

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.

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

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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.

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

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

Here are the Board discussion highlights:

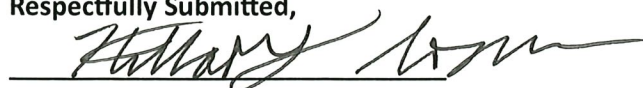
- **Marty Douglas** inquired whether participating vendors would be required to remain in Alvarado at all times and whether the Board would have input on the truck's operating schedule.
Hillary Cromer clarified that vendors would not be required to operate exclusively in Alvarado. She confirmed that 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,



Hillary Cromer, Economic Development Director