

SHEPHERD ECONOMIC DEVELOPMENT CORPORATION

BOARD OF DIRECTORS

REGULAR CALLED MEETING

28 N. Liberty, Shepherd, Texas 77371

June 3, 2024, at 6:00pm

Members Present: Mark Porter, Billy Lacoste, Kurtz Stowers, Mark Hamilton,

Members Absent: Jody Cronin, Charles Minton, Freddy Ramos,

Others Present: Debra Hagler, Marvin Green

CALLED TO ORDER/INVOCATION/PLEDGE

Kurtz Stowers called the meeting to order and led in prayer then pledges were recited.

APPROVE MINUTES OF PREVIOUS MEETINGS

Mark Hamilton made a motion to approve the minutes from the meeting. Mark Porter seconded, and the motion passed with a unanimous vote.

APPROVAL MONTHLY PAYMENT OF BILLS

Mark Porter made a motion to pay the bills. Billy LaCoste seconded, and the motion passed with a unanimous vote.

CITIZEN PRESENTATIONS:

None

OLD BUSINESS:

Update and take any action required regarding Clark Addison's video/ promotional advertisement campaign.

Clark was unable to attend the meeting due to some dental surgery. Billy reports some people have inquired about how to advertise on the screens. Marvin states he can't say he has gotten any extra business from the advertisements yet. He stated he likes it but at the current time there is not enough benefit to justify the expense. Discussion was held that this could be of more value to "service" type businesses rather than brick and mortar. Plus, the possibility to defer the cost of the business hosting the screen and have the "services" pay for advertising. No action was taken on this item.

Discussion and take any action required on Lauren's research of RFI's and Ideas to include in an incentive package for businesses to establish in Shepherd.

This item was tabled as Lauren was unable to attend the meeting. Lauren had been tasked with researching her recent RFI's for ideas to include in a package.

NEW BUSINESS:

Discuss and take any action required to advertise local businesses with The Eagle Radio station in Livingston Texas.

No action was taken on this item. Billy brought this item to the boards attention thinking that the City of Shepherd could be advertised to draw interest in an attempt to boost economic growth. Billy stated he would invite a representative to the next meeting.

Discuss and take action to set a budget and allow Lauren to participate in the teacher back to school baskets event by creating baskets from the EDC.

Billy LaCoste made a motion to sponsor 10 baskets at the cost of \$125.00 each. Mark Porter seconded the motion.

Discuss and take action regarding a 3-5-year business plan for the EDC.

No action was taken on this item. Kurtz introduced the idea of a business plan that could result in the EDC being to help The City Council make growth happen. It would make the EDC active. He doesn't want the reputation

of talking a good talk but what does EDC actually do. Resources will be a consideration as well as who will work on this plan. Chances are the plan will be too big for one person to tackle alone. This plan will help to dictate the types of growth the City wants. Kurtz stated he will attempt to meet with the may and report back next month.

MONTHLY REPORT FROM LAUREN:

Lauren was unavailable to attend the meeting.

OPEN DISCUSSION & ANNOUNCEMENTS

None

ADJOURN: 7:06pm

Mark Porter made a motion to adjourn the meeting. Billy LaCoste seconded the motion. The motion passed with a unanimous vote.

Approved by: _____
Kurtz Stowers, EDC President
*Prepared by Debra Hagler