

**NOTICE OF REGULAR MEETING OF THE  
LAMPASAS ECONOMIC DEVELOPMENT BOARD  
OF THE CITY OF LAMPASAS, TEXAS  
WEDNESDAY, JANUARY 17, 2024  
JACK CALVERT MUNICIPAL BUILDING  
302 EAST THIRD STREET  
5:30 PM**

Notice is hereby given that the regular meeting of the Lampasas Economic Development Corporation Board of the City of Lampasas will be held on Wednesday, January 17, 2024 at 5:30 p.m. in the Jack Calvert Municipal Building located at 302 East Third Street, Lampasas, Texas. The Lampasas Economic Development Corporation reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any of the matters listed, as authorized by the Texas Government Code sections 551.071 (consultation with the attorney), 551.072 (deliberations about real property), 551.073 (deliberations about gifts and donations), 551.074 (personnel matters), 551.076 (deliberations about security devices), and 551.087 (economic development).

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

- I. Call to Order
- II. Open forum for citizen comments and questions (limited to five (5) minutes per person).
- III. Discussion and possible action regarding approval of the minutes dated November 15, 2023.
- IV. Discussion and possible action regarding November 2023 Financial Statements and Balance Sheet.
- V. Discussion and possible action regarding December 2023 Financial Statements and Balance Sheet.
- VI. Discussion and possible action regarding Phase 1 of the Lampasas Economic Development Corporation's Strategic Plan.
- VII. Discussion and possible action regarding the engagement of Viking Filmworks professional photos and videos to promote and market Lampasas on various social media platforms at a shared cost in the amount of \$2,500 with the City of Lampasas.
- VIII. Update on the following:
  - County Update
  - LISD Update
  - Staff Update
    - Grand Central Texas Economic Development
    - Caffeinated Connections: Lampasas Business Brew and Learn
    - Central Texas Entrepreneur Summit
    - Update on Nextlink

- Update on Business Park and Real Estate Sign
- Business Prospect

IX. Any items that the board members may want to place on the next agenda.

X. Adjourn

I, Becky Sims, City Secretary of the City of Lampasas, Texas, do hereby certify that this Notice of Meeting was posted on the bulletin board/front window of City Hall, 312 East Third Street, Lampasas, Texas, at a place readily accessible to the general public at all times, on the 14 day of January 2024 at 9:55 am

Becky Sims  
Becky Sims, City Secretary

**MINUTES OF REGULAR MEETING OF THE  
LAMPASAS ECONOMIC DEVELOPMENT CORPORATION BOARD  
OF THE CITY OF LAMPASAS, TEXAS  
JACK CALVERT MUNICIPAL BUILDING BOARD ROOM  
302 EAST THIRD STREET  
WEDNESDAY NOVEMBER 15, 2023  
5:30 P.M.**

The Lampasas Economic Development Corporation of the City of Lampasas met in regular session on the above date with President Talbert presiding.

**LEDC Members Present:**

T.J. Monroe  
Sid Ball  
Fin Erwin  
Steve Hudson

**City Staff Present:**

Finley deGraffenried, City Manager/Executive Director  
Stacey Ybarra, LEDC Director  
Becky Sims, City Secretary

**LEDC Members Absent:**

Bobby Carroll-Ex-Officio  
Roland Schaub  
Ryan Shahan

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

**I. Call to Order**

*President Talbert 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 regarding approval of the minutes dated October 18, 2023.**

*Board member Hudson moved to approve the minutes dated October 18, 2023; the motion was seconded by Board member Monroe, and with unanimous vote, the motion carried. (Shahan and Schaub absent)*

**IV. Discussion and possible action regarding September 2023 Financial Statements and Balance Sheet.**

*Board member Monroe moved to approve the September 2023 Financial Statements and Balance Sheets as presented at the October 18<sup>th</sup> meeting, the motion was seconded by Board member Hudson and with a unanimous vote, the motion carried. (Shahan and Schaub absent)*

**V. Discussion and possible action regarding October 2023 Financial Statements and Balance Sheet.**

*Board member Hudson moved to approve the October 2023 Financial Statements, the motion was seconded by Board member Monroe and with a unanimous vote, the motion carried. (Shahan and Schaub absent)*

**VI. Discussion and possible action regarding cost estimate for proposed signage for the Business Park and Real Estate Sign.**

*Board member Ball moved to approve moving forward with two Business Park signs with lettering on both sides in the amount of \$30,200.00, the motion was seconded by Board member Hudson and with a unanimous vote, the motion carried. (Shahan and Schaub absent)*

*Board member Monroe moved to approve moving forward with two real estate signs for the Business Park in the amount of \$1,490.00, the motion was seconded by Board member Hudson and with a unanimous vote, the motion carried. (Shahan and Schaub absent)*

**VII. Discussion and possible action regarding Lampasas Economic Development Corporation's Strategic Plan.**

*Mayor Pearce, Council member Pratus and Melissa Unger, Chamber of Commerce Executive Director were in attendance to participate in the discussion related to the EDC Strategic Plan.*

*Stacey Ybarra, EDC Director reviewed the EDC Strategic Planning Matrix*

- *Phase 1*
  - *Where are we now?*
    - *Activities*
      - *Benchmark*
      - *Understanding Challenges*
      - *Engage the Community*
      - *Identify Opportunities*
    - *Deliverables*
      - *Community Assessment (SWOT)*
      - *Market and Industry Outlook*
  - *Where do we want to be?*
    - *Activities*
      - *Defined Goals and Outcomes*
    - *Deliverables*
      - *Community and Stakeholder Engagement*
      - *Goal Setting Work Session*
- *Phase 3*
  - *How will we get there?*
    - *Activities*
      - *Strategies are determined*

- *Action plan is created with roles, responsibilities and performance metrics*
- *Deliverables*
  - *Action Plan*
  - *Implementations Plan and Tools*

*Ms. Ybarra took the opportunity to review each section of the assessment with the board to get a pulse on areas of focus, the areas below were discussed in detail.*

#### Real Estate

- *Available inventory on LEDC website*
  - *Updated daily by RESimplifi*
- *Buildings with small flexible space options*
  - *Mobile work spaces*
- *Business incubator or accelerator*
  - *Comprehensive Plan Action Item*
    - *4.2.3 Establish a small business incubator to support local and relocating entrepreneurs*
  - *Define Co-Space vs. Incubator*

#### Utilities

- *Adequate capacity of all infrastructure systems to accommodate projected needs of new business and industry at sites (sewer, water, electric)*
  - *Water capacity, alternatives and supplements*
  - *Phase 2- Design Phase for Electric at Business Park*
  - *Gas availability/options at Business Park*
- *Infrastructure, especially access to technology and telecommunications*
  - *NextLink- Update on build out phase*
- *Redundancy in critical infrastructure systems, reducing the risk of service interruptions.*
  - *AT&T fiber line*

#### Transportation

- *Availability of multimodal transportation system*
  - *No rail*
  - *No public transportation*
  - *No air*
  - *Spur- private development*
    - *Ft-Hood-Copperas Cove- HOTDA-Railroad Spur Project*

#### Workforce & Education (Area of Importance)

- *Large, trainable labor pool*
  - *Offer opportunities here locally*
  - *Attract workforce/certification programs*
- *Cost of labor that is in line with US averages*
  - *Comprehensive Plan Action Item*
    - *4.2.2 Encourage the expansion of existing businesses offering higher pay, high skill jobs*
- *Abundant and networked vocational and technical training providers that meet the needs of local employers*

- *Lampasas County Higher Education Center (LCHEC)*
- *High School Career and Technology Programs (CTE)*
  - *Building Badgers*
- *College/University system that is connected with and supportive of the business community.*
  - *Central Texas College Options*
  - *Local satellite office for College/Universities*
- *Opportunities for businesses to engage with local educational institutions through internship programs, fostering a pipeline of skilled workers.*
  - *Comprehensive Plan Action Item*
    - *1.1.5 Focus corporate recruiting efforts on employers seeking more highly skilled labor and offering higher paying jobs*

#### Business Environment

- *A coordinated and collaborative network of organizations that provide a comprehensive array of technical assistance and financing for business.*
  - *Series of networking business meetings*
    - *Role play scenarios as learners and experts*
  - *Compiling and offering financing packages from local banks*
  - *Identifying individual business needs*
  - *Helping current businesses grow and thrive*
  - *Avoid too many mini meetings/ engaging heavy hitters/stakeholders*
- *Existing Business Program (business retention)*
- *Business incentives that are valuable to business targets*
  - *Life Safety Grant*
  - *Other grant opportunities*
- *Business services that are coordinated through business retention and expansion program*
- *Technical assistance including business counseling, technical assistance, networking opportunities, help with financing structures, government procurement and trade, etc.*
  - *Coordinated effort with Chamber of Commerce*
    - *Hill Country Business Connections*
      - *networking and sharing of business ideas*
    - *Central Texas Entrepreneurial Summit on January 30<sup>th</sup>.*
      - *opportunity to learn about business planning, networking, marketing and finance from inspiring leaders and business owners.*
    - *Caffeinated Connections*
      - *networking and learning opportunities*

#### Quality of Life

- *Climate*
  - *Inconsistent*
- *Housing*
  - *Area of concern*
    - *Multi-Family*
    - *Daycares*
- *Healthcare- Great*
- *Parks & Outdoor Recreation- Great*
- *Cultural, Arts and Entertainment- Great*

## **VIII. Discussion and possible action regarding cancelling the December LEDC Meeting.**

*Board member Monroe moved to cancel the December meeting with the condition that if a meeting needed to be called prior to January the board would be available, the motion was seconded by Board member Hudson and with a unanimous vote the motion carried. (Shahan and Schaub absent)*

### **IX. Update on the following:**

- County Update- *Mr. Carroll was not present*
- LISD Update- *Mr. Shahan was not present*
- Staff Update
  - *Sales Tax-Per the Texas Comptroller of Public Accounts for the State of Texas*
    - *Sales Tax Revenue is down .03 percent from October 2022*
    - *First time since the pandemic that sales tax collection failed to grow annually.*
    - *Manufacturing and Wholesale trades declined significantly from a year ago and the Construction sector barely surpassed the previous year*
    - *Oil and Gas Mining sector continues to exceed from previous year*
    - *Home Improvement Centers, furniture stores, electronics, appliance stores, big box general merchandisers, department stores and clothing stores dropped significantly*
    - *Online merchants and gasoline stations had a slight increase*
    - *Declines in sales from a year ago may reflect numerous factors with one being reallocation of household budgets.*
      - *Depletion of excess savings from the pandemic*
    - *Restaurants grew modestly, but live entertainment continued to boom, double digit growth from music, arts & sporting events.*
- Travel Texas' Instagram Inclusion Co-op.
- Professional Photographs
  - *Opportunity to engage professional photographer*
    - *Viking Filmworks- Target EDC*
    - *High resolution photos*
    - *Better quality for marketing and use on social media platforms.*
    - *Currently using stock photos*
- HTeaO- preliminary plans have been received
- Business Meeting
  - *Caffeinated Connections*
    - *January 10 ,2024 at the Library*
- Business Park Electrical
  - *First Phase Complete*
  - *Beginning Second Phase*

### **X. Any items that the board members may want to place on the next agenda.**

- *Viking Filmworks Proposal*
- *Nextlink (buildout update)*

- *Life Safety Grant*
  - *Purpose and Benefit*
- *Strategic Plan Update*
  - *Community Assessment (SWOT)*
  - *Market & Industry Analysis*
  - *Economic Outlook*

**XI. Adjourn**

*Board member Hudson moved to adjourn the meeting at 6:43 pm, the motion as seconded by Board member Monroe and with a unanimous vote, the motion carried. (Shahan and Schaub absent)*

PASSED AND APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
Misti Talbert, President

\_\_\_\_\_  
Becky Sims, City Secretary



## LAMPASAS ECONOMIC DEVELOPMENT CORPORATION – January 24' REPORT

---

### Brief Monthly Overview of LEDC - Stacey Ybarra, Economic Development Director

- Attended the Courtyard Square Meeting on November 16.
- Attended a meeting with Workforce Commission in Killeen on November 20.
- Attended n ACCEL Students Entrepreneur Program on November 29.
- Attended a meeting with Coppers Cove Economic Development Corporation on December 4.
- Attended a meeting with Workforce Commission, CTCOG, Chamber of Commerce, Texas A&M Central Texas Collee about the Lampasas Entrepreneur Summit on December 5 and January 3.
- Met with Uncharted Learning on December 6 to gain more information about the ACCEL Student Entrepreneur Program and how to apply in Lampasas.
- Met with Travel Texas regarding PR opportunities on December 6.
- Attended the Williamson County Growth Summit on December 7.
- Attended the TCMA Region 7 meeting on December 8.
- Met with Grand Central Texas Economic Development Corporation regarding Lampasas joining the program and upcoming trips on December 14.
- Met with a Business Prospect on January 11.
- Began the Strategic Planning course at the Oklahoma of University.
- Attended the Development District of Central Texas Board Meeting on January 4.
- Worked on marketing and materials for the first Caffeinated Connections meeting on January 9.
- Hosted the first Caffeinated Connections: Lampasas Business Brew and Learn meeting on January 9.
- Gave an interview to the Texas Veterans Commission's podcast regarding the Central Texas Entrepreneur Summit on January 12.
- Worked on finalizing quotes and organizing all vendors to provide the Business Park Signs.
- Worked on finalizing design and quotes for the Real Estate Sign for the Business Park.
- Presented at the Solar Eclipse Town Hall on December 13.
- Finalized wrap sheet for professional photographs for marketing materials.
- Updated available properties on the LEDC website.
- Worked on the planning and marketed for the Central Texas Entrepreneur Event on radio stations, social media, and websites.
- Gathered materials and information for potential business prospects.
- Reached out to leads received via Loopnet.
- Worked on putting together the SWOT for the LEDC Strategic Plan to be reviewed at the upcoming LEDC Board Meeting.
- Worked on starting to put together an outline for the upcoming goals and action items for the LEDC Strategic Plan.
- Working on putting together a community townhall in a sense and finalizing the speaker for the event.
- Working on putting together an outreach plan for the LEDC strategic plan.
- Reviewed data regarding the marking plan for the Solar Eclipse Event and changed tactics.
- Worked on putting together a marketing plan for the Solar Eclipse Event.