

Meeting Minutes

Special Alvarado Economic Development Corporation Board Meeting

Date: March 31, 2025

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

Time: 6:30 P.M.

Work Session

The Board participated in a work session prior to the official call to order. The work session began at 6:33 P.M. and ended at 7:05 P.M. Items discussed included:

i. Historic Downtown Alvarado Art Contest

The Board reviewed submissions and selected the 1st, 2nd, and 3rd place winners of the Historic Downtown Alvarado Art Contest. Addie Almond was awarded 1st place, Aleshanee Jackson earned 2nd place, and Ashleigh Williams received 3rd place. The Board agreed to invite all three winners to the next City Council meeting on April 21, 2025 to be recognized and presented with their prizes.

Following the contest, the Board authorized the release of the Request for Mural Artist Proposals. They recommended that the following elements be encouraged or considered for inclusion in the mural design:

- The phrase "Historic Downtown Alvarado"
- Inspiration drawn from Addie Almond's winning artwork
- A visual theme that evokes a historic atmosphere
- A depiction of the historic gunfight that took place in Alvarado
- A visually striking backdrop that reflects the identity and character of Alvarado, Texas

ii. Food Truck Incubator Program

Economic Development Director Hillary Cromer requested input from the Board regarding application requirements for the Food Truck Incubator Program. She presented a draft checklist to guide applicants in developing their business concept and plan.

The Board approved the checklist with the understanding that applicants are only required to complete approximately 60% of the form, recognizing that many applicants may be first-time business owners. The goal of the program is to support emerging entrepreneurs and foster growth through mentorship and hands-on experience.

Approved Business Concept & Plan Checklist

Applicants will be encouraged to provide information in the following areas:

- **Proposed Hours of Operation:** Days, times, and locations (Downtown Alvarado and Pecan Orchard) the truck will serve. Must regularly operate in Alvarado.
- **Business Name & Theme:** Proposed name, cuisine type, and cultural influences.
- **Menu Overview:** Sample menu, signature items, dietary options, and price range.
- **Target Market:** Description of the intended customer base and community relevance.

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- **Competitive Edge:** What sets the concept apart and how it fills a local gap.
- **Owner Background:** Brief bio, relevant experience, and passion for the concept.
- **Visual Branding:** Truck design ideas, logos, and brand alignment with the food concept.
- **Community Connection:** Use of local vendors, event participation, and contributions to the community.
- **Future Goals:** Plans after the incubator program (e.g., purchasing a truck, opening a storefront).
- **Operational Readiness:** Staffing, certifications, and available equipment/resources.
- **Operations Plan:** Hours, locations, staffing roles, food prep, maintenance, and waste management.
- **Marketing & Promotion Strategy:** Branding, social media, advertising, and engagement efforts.
- **Financial Plan:** Startup costs, monthly budget, sales projections, breakeven analysis, and funding sources.
- **Optional (but Encouraged):** Truck sketches, dish photos, community support letters, sample social media content, and early testimonials.

Board member Larry Pool emphasized the importance of ensuring the food truck is covered by appropriate insurance. Hillary Cromer confirmed she would consult with the City's Texas Municipal League (TML) representative to determine the best coverage for the vehicle and program. She also noted that the final agreement between the EDC and the selected entrepreneur would be prepared by the City Attorney and include a requirement for the entrepreneur to obtain specific insurance coverage.

Tom Durlington suggested incorporating a mural-style artwork on the food truck as a creative branding element. Hillary added that the food truck will be purchased after an entrepreneur is selected to allow the business owner to help choose a vehicle that best fits operational needs.

iii. Alvarado Job Fair

Hillary Cromer provided a reminder about the upcoming Alvarado Job Fair scheduled for May 7 and asked Board members to consider volunteering at the event, specifically to assist with check-in. Tom Durlington volunteered to help.

iv. 201 E. College Avenue Building Demolition

Hillary Cromer informed the Board that demolition of the EDC-owned property at 201 E. College Avenue is scheduled to begin on or around April 11, 2025.

1. Call to Order

President Marty Douglas called the meeting to order at 7:05 P.M. The following individuals were present:

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Name	Title	Present	Absent
Tom Durlington	Place 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Martin Douglas	Place 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Robert Brake	Place 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Carrie Keeton	Place 4	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Jerry Pritchard	Place 5	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cherry Bryant	Place 6	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Larry Pool	Place 7	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Staff present:

- Hillary Cromer, Economic Development Director
- City Attorney, Elizabeth Yelverton

2. Invocation

Marty Douglas led the invocation.

3. Pledge of Allegiance

The Pledge of Allegiance was 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

Items:

- Approval of February 10, 2025 Meeting Minutes
- Approval of March 13, 2025 Meeting Minutes

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Motion: Robert Brake moved to approve the Consent Agenda.

Second: Tom Durington

Vote: Motion carried – 6-0

7. New Business

i. Presentation and Discussion Regarding FY2024-2025 Quarter 1 Financial Report

In addition to reviewing the attached Financial Report, Hillary Cromer informed the Board that she has initiated a sales tax audit. The purpose of the audit is to verify that all businesses within the city limits are properly remitting sales tax and that all addresses are correctly listed in the Texas Comptroller's system. This includes ensuring the City receives appropriate sales tax revenue from delivery-based retailers such as Amfazon.

8. Executive Session

The Board entered executive session at 7:18 P.M. to discuss:

- § 551.071. Consultation with Attorney – Any item on the Agenda; Project Orange-C-02
- § 551.087. Deliberation Regarding Economic Development Negotiations – Project Orange-C-02

The Board reconvened into open session at 7:31 P.M.

9. Post-Executive Session Action

No action was taken.

10. Adjournment

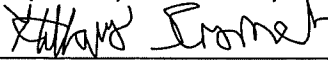
The meeting was adjourned at 7:33 P.M.

Motion: Tom Durington “so moved” to adjourn.

Second: Jerry Pritchard

Vote: Motion carried – 7-0

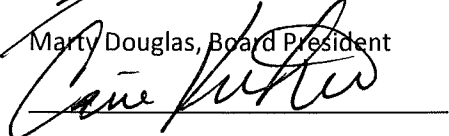
Respectfully submitted by:



Hillary Cromer, Economic Development Director



Marty Douglas, Board President



Carrie Keeton, Board Secretary