

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.

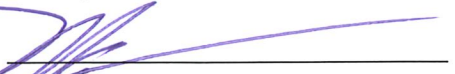
11. Adjournment

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