

**MINUTES OF REGULAR MEETING OF THE  
LAMPASAS ECONOMIC DEVELOPMENT CORPORATION BOARD  
OF THE CITY OF LAMPASAS, TEXAS  
WEDNESDAY, JANUARY 15, 2020  
JACK CALVERT MUNICIPAL BUILDING BOARD ROOM  
302 EAST THIRD STREET  
5:30 P.M.**

The Lampasas Economic Development Corporation of the City of Lampasas met in regular session on the above date with President Charlie Pratus, III presiding.

**LEDC Members Present:**

Misti Talbert  
Steve Hudson  
Neal Leavell  
Ronnie Vineyard  
TJ Monroe  
Roland Schaub  
David Millican - Ex-Officio  
Bobby Carroll – Ex-Officio

**LEDC Members Absent:**

None

**City Staff Present:**

Finley deGraffenried, City Manager/Executive Director  
Mandy Walsh, Economic Development Director  
Vicki Tower, Assistant City Secretary

**REGULAR SESSION  
5:30 p.m.**

I. Call to Order

President Pratus called the meeting to order at 5:30 p.m.

II. Open forum for citizen comments and questions (limited to five (5) minutes per person)

There were no citizen comments.

III. Discussion and possible action concerning approval of the minutes dated November 20, 2019

Board member Schaub moved to approve the minutes as presented. The motion was seconded by Board member Leavell and with a unanimous vote, the motion carried.

IV. Presentation by Aaron Farmer, President of The Retail Coach

Presentation by Aaron Farmer, President of The Retail Coach.

Topics included:

- The Retail Coach worked with the City of Lampasas in 2008 and 2013
- The Retail Coach uses cell phone data analysis to map out where your consumers are coming from, where they shop, and what they purchase
- Retail Leakage
- Marketing and branding
- Recruiting retailers and developers
- Supporting local businesses
- Option 1) Data Analysis for \$2,500
- Option 2) Full Recruitment Strategy for \$25,000

V. Discussion and possible action regarding acquisition of service(s) with The Retail Coach

Mandy Walsh, Economic Development Director, discussed with the Board, acquisition of service(s) with The Retail Coach.

Topics of discussion included:

- Supporting local businesses

Board member Schaub moved to hire The Retail Coach for Option 1) Data Analysis for \$2,500.00. The motion was seconded by Board member Monroe and with a unanimous vote, the motion carried.

President Pratus moved to Item VIII.

VIII. Discussion and possible action regarding a resolution amending Section 2.03 of the Lampasas 4B Incorporation Bylaws

President Pratus discussed amending Section 2.03 of the Lampasas 4B Incorporation Bylaws with the Board, to read:

Section 2.03 **Regular Meeting; Place of Meeting.** Regular meetings shall be held on the third Wednesday of the month, unless otherwise posted, at the location designated on the agenda. A meeting of the Board for the election of officers and the transaction of other business shall be held on the first meeting of the fiscal year, unless changed by resolution of the Board. All meetings shall be called and held in accordance with the Texas Open Meetings Act, Chapter 551, Government Code, as amended.

Board member Talbert moved to approve the changes to Section 2.03 of the Lampasas 4B Incorporation Bylaws as discussed. The motion was seconded by Board member Schaub and with a unanimous vote, the motion carried.

President Pratus moved to Item IX.

IX. Discussion and possible action regarding development of possible grant program to assist in life/safety improvements for redevelopment projects

Mandy Walsh, Economic Development Director, discussed with the Board, the development of possible grant program to assist in life/safety improvements for redevelopment projects.

Topics of discussion included:

- Walsh told the Board that she visited with Ronnie Withers, Fire Marshal, and Frank Ellett, Building Official, about this possible grant program to assist in life/safety improvements for redevelopment projects.
- Walsh would like to put together a more detailed package and present to Board at the February 19, 2020 meeting.
- May need to update goals – strategic plan – based on adoption of this grant

No action was taken.

President Pratus moved back to Item VI.

VI. Discussion and possible action regarding updating and/or editing to the LEDC Incentive Guidelines document

It was the consensus of the Board to revisit this Agenda Item at the February 19, 2020 meeting.

No action or discussion was taken.

President Pratus moved to Item VII.

VII. Discussion and possible action regarding updating and/or editing the LEDC 2019-2020 Strategic Plan

It was the consensus of the Board to revisit this Agenda Item at the February 19, 2020 meeting.

No action or discussion was taken.

President Pratus moved to Item X.

X. Update and possible action regarding November and December Financials

Finley deGraffenried, City Manager/Executive Director, reviewed the November and December

financials with the Board.

No action was taken.

XI. Update on the following:

1.) County and LISD Updates

Bobby Carroll, County Ex-Officio member, reviewed the following:

- New County Auditor
- Jail project on hold – bonding company taking over

David Millican, LISD Ex-officio member, reviewed the following:

- Attendance is down – flu virus going around
- Kline Whitis Elementary School won District Championship in the UIL Competition
- Post season awards for LHS football team

2.) Staff Updates

Mandy Walsh, Economic Development Director, reviewed the following:

- Internet Project – Staff has continued working with legal counsel on a non-discriminatory pole attachment application for prospective providers to utilize City assets. In addition, staff is continuing to discuss options for backbone connection and explore potential grant funding opportunities with assistance from Congressman Roger Williams’ office.
  - Conference call with Nextlink scheduled for Wednesday, January 22, 2020
  - Meeting scheduled with backbone provider for January 28 and January 29, 2020
- Current Developments
  - Retail Marketplace at 301 S Hwy 281 is nearing completion
  - Developer at 707 S Pecan is working with staff on zoning requirements, but hopes to begin construction by August 2020
  - Continuing to work towards a three-dimensional “LTX” sign to promote tourism downtown
  - Burger King passed their final inspection and their certificate of occupancy was issued today
  - Silver Creek expansion is about 75% complete – they anticipate completion by the end of summer 2020

- Built Wright – Staff is waiting on approved set of plans from Built Wright for their project on Central Texas Expressway. The concept is still for a Golden Chick and a family pizza restaurant with a common dining room with family entertainment. We will assist in recruiting for the other two tenant spaces.
- Highway 281 Café is closed; owner interested in selling property and has received numerous leads.
- Workforce Development Luncheon has been scheduled for Friday, January 31, 2020 at the former Middle School cafeteria.
- Board Appreciation Dinner – The City is hosting an Appreciation Dinner for Commission & Board members on Tuesday, January 28, 2020 from 5:30 p.m. – 8:00 p.m. at the Hostess House
- Downtown Revitalization Workshop – The company that hosted the Stand Up Rural America Conference in Tulsa last year will have a Downtown Revitalization Workshop on January 29, 2020 from 10:00 a.m. – 2:00 p.m. in Cedar Park. The workshop is a four hour dynamic and comprehensive workshop designed to help communities reimagine, repurpose and revitalize their downtown business district
- ZacTax – Walsh is working with a program called ZacTax for a 30-day free trial. She was referred to them by the Marble Falls EDC, who utilizes their services, as well as Burnet, Bastrop, Kyle, Pflugerville, San Marcos, Seguin and many others. The program, a web-based platform for sales tax analysis, simplifies our sales tax analysis process with unlimited customized geographic regions and a comprehensive industry analysis using data provided by the Texas Comptroller.

XII. Items that the Board Members may request to be placed on the next agenda

- LEDC Incentive Guidelines
- LEDC 2019-2020 Strategic Plan
- Grant application – Life Safety
- Business Park

XIII. Adjourn

Board member Talbert moved to adjourn the meeting at 6:53 p.m. The motion was seconded by Board member Vineyard and with a unanimous vote, the motion carried.

PASSED AND APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

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Charlie Pratus III, President

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Vicki Tower, Assistant City Secretary