

**Meeting Minutes**

Alvarado Economic Development Corporation Board Meeting

Date: July 28, 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 members were present:

Name	Title	Present	Absent
Tom Durlington	Place 1	✓	
Martin Douglas	Place 2	✓	
Robert Brake	Place 3		✓
Carrie Keeton	Place 4	✓	
Jerry Pritchard	Place 5	✓	
Cherry Bryant	Place 6	✓	
Larry Pool	Place 7	✓	

Staff Present:

- Hillary Cromer, Economic Development Director
- Jennifer Drysdale, City Staff

**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 public comments were made.

## **5. Board Comments**

No board comments were made.

## **6. Consent Agenda**

Item: Approval of the March 31, 2025 Meeting Minutes.

Motion: Tom Durlington moved to approve the Consent Agenda.

Second: Cherry Bryant

Vote: Motion carried unanimously, 6-0.

## **7. New Business**

### **1. i. Financial Report – Q3 FY2024-2025**

Presenter: Hillary Cromer

Economic Development Director Hillary Cromer presented the Quarter 3 Financial Report for Fiscal Year 2024-2025, referencing the accompanying PowerPoint presentation.

She noted that sales tax numbers for June 2025 had not yet been received, and the figure presented was an estimate.

No action was taken on this item.

### **2. ii. Muralist Proposal Selection**

Presenter: Hillary Cromer

Director Cromer presented the four proposals received for the Historic Downtown Alvarado Mural Project. After reviewing the submissions, the Board discussed artistic styles, costs, and alignment with community vision.

Following deliberation, the Board selected Odessa Helm's proposal, "Echoes of Alvarado," as the preferred design. The mural features native wildflowers, butterflies, prairie landscapes, and silhouettes representing Alvarado's historic 1869 gunfight.

The Board requested removal of the words "Historic Downtown" from the design and directed staff to confirm final artwork approval with the property owner prior to execution.

Motion: Tom Durlington moved to approve the selection of artist Odessa Helm, contingent upon requested modifications and property owner review.

Second: Carrie Keeton

Vote: Motion carried unanimously, 6-0.

### 3. iii. Food Truck Incubator Entrepreneur Selection

Presenter: Hillary Cromer

Director Cromer presented two finalists for the Alvarado Food Truck Incubator Program, summarizing their business plans and presentations. Each candidate—Bar B's Q and TexJob Throb—addressed the Board, sharing their menus, target markets, and operational goals.

After discussion and Q&A, the Board selected Darla Kapoor as the first entrepreneur to participate in the incubator program. The Board requested that Ms. Kapoor change her business name from "TX Job Throb" to a more family-friendly name before launching operations.

Motion: Carrie Keeton moved to approve Darla Kapoor as the first participant in the Alvarado Food Truck Incubator Program, subject to a business name change.

Second: Tom Durlington

Vote: Motion carried 5-1, with Jerry Pritchard voting no.

## 8. Executive Session

The Board entered Executive Session at 7:38 P.M. pursuant to:

- § 551.071: Consultation with Attorney (Any item on the agenda)
- § 551.087: Deliberation regarding economic development negotiations – Projects Blue-E-1 and Red-C-6
- § 551.072: Deliberation regarding real property – Project Yellow-C-2

The Board reconvened into open session at 8:30 P.M.

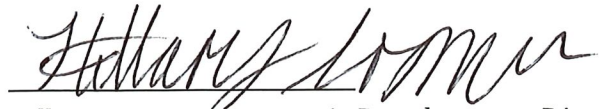
Action Taken:

- The Board authorized the Economic Development Director to negotiate and execute an agreement for Project Blue-E-1 consistent with the terms discussed in Executive Session. Vote: Unanimous approval.
- No action was taken on Project Yellow-C-2.

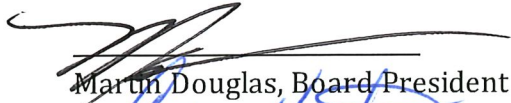
## 9. Adjournment

With no further business to discuss, the meeting was adjourned at 8:32 P.M.

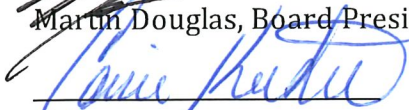
Respectfully submitted by:



Hillary Cromer, Economic Development Director



Martin Douglas, Board President



Carrie Keeton, Board Secretary