

SHEPHERD ECONOMIC DEVELOPMENT CORPORATION

BOARD OF DIRECTORS
SPECIAL CALLED MEETING
28 N. Liberty, Shepherd, Texas 77371
January 9, 2024, at 6:00pm

Members Present: Kurtz Stowers, Freddy Ramos, Jody Cronin, Charles Minton, Mark Porter, Billy Lacoste,

Members Absent: Mark Hamilton

Others Present: Debra Hagler, Lauren Migl, Isaac, Amanda and Clark Addison, Melanie Cotton from Ernest Bailes' Office, Lenora from Heaven's Army, James-representing Green & Associates, Rebecca Ramos.

CALLED TO ORDER/INVOCATION/PLEDGE

Kurtz Stowers called the meeting to order. Mark Porter also led in prayer and the pledges were recited.

APPROVE MINUTES OF PREVIOUS MEETINGS

Jody Cronin made a motion to approve the minutes from the previous meeting. Freddy Ramos seconded, and the motion passed with a unanimous vote.

APPROVAL MONTHLY PAYMENT OF BILLS

Freddy Ramos made a motion to pay the bills. Jody Cronin seconded, and the motion passed with a unanimous vote.

CITIZEN PRESENTATIONS:

None

OLD BUSINESS:

Update and take any action required for the EDC 101 Training Event.

Lauren reported this event is still a go. She asked would they rather be served breakfast burritos or kolaches. The burritos were chosen. No action was needed for this item. (NOTE: because of the freezing weather this event will be rescheduled)

Discuss and take action to select a project to help local businesses such as marketing.

No action was taken on this item. Clark Addison's presentation was part of the marketing ideas under consideration.

NEW BUSINESS:

Presentation from Clark Addison regarding ideas to help advertise local businesses and take any action required.

This item was tabled to be discussed at the next meeting. Lauren and Clark are to see how many businesses might be interested in this idea in order to see the amount of funds required. Clark presented the idea of a bigger online presence which could include video and promotional pics on Google maps and social media. He presented the idea of digital signs and a subscription to keep the signs fresh. Mark Porter expressed concerns about the audience and how this could be measured.

MONTHLY REPORT FROM LAUREN:

Lauren acknowledged Lenora from Heaven's Army. She is looking to have a business in Shepherd as part of the ministry she has to help women learn skills to get by in life. Ms. Lenora informed the council of a men's shelter that is in progress. Lauren also informed the board that O'Rielly's are expecting to be finished by June. She announced that Perla wants to divide her space to put in a med spa. The board considered an addendum to her rental contract regarding this division. She gave an update on her Christmas event. She stated that it was successful but she is considering changing a few things or possibly to incorporate it with the Blue White Christmas event.

OPEN DISCUSSION & ANNOUNCEMENTS

None

ADJOURN: 7:03pm

Jody Cronin made a motion to adjourn. Billy LaCoste seconded, and the motion passed unanimously.

Approved by: _____

Kurtz Stowers, EDC President

*Prepared by Debra Hagler