

**LORENA ECONOMIC DEVELOPMENT CORPORATION  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
TUESDAY, APRIL 10, 2012, AT 6:00 P.M.**

**LORENA CITY HALL  
222 N. Frontage Rd.  
Lorena, Texas 76655**

**MINUTES**

1. Call to Order and Verification of Agenda Posting

*The meeting was called to order at 6:05 pm and Chairman Anderton noted that the meeting was posted in accordance with the requirements of the Texas Open Meetings Act and a quorum was present. Members Present: David Anderton, John Taverner, Kelly Yarbrough, John Johnston and Michael Green. Members Absent: Mark McLean and Mark Richardson. Also Present: Consultant – Jason Mundo of Mundo and Associates, Inc. and Earl Haberman of Star Outdoor Advertising*

2. Visitors Comments/Open Forum

*Earl Haberman of Star Advertising spoke to the EDC Board about advertising opportunities on Star Advertising billboards along IH-35. No action was taken.*

3. Information Items

A. Chairman's Report

1. EDC Mail and Communications

*No Action was Taken.*

**Action Items**

4. Discussion and possible action to approve the following

A. EDC Meeting Minutes – March 20, 2012

*John Johnston moved to approve the meeting minutes of March 20, 2012. Mike Green seconded the motion. The motion was approved unanimously.*

5. Discussion and possible action to approve the following:

A. EDC Financial Reports and bill payments - March 2012

*This action item was tabled until the May 2012 EDC meeting.*

6. Discussion and possible action on LEDC Business Improvement Grant for the Texas Cheese House.

*John Johnston moved to approve the final improvements to the Texas Cheese House as closure to their Lorena Business Improvement Grant and award a total amount of \$3000. Mike Green seconded the motion. The motion passed 4 - 0 with John Taverner abstaining both from the vote as well as the discussion on the action item.*

7. McBrayer Park Project: Discussion and update from Consultant Mundo and Associates.

*Consultant Jason Mundo updated the Board on the McBrayer Park Project. No action was taken.*

8. Discussion and possible action on LEDC Trade Show Booth for marketing of Lorena at upcoming 2012 Texas Dealmaking Conference and future marketing opportunities.

*Consultant Jason Mundo spoke to the Board about the Texas Dealmaking Conference and other marketing opportunities including a trade show booth. No action was taken.*

9. Discussion of new updates to demographics and statistics for Lorena.

*Consultant Jason Mundo presented a Market Gap Analysis to the Board discussing opportunities and impact of the Market Gap for Lorena.*

10. EXECUTIVE SESSION:

Executive Session pursuant to Section 551.087 of the Texas Government Code, for the purpose of discussion and the deliberation regarding Economic Development in the City of Lorena.

*The Board entered into Executive Session at 7:20 pm.*

11. RECONVENE TO OPEN SESSION:

And take any action necessary as a result of Executive Session.

*The Board reconvened to open session at 7:30 pm. No action was taken.*

12. Adjournment

*The meeting was adjourned at 7:35 pm.*

*If, during the course of the meeting, discussion of any item on the agenda should be held in a closed meeting, the Board will conduct a closed meeting in accordance with the Texas Open Meetings Act, Government Code, Chapter 551, Subchapters D and E. Before any closed meeting is convened, the presiding officer will publicly identify the section or sections of the Act authorizing the closed meeting. All final votes, actions, or decisions will*

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*be taken in open meeting.*

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David Anderton,  
Board Chairman

Date

Kelly Yarbrough,  
Board Secretary

Date