

**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 JANUARY 17, 2024
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
Roland Schaub

City Staff Present:

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

LEDC Members Absent:

Bobby Carroll-Ex-Officio
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 November 15, 2023.

Board member Hudson moved to approve the minutes dated November 15, 2023; the motion was seconded by Board member Monroe and with a unanimous vote, the motion carried. (Shahan absent)

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

Board member Schaub moved to approve the November 2023 Financial Statements and Balance Sheet, the motion was seconded Board member Hudson and with a unanimous vote, the motion carried. (Shahan absent)

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

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

VI. Discussion and possible action regarding Phase 1 of the Lampasas Economic Development Corporation's Strategic Plan.

Stacey Ybarra, EDC Director reviewed the current and proposed LEDC Mission and Vision Statement.

By consensus, the board agreed to make no changes to the existing Vision Statement and to update the Mission Statement with a portion of the recommended changes.

Vision Statement: *The vision of the Lampasas Economic Development Corporation is to be recognized as a thriving community with diverse economic opportunities while maintaining our excellent quality of life.*

Mission Statement: *The mission of the Lampasas Economic Development Corporation is to enhance economic opportunities and quality of life through strategic initiatives, we strive to preserve our cultural heritage, support local businesses, and attract new enterprises, ensuring Lampasas remains a resilient and thriving hub for generations to come.*

Ms. Ybarra reviewed the SWOT (strength, weaknesses, opportunities and threats) analysis with emphasis in the following areas:

- *Quality of Life*
- *Historical/Heritage/Landmarks*
- *Real Estate*
- *Utilities/Infrastructure*
- *Transportation*
- *Business Environment*
- *Workforce and Education*
- *Economic Environment*
- *Technology*

This purpose of the analysis is to provide a tool for internal reporting, goal initiatives and performance standards.

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.

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

VIII. Update on the following:

- County Update- *Mr. Carroll was not present*
- LISD Update- *Mr. Shahan was not present*
- Staff Update
 - Grand Central Texas Economic Development
 - \$4200 membership fee
 - website/swag/conferences
 - visibility/resources
 - targeted top industries
 - Caffeinated Connections: Lampasas Business Brew and Learn
 - Central Texas Entrepreneur Summit- January 30th
 - Nextlink- progress updates at the next meeting
 - Business Park and Real Estate Sign-finalizing designs, quotes and vendors
 - Business Prospect-Workspace

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

- Grand Central Texas Economic Development Corporation
- Nextlink
- Workspace

X. Adjourn

Board member Monroe moved to adjourn the meeting at 6:28 pm, the motion as seconded by Board member Schaub and with a unanimous vote, the motion carried. (Shahan absent)

PASSED AND APPROVED this _____ day of _____, 2024.

Misti Talbert, President

Becky Sims, City Secretary