

**SPECIAL MEETING OF THE
CITY OF ALVARADO ECONOMIC DEVELOPMENT BOARD
104 W. College
November 14, 2024
6:00 PM
AGENDA**

The Economic Development Corporation Board of the City of Alvarado will meet in a Special Called Session on Thursday, November 14, 2024 at 6:00 p.m. in the Council Chambers at City Hall for the following agenda items.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

CITIZEN PARTICIPATION AND PUBLIC INPUT:

This is an opportunity for citizens to address the convened Board of this meeting on any matter. The presiding officer may ask for the citizen to hold their comment on an agenda item until that agenda item is reached. Any response from a member of the convened Board 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.

BOARD COMMENTS:

Pursuant to LGC Section 551.0415, Board Members 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 may include, but not necessarily limited to any of the following:

- 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.

CONSENT AGENDA:

- i. Consideration and action to approve minutes from the 9/5/2024 Special Alvarado EDC Board Meeting.
- ii. Consideration and action to approve minutes from the 10/7/2024 Special Alvarado EDC Board Meeting.

NEW BUSINESS:

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- iii. Financial report for period ending 10/31/2024.
- iv. Consideration and possible action to authorize the Economic Development Director to negotiate and execute a \$5,000 grant for How Sweet It Is Cakes, located at 904 N Cummings Dr, Alvarado, TX 76009.
- v. Workshop and discussion on the Food Truck Incubator program.

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 Featherbound

§ 551.072: Deliberation regarding real property. The Board may conduct a closed meeting to deliberate the purchase, exchange, lease or value of real property.

Project Red-C-01
Project Yellow-NC-01
Project Blue-NE-01
Project Red-C-02
Project Red-NC-03

RECONVENE INTO OPEN SESSION:

- vi. Consideration and any action necessary as a result of items discussed in Executive Session.

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: wallsb@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.

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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 November 11, 2024 at 4:00 p.m. and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

Hillary Cromer
Economic Development Director

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Thursday, September 5, 2024

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

Time: 6:30 P.M.

1. Call to Order

President Marty Douglas called the meeting to order at 6:30 P.M. The following individuals were present:

Name	Title	Present	Absent	Excused
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
- **Jennifer Drysdale**, Attorney

2. Invocation

Jerry Pritchard 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

Robert Brake welcomed new board member Carrie Keeton and expressed gratitude to all board members for their service.

6. Officer Elections

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Thursday, September 5, 2024

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

Time: 6:30 P.M.

Election of 2024/2025 AEDC Officers (President, Vice President, Secretary, and Treasurer)

- **President:** Larry Pool nominated Marty Douglas as President. Robert Brake seconded, and the motion passed 6-0, with Mr. Douglas abstaining.
- **Vice President:** Robert Brake nominated Jerry Pritchard for Vice President. Tom Durington seconded, and the motion passed 6-0, with Mr. Pritchard abstaining.
- **Secretary:** Marty Douglas nominated Carrie Keeton as Secretary. Cherry Bryant seconded, and the motion passed 6-0, with Ms. Keeton abstaining.
- **Treasurer:** Carrie Keeton nominated Robert Brake for Treasurer. Tom Durington seconded, and the motion passed 6-0, with Mr. Brake abstaining.

7. Meeting Minutes Approval

Consideration and Action on July 22, 2024, AEDC Board Meeting Minutes

- **Summary:** Hillary Cromer presented the meeting schedule proposed based on the board's guidance from the last meeting.
- **Action:** Jerry Pritchard moved to approve the minutes as written. Robert Brake seconded, and the motion carried 7-0.

8. New Business

Consideration and Action on the 2024/2025 AEDC Fiscal Year Budget

- **Summary:** Hillary Cromer presented the proposed FY24/25 budget totaling \$807,632, with \$308,197 from the fund balance. Revenue includes \$424,435 from sales tax and \$75,000 in interest income. Expenditures cover personnel costs (\$186,541), contractual services (\$152,878), general services (\$71,170), maintenance (\$980), grants and capital outlay (\$315,000), and other expenses (\$81,063). Key initiatives include the Storefront Improvement Grant Program, Farmers Market support, public art, and the Food Truck Incubator Program. Ms. Cromer emphasized the budget's strategic focus on economic growth and recommended board approval.
- **Discussion:** Robert Brake inquired about the possibility of drawing additional funds from the fund balance for new projects during the year. Ms. Cromer explained that, pending board and City Council approval, additional funding could be requested to support emerging opportunities within the fiscal year.
- **Action:** Jerry Pritchard moved to approve the FY24/25 budget totaling \$807,632. Carrie Keeton seconded, and the motion carried 7-0.

9. Executive Session

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Thursday, September 5, 2024

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

Time: 6:30 P.M.

The board entered into executive session at 7:17 P.M. to discuss economic development negotiations regarding:

- **Project Meatball**
- **Project Ascend**

The board reconvened in open session at 7:53 P.M.

10. Post-Executive Session Action

Consideration and Possible Action on Agreement Authorization

- **Action:** Tom Durlington moved to authorize the Economic Development Director and City Manager to execute an agreement between the AEDC and Lambert & Green, LLC, based on terms discussed in the executive session. Carrie Keeton seconded, and the motion carried 7-0.

11. Adjournment

Cherry Bryant moved to adjourn the meeting at 7:54 P.M. Carrie Keeton seconded, and the motion carried 7-0.

Martin Douglas, Board President

Respectfully Submitted,

Hillary Cromer, Economic Development Director

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Monday, October 7, 2024

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

Time: 6:30 P.M.

1. Call to Order

President Marty Douglas called the meeting to order at 6:30 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
- **Elizabeth Yelverton**, Attorney

2. Invocation

Marty Douglass 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. Executive Session

Meeting Minutes

Alvarado Economic Development Corporation (AEDC)

Date: Monday, October 7, 2024

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

Time: 6:30 P.M.

The board entered executive session at 6:32 P.M. regarding the following:

§ 551.071. Consultation with Attorney.

- Any item on the agenda

§ 551.087. Deliberation regarding economic development negotiations.

- Project Ascend

§ 551.072: Deliberation regarding real property.

- Project North Parkway 2024 A

The board reconvened in open session at 6:54 P.M.

10. Post-Executive Session Action

No action was taken. The meeting ended at 6:54 P.M.

Martin Douglas, Board President

Respectfully Submitted,

Hillary Cromer, Economic Development Director

CITY OF ALVARADO
ALVARADO ECONOMIC DEVELOPMENT CORPORATION FUND
FY2024 4th QUARTERLY STATEMENT OF REVENUES AND EXPENDITURES COMPARED TO BUDGET
With Comparative Information from Prior Fiscal Year

CATEGORY	FY 2022-23 ACTUAL PRIOR YEAR*	FY 2023-24 REVISED BUDGET	FY 2023-24 ACTUAL YTD	ACTUAL YTD as a % of Budget
Operating revenues:				
Sales taxes	388,866	421,670	395,171	93.7%
Interest earnings and miscellaneous	55,101	50,000	73,098	146.2%
Total Operating Revenues:	443,967	471,670	468,269	99.3%
Operating expenses:				
Personnel costs	21	78,000	47,674	61.1%
Contractual services	3,665	4,940	61,564	1246.2%
General services	-	-	2,899	100.0%
Maintenance	-	500	917	183.4%
Capital outlay	-	-	6,280	100.0%
Other expenses:				
Projects	-	370,090	5,400	1.5%
Administrative costs	37,000	18,140	13,605	75.0%
Total Operating Expenses:	40,686	471,670	138,339	29.3%
Net Change in Fund Balance	403,281	-	329,930	
Fund Balance at Beginning of Year	3,106,504	3,509,785	3,509,785	
Fund Balance at End of Year	3,509,785	3,509,785	3,839,715	

* Unaudited - information subject to change

CITY OF ALVARADO
ALVARADO ECONOMIC DEVELOPMENT CORPORATION FUND
FY2024 4th QUARTERLY STATEMENT OF REVENUES AND EXPENDITURES COMPARED TO BUDGET
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* Unaudited - information subject to change



City Council Meeting Management Report

Meeting Date: November 14, 2024

Contact: Hillary Cromer

AGENDA ITEM: Consideration and possible action to authorize the Economic Development Director to negotiate and execute a \$5,000 grant for How Sweet It Is Cakes, located at 904 N Cummings Dr, Alvarado, TX 76009.

Objective:

This memorandum presents a proposal to offer a grant to How Sweet It Is Cakes, a valued small business in Alvarado, to support its growth and continued contribution to the local economy.

BACKGROUND AND FINDINGS:

How Sweet It Is Cakes is a locally-owned bakery known for its dedication to providing quality baked goods and desserts to the Alvarado community. Small businesses like this one are vital to the economic landscape, creating local jobs and fostering a sense of community. Additionally, promotional partnerships are a valuable way to support small businesses while building a positive reputation for the Economic Development Corporation (EDC). Our last promotional partnership with Blossoms on the Square went well, especially for our first time offering such a grant, showing the positive impact of these initiatives on both the business and the community.

This grant for How Sweet It Is Cakes represents an opportunity to continue this success, supporting a beloved local business and demonstrating the City's commitment to strengthening the commercial areas outside of Downtown Alvarado.

RECOMMENDATION

Staff recommends awarding a \$5,000 grant to How Sweet It Is Cakes to provide necessary support and to promote the growth of small businesses throughout Alvarado.