secretary or the City Marshal prior to the start of the meeting.

**BOARD COMMENTS**

**NEW BUSINESS**

- i. Consideration and action to authorize the Economic Development Director to execute an extension of the Food Truck Incubator Program agreement with participant Darla Kapoor to May 26, 2026, due to unforeseen circumstances; and discussion and possible direction to staff regarding her food truck operating schedule and assistance in securing a marketing mentor.
- ii. Consideration and guidance on the Downtown Welcome Sign and Landscaping Project for 303 E College Street and authorizing City staff to proceed with project implementation.

**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 Meatball"
- "Project Massey's BBQ"
- "Project Ascend"
- "Project Inspire"

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

- iii. Consideration and action to authorize the Economic Development Director and/or City Manager to negotiate and execute an agreement between the Alvarado Economic Development Corporation and Massey's BBQ consistent with the revised terms discussed by the Board of Directors in Executive Session.

**ADJOURNMENT**

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 November 18th, 2025 at 11:59 p.m. and remained so posted continuously for at least 3 business days preceding the scheduled time of said meeting.



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Hillary Cromer  
Economic Development Director

**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](mailto: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.



## **AEDC Meeting Management Report**

**Meeting Date:** November 24, 2025

**Contact:** Hillary Cromer, Economic Development Director

**AGENDA ITEM:** Consideration and action to authorize the Economic Development Director to execute an extension of the Food Truck Incubator Program agreement with participant Darla Kapoor to May 26, 2026, due to unforeseen circumstances; and discussion and possible direction to staff regarding her food truck operating schedule and assistance in securing a marketing mentor. (Cromer)

### **OVERVIEW:**

The Food Truck Incubator Program's first participant, Darla Kapoor (Curry Cantina), is requesting an extension to her program agreement due to a series of unforeseen operational delays. These issues include recurring generator failures and delays in securing reliable electrical service in Town Square. All power-related items are now scheduled to be fully resolved on or near Wednesday, November 26, 2025.

Because these disruptions have prevented her from operating consistently during the early portion of her term, staff recommends granting an extension to restore the program time that she lost through no fault of her own.

In partnership with Darla, we developed her operating schedule; however, invitations to participate in school events, business events, and other community activities have increased. Staff believes amending the schedule to allow greater flexibility will help her capture more high-value opportunities and improve her revenue performance.

Additionally, Darla needs assistance developing a marketing plan. The original plan was for our former Marketing and Communications Manager, Mikaela Hall, to work with her to develop a high-level plan. With that position now eliminated, we need an alternate approach. We do have program funds available to support mentorship or professional guidance, and staff would appreciate the Board's direction on how to proceed.

### **Staff Requests:**

- Consideration and action on an extension amendment to the Food Truck Incubator Program agreement.
- Guidance regarding schedule flexibility for local event participation.
- Feedback on options for providing marketing mentorship or professional support.

Board discussion and input are appreciated as we refine the program and support Darla's success moving forward.



## **AEDC Meeting Management Report**

**Meeting Date:** Monday, November 24, 2025

**Contact:** Jessica Hill, Strategic Initiatives Manager

**AGENDA ITEM:** Consideration and guidance on the Downtown Welcome Sign and Landscaping Project for 303 E College Street and authorizing City staff to proceed with project implementation.

**OVERVIEW:** The Downtown Welcome Sign and Landscaping Project is a key component of the City's broader vision to enhance the identity, visibility, and foot traffic of Downtown Alvarado. The proposed site at 303 E College Street was selected for its visibility as a gateway into the Square. The project includes the installation of a monument sign and supporting landscaping to create a welcoming, well-maintained entrance for both residents and visitors.

The project was originally presented to the EDC Board on October 27, 2025. At that time, the Board requested the item be brought back for further discussion at the next meeting.

Since the last meeting, staff connected with Trees for Texas, a nonprofit that supports urban beautification and community reforestation efforts. They have agreed to support the Downtown Welcome Sign and Landscaping Project.

### **NEXT STEPS:**

- Upon receiving guidance, staff will move forward with project implementation.