



**ALVARADO ECONOMIC DEVELOPMENT BOARD
AGENDA
SPECIAL - MARCH 2, 2026 - 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 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

The Board 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.

STAFF UPDATES AND REPORTS

1. Discussion regarding the May 6, 2026 Community Job Fair
2. Downtown Alvarado Business Spotlight

CONSENT AGENDA

NEW BUSINESS

3. Update, consideration and guidance on the Downtown Welcome Sign and Landscaping Project for 303 E. College Street.

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 Yellow Submarine"
"Project Hearth"

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

4. 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 updated 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 February 24, 2026, and remained so posted continuously for three (3) business days prior to the date of the meeting.



Hillary Cromer
EDC 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.



AEDC Meeting Management Report

Meeting Date: Monday, March 2, 2026

Contact: Jessica Hill, Strategic Initiatives Manager

AGENDA ITEM: Downtown Alvarado Business Spotlight

OVERVIEW: The City launched its Downtown Alvarado Business Spotlight Program in January 2026 as a monthly social media initiative designed to:

- Increase visibility of locally owned downtown businesses
- Increase downtown activity and foot-traffic
- Strengthen community engagement
- Support downtown revitalization efforts
- Reinforce the value of downtown businesses

The program features one downtown business on the City's Facebook page, per month, on a rotation.



AEDC Meeting Management Report

Meeting Date: Monday, March 2, 2026

Contact: Jessica Hill, Strategic Initiatives Manager

AGENDA ITEM: Update, consideration and guidance on the Downtown Welcome Sign and Landscaping Project for 303 E. College Street.

OVERVIEW: The Downtown Welcome Sign and Landscaping Project is currently underway. Demolition of the property took place in mid-February. The remaining tasks for this project are on hold because the planting of trees and the installation of the irrigation system rely on ongoing fundraising efforts. Planting flowers and foliage will begin once the sign design has been selected and installed.

Update: I have received confirmation that we will need to make another attempt at fundraising for the trees and irrigation portions of this project for the fall.

We have received another quote for the welcome sign, which beautifully incorporates the historical elements that the City is eager to showcase. This is an essential step toward enhancing our downtown area and creating a welcoming atmosphere for residents and visitors alike. The estimate for a double-sided, brick monument sign from MH Signs is \$26,550.00. A representative from MH Signs will provide samples of materials and be available for questions.

NEXT STEPS:

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