



**ALVARADO ECONOMIC DEVELOPMENT BOARD
AGENDA
REGULAR - JANUARY 5, 2026 - 6:30 PM
CITY COUNCIL CHAMBERS - 104 W COLLEGE AVE.
ALVARADO, TEXAS 76009**

CALL TO ORDER

Roll Call

INVOCATION

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

This is an opportunity for citizens to address the convened Alvarado Economic Development Corporation Board 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 Economic Development Corporation 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 Board Secretary prior to the start of the meeting

BOARD COMMENTS

EDC Board Members may make a report about items of community interest during a meeting of the governing body without having given notice of the report. Items of community interest include:

- Expressions of thanks, congratulations, or condolence;
- Information regarding holiday schedules;
- An honorary or salutory recognition of a public official, public employee, or other citizen, except that a discussion regarding a change in the status of the person's public office of public employment is not an honorary or salutory recognition for purposes of this subdivision;
- A reminder about an upcoming event organized or sponsored by the governing body;
- Information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and
- Announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

CONSENT AGENDA

- i. Consider and Possibly Approve the Regular Meeting Minutes of the October 27, 2025, AEDC Board Meeting
- ii. Consider and Possibly Approve the Special Meeting Minutes of the November 17, 2025, AEDC Board Meeting
- iii. Consider and Possibly Approve the Special Meeting Minutes of the November 24, 2025, AEDC Board Meeting
- iv. Consider and Possibly Approve the Special Meeting Minutes of the December 16, 2025, AEDC Board Meeting

NEW BUSINESS

- v. Administration of Oath of Office to Newly Appointed Board Member, William Plemons, to Fill

the Unexpired Place 7 Term

- vi. Discuss and Receive Board Guidance Regarding a Second Downtown Mural Project

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 Orange-N-6"
"Project Yellow Submarine"
"Project Hearth"

§ 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 Red-C-8"

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

- vii. Consider and possibly approve Project Yellow Submarine and authorize the Economic Development Director and/or City Manager to negotiate and execute all necessary documents to advance the project, consistent with the guidance received in Executive Session.
- viii. Consider and possibly approve Project Hearth and authorize the Economic Development Director and/or City Manager to negotiate and execute all necessary documents to advance the project, consistent with the guidance received in Executive Session.
- ix. Consider and possibly approve Project Orange-N-6 and authorize the Economic Development Director and/or City Manager to negotiate and execute all necessary documents to advance the project, consistent with the guidance received in Executive Session.
- x. Consider and possibly approve Project Red-C-8 and authorize the Economic Development Director and/or City Manager to negotiate and execute all necessary documents to advance the project, consistent with the guidance received 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 December 29, 2025, and remained so posted continuously for at least 3 business days preceding the scheduled time of said meeting.

A handwritten signature in black ink that reads "Hillary Cromer". The signature is written in a cursive, flowing style.

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 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.

Meeting Minutes

Alvarado Economic Development Corporation Board Meeting

Date: October 27, 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

Jennifer Drysdale, Attorney

2. Invocation

The invocation was given by Jonathan Webb.

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. Department Updates

- i. Updates regarding the Food truck Incubator Program
- ii. Presentation and Overview of the New www.alvaradoEDC.com website
- 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.

7. Consent Agenda

- v. Approval of July 28, 2025 Meeting Minutes
- vi. Approval of August 25, 2025 Meeting Minutes
- vii. Approval of September 2, 2025 Meeting Minutes
- viii. Approval of September 25, 2025 Meeting Minutes

Motion: Tom Durlington moved to approve consent agenda.

Second: Motion seconded by Jerry Pritchard.

Vote: Motion carried unanimously, 6-0.

8. New Business

- ix. Consideration 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.

Motion: Jerry Pritchard moved 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, contingent upon purchase of the property, the lot being used only for parking, and adding a claw back clause to the agreement if use changes.

Second: Motion seconded by Tom Durlington.

Vote: Motion carried unanimously, 6-0.

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

Strategic Initiatives Manager, Jessica Hill, presented monument sign design and landscaping options to the board. The board requested that we use flood lights for lighting, add Indian paint brushes and bluebonnets to the landscaping design, and would like to explore Trees for Texas fundraising for trees and irrigation system.

Motion: Jonathan Webb moved to table possible action on the selection of a monument sign design and landscaping improvements until additional funding possibilities have been explored.

Second: Motion seconded by Cherry Bryant.

Vote: Motion carried unanimously, 6-0.

9. Executive Session

The Board entered Executive Session at 7:27 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)
- § 551.072: Deliberation regarding real property (Project Yellow-C-5, Project Yellow-C-6, Project Red-SE-4, Project Orange-C-5)

The Executive Session concluded at 8:05 P.M.

10. Reconvene into Open Session

The Board reconvened into open session at 8:05 P.M. to consider and take action, if any, on items discussed in Executive Session.

- xi. Consideration and possible action to authorize the Economic Development Director to negotiate and execute the Project Yellow-C-5 and Project Yellow-C-6 agreements in accordance with the terms discussed in Executive Session.

Motion: Marty Douglas moved to approve the authorization.

Second: The motion was seconded by Jonathan Webb.

Vote: Motion carried unanimously, 6-0.

11. Adjournment

With no further business to discuss, the meeting was adjourned at 8:06 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: November 17, 2025

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

Time: 5:30 P.M.

1. Call to Order

President Martin Douglas called the meeting to order at 5:30 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

Ashley Dierker, City Attorney

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 comments were made by the Board.

6. Executive Session: The Board entered Executive Session at 5:33 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 Meatball and Project Massey’s BBQ were discussed in Executive Session.

The Executive Session concluded at 5:59 P.M.

10. Reconvene into Open Session

The Board reconvened into open session at 5:59 P.M. to consider and take action, if any, on items discussed in Executive Session.

- i. 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 terms discussed by the Board of Directors in Executive Session.

Motion: Tom Durlington moved to approve the motion above.

Second: The motion was seconded by Carrie Keeton.

Vote: Motion carried unanimously, 4-0.

11. Adjournment

With no further business to discuss, the meeting was adjourned at 6:00 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: November 24, 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 Jonathan Webb.

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

Carrie Keeton notified the board and staff on the recent passing of Bruce Timmons, owner of Cutting Edge, and asked for prayers for the family.

6. New Business

- i. Consideration and take possible 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.

Economic Development Director updated the board on new developments regarding the food truck.

Motion: Tom Durrington moved to not extend the Food Truck Incubator Program agreement, dependent on attorney guidance and to hold current participant of the program responsible for all damages.

Second: Motion seconded by Carrie Keeton.

Vote: Motion carried unanimously, 5-0.

- 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.

Strategic Initiatives Manager, Jessica Hill, presented monument sign design and landscaping options to the board along with partnership with Trees for Texas for funding of trees and irrigation system. The board asked for pricing on sign replacement for new option presented and adding a metal butterfly to a previous sign option shown.

The board unanimously agreed to direct staff to move forward with the demolition for 303 E College Street.

7. Executive Session

The Board entered Executive Session at 7:05 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 Meatball, Project Massey’s BBQ, Project Ascend, Project Inspire)

The Executive Session concluded at 7:47 P.M.

10. Reconvene into Open Session

The Board reconvened into open session at 7:47 P.M. to consider and take action, if any, on items discussed in 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.

Motion: Jonathan Webb moved to approve the authorization.

Second: The motion was seconded by Carrie Keeton.

Vote: Motion carried unanimously, 5-0.

11. Adjournment

With no further business to discuss, the meeting was adjourned at 7:49 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: December 16, 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

Jennifer Drysdale, City Attorney

2. Invocation: The invocation was given by Jonathan Webb.

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: Tom During informed Hillary Cromer that although there are more meetings than in the past, he appreciates the work she is doing.

6. New Business

- i. Update and Discussion on the Food Truck Incubator Program, Including Transition and Plans for Future Participants

The Board President informed the Board that this item would be discussed in Executive Session to receive legal advice from the City Attorney.

- ii. Discussion Regarding Attendance at the ICSC Red River Conference in San Antonio, February 17–19, Including Reassignment of an Available Registration and Lodging Reservation

Jonathan Webb stated that he will review his calendar and follow up with staff regarding the potential use of the existing ICSC conference registration and hotel accommodations.

- iii. Discussion and Possible Action Regarding Review and Selection of the AEDC's 2026 Regular Meeting Schedule

The Economic Development Director, Hillary Cromer, presented the two schedule options listed below:

Schedule Option 1

First Monday of January, April, July, and October (2026)

- January 5, 2026
- April 6, 2026
- July 6, 2026
- October 5, 2026

Holiday Check:

None of these dates fall on a federal holiday. This option also aligns well with City Council timelines and provides sufficient runway to place items on upcoming Council agendas.

Schedule Option 2

Second Monday of January, April, July, and October (2026)

(Adjusted only if a holiday occurs)

- January 12, 2026
- April 13, 2026
- July 13, 2026
- October 12, 2026 → Observed holiday; recommended alternate: October 13, 2026 (Tuesday)

Motion: Cherry Bryant made a motion to approve schedule option 1.

Second: The motion was seconded by Jonathan Webb.

Vote: Motion carried unanimously, 5-0.

7. Executive Session

The Board entered Executive Session at 7:05 P.M. pursuant to the following sections of the Texas Government Code:

- § 551.071: Consultation with Attorney (Any item on the agenda): The Board received legal advice from City Attorney regarding the Food Truck Incubator Program.
- § 551.087: Deliberation regarding economic development negotiations (Project Meatball, Project Massey's BBQ, Project Ascend, Project Inspire)

The Executive Session concluded at 6:40 P.M.

10. Reconvene into Open Session

The Board reconvened into open session at 6:44 P.M. to consider and take action, if any, on items discussed in Executive Session.

iv. Project Massey's BBQ

Jonathan Webb made a motion to approve Project Massey's BBQ and authorize the Economic Development Director and/or City Manager to negotiate and execute all necessary documents to advance the project, consistent with the updated guidance received in executive session.

Second: The motion was seconded by Carrie Keeton.

Vote: Motion carried unanimously, 5-0

v. Project Inspire

Motion: Jonathan Webb made a motion to approve the Corporation's financial participation in Project Inspire through a performance-based rebate funded from the Corporation's sales tax revenues, in an amount and structure consistent with the Board's direction in executive session, and authorize the Economic Development Director and/or City Manager to negotiate and execute all necessary agreements.

Second: The motion was seconded by Tom Durlington.

Vote: Motion carried unanimously, 5-0

11. Adjournment

With no further business to discuss, the meeting was adjourned at 6:46 P.M.

Respectfully submitted by:

Hillary Cromer, Economic Development Director

Martin Douglas, Board President

Carrie Keeton, Board Secretary



AEDC Meeting Management Report

Meeting Date: January 5, 2025

Contact: Jessica Hill, Strategic Initiatives Manager

AGENDA ITEM: Discuss and Receive Board Guidance Regarding a Second Downtown Mural Project (Hill)

OVERVIEW:

As part of the City's ongoing Downtown Revitalization and Public Art initiative, staff is proposing the second mural installation in Downtown Alvarado.

Staff is seeking guidance from the Board regarding the preferred mural location, possible concept, and whether to proceed with issuing a Request for Proposals (RFP) for artist selection.

PROPOSED MURAL LOCATIONS:

Option A: Alvarado Dental Office - 202 E Weaver Ave., Alvarado, TX 76009

This location offers a visible exterior wall along a well-traveled downtown corridor. The site provides an opportunity for a bold and simple design.

Option B: Indians and Outlaws Mercantile – 119 E College St., Alvarado, TX 76009

This location offers a visible exterior wall along a well-traveled downtown corridor and will be facing a lot we plan to add seating to serve as a temporary gathering place (201 E College St.). A mural at this site would be best for a bold and detailed design.

FINANCIAL IMPACT

The project is currently budgeted for \$20,000.00.

RECOMMENDED ACTION (Guidance Only)

Provide guidance to staff regarding the preferred location and possible concept for the second downtown mural, including whether staff should proceed with issuing a Request for Proposals (RFP) for artist selection.