

**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 APRIL 3, 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
Fin Erwin
Ryan Shahan
Steve Hudson
Roland Schaub

City Staff Present:

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

LEDC Members Absent:

Bobby Carroll-Ex-Officio
Sid Ball

**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).

No citizens present to address the board.

III. Discussion and updates from Chris Huffman, Nextlink Regional Director of Operations regarding deployment timeline.

Mr. Huffman provided an update to the deployment of the remaining ± 1000 homes. They have existing projects on the books, then they will deploy to Lampasas. They may use internal staff or contract work out to subcontractor. The anticipated deployment date is late summer, early fall. They should have a definite timeline within the next few weeks.

IV. Discussion and possible action regarding approval of the minutes dated February 21, 2024.

Board member Monroe moved to approve the minutes as presented, the motion was seconded by Board member Hudson and with a unanimous vote, the motion carried. (Ball absent)

V. Discussion and possible action regarding February 2024 Financial Statements and Balance Sheet.

Board member Schaub moved to approved the February 2024 Financial Statements and Balance Sheet, the motion was seconded by Board member Hudson and with a unanimous vote, the motion carried. (Ball absent)

VI. Discussion regarding Business Park Strategies.

Finley deGraffenried, Executive Director presented options for Business Park Strategies:

- *Spec Buildings Ready to Occupy*
- *Professional Engagement with Broker*

General Discussion among board included:

- *Limited commercial real estate*
- *Smaller scale spec buildings*

Ms. Ybarra advised now that covenants and zoning have been adopted, focus can be on site visits, mailings, marketing, more boots on the ground.

- *Experienced commercial broker can assist in marketing and selling lots in the Business Park*
 - *Proposal for engagement*
 - *Define specific package*
- *Seek advice from specific developers on how they would market Business Park*

Seek brokers with availability that has experience with large projects.

- *identify strategy and incentive packages*
- *prepare package with deliverables*
- *limit back and forth between board and developer*
- *possibly seek outside guidance from brokers whom reside outside Lampasas and specialize in commercial development.*

Set up meeting with Commercial Development subject matter expert (SME)

- *relationship building*
- *business inventory*

Board agreed for Staff to move forward in pursuing Business Park Strategies.

VII. Discussion and possible action regarding Goals and Action Items for Lampasas Economic Development Corporation's Strategic Plan.

Ms. Ybarra reviewed goal and action plan and received feedback and guidance from board.

Goal #1-Identify Target Industries

- *Previously established*

Goal #2-Developing Comprehensive Incentive Program

- *Not realistic*
 - *Provide board with example incentive from other entities*

Goal #3-Develop Marketing Strategy for Targeting Businesses

- *Aligns with Goal #1*
 - *Focus on identified Industries*
 - *Primary jobs*

Goal #4-Develop Business Retention Plan for Existing Businesses

- *LEDC is a resource*
 - *Continue/Offer Entrepreneur Programs as needed*

- *Buy Local should be a regular marketing initiative, not a new endeavor*

Goal #5-Expand Educational Opportunities

- *LEDC role is to align partners for continuing education, not to develop programs*

Goal #6-Strengthen Downtown Lampasas

- *Support businesses*
- *Allow business owners to grow and be able to sustain based on business plan*
- *Offer ideas but allow others to assist in marketing and growing downtown*
- *Not ready for Main Street Program- City had established one in the past*

Goal #7-Foster a Business-Friendly Regulatory Environment

- *Establish a Business Advisory Council*
- *Too many meetings/committees*
 - *Minimal value in meeting to meet*
 - *Possibly create a questionnaire or survey*

Goal #8-Enhance Tourism as a Key Economic Driver

- *Allow Lampasas County Chamber of Commerce and Visitor Center to focus on tourism, not a primary function for EDC.*

Business Park is the primary goal of the LEDC.

Annual review of goals and objectives should be established.

VIII. Update on the following:

- *County Update- No update*
- *LISD Update- General Election is coming up and funding is still an issue*
- *Staff Update*
 - *Job Fair- May 30th*
 - *Grand Central Texas Atlanta Trip*
 - *Great opportunity for networking*
 - *Prospects looking for educated employee pool, established, sustainable utilities, and spec buildings.*
 - *Working on brochure and follow up with site selectors/prospects to promote Lampasas.*
 - *Industry Analysis- working on obtaining data through comptroller*
 - *Access for all benchmarks cost \$480.00*
 - *Tourism – Not a primary area of focus for LEDC*

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

X. Adjourn- Board member Monroe moved to adjourn meeting at 7:00 pm, the motion was seconded by Board member Schaub and with a unanimous vote, the motion carried. (Ball absent)

PASSED AND APPROVED this _____ day of _____, 2024.

Misti Talbert, President

Becky Sims, City Secretary