

Ray Lamberth – President
Randy Bruett – Vice President
Michelle Tackitt - Treasurer
Angela Turner - Secretary

MINUTES
City of Floresville
**Floresville Economic
Development Corporation**
REGULAR MEETING

Ben Lamberth
Drew Pope
Stephen Moore
Vacant, Exec. Director
Charlotte Ximenez-Nelson,
Asst. Executive Director

SPECIAL NOTE: Some board members may be present in the council chambers while others will attend the meeting via videoconferencing.

March 10th, 2025
6:00 p.m.

NOTICE is hereby given of a **REGULAR BOARD MEETING** of the Floresville Economic Development Corporation for the City of Floresville, County of Wilson, State of Texas, to be held on **Monday March 10th, 2025**, at **6:00 p.m.** at **1120 D Street, Floresville, Texas 78114** at City Council Chambers for the purpose of considering the following numbered items.

The Floresville Economic Development Corporation of the City of Floresville, Texas, reserves the right to meet in a closed session on any of the below items should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

ITEM 1.) **CALL TO ORDER AND CERTIFICATION OF A QUORUM**
Meeting called to order by President Ray Lamberth at **6:03pm**

ATTENDANCE: Stephen Moore, Ben Lamberth, Randy Bruett, Ray Lamberth, Michelle Tackitt (online attendance 6:20pm) Charlotte Ximenez Nelson, Annette Montez, Cindy Strum, Daniel Santee

ABSENT: Angela Turner, Drew Pope

GUEST: Elaine Kolodziej, Stefanie Moore, Derek Gaudlitz, Veronica Stubbs, Celina Guerrero, Brenda Trevino, Betty Freasier, Albert Saenz, Linnici Angle, Brandy Hawkins, Rachel Draper

ITEM 2.) **INVOCATION**
Charlotte Ximenez-Nelson

ITEM 3.) **PLEDGE**
Recited by all in attendance

ITEM 4.) **PUBLIC COMMENTS**
At this time, any person with business related to Floresville Economic Development Corporation may speak to the Board. Anyone wishing to speak should inform the Board of their name and address. Comments from the public should be limited to a maximum of three (3) minutes per individual speaker. In compliance with the Texas Open Meetings Act, the Board may not deliberate or take action on items not

appearing on the agenda but may consider placing an item on a future agenda if deliberation is necessary.

Elaine Kolodziej and Brandy Hawkins from the WCN spoke about the upcoming Home and Garden Show on Saturday, March 22nd 2025. Stating it's been an annual event for the past 18 years. Over 100 vendors have signed up to attend. WCN has done extensive advertising on WOAI, IHeart Radio, and over 80 newspapers in the region.

ITEM 5.) PRESENTATION & DISCUSSION

- a. Vanilla Moon Marketing update regarding the Market in Floresville

Very successful. 75 vendors and 49 were from Floresville. Swag Bag was a big success. Foot traffic average 651. Krista will continue to research ways to get a more accurate attendance. The economic impact: Average Revenue- \$643 per vendor x 75 = \$48,225 conservatively. Does not include surrounding brick-and-mortar sales.

Krista will continue to work on Website Design, Social Media, Vendor Communications, Vendor Recruiting, marketing future events, volunteer management.

- b. FEDC to consider FELPS taking ownership of the 300' antenna tower located at 1146 Hwy 181 S., Floresville, Texas

Charlotte Ximenez-Nelson in contact with Chris Owen, Technology Director and Aaron Wagner, CEO of FELPS. FELPS would like to take ownership of the tower and it would benefit the FEDC in the future by agreeing to exchange the tower ownership for Wi-Fi at our offices downtown, to include wi-fi downtown and the surrounding parks in the city. Charlotte wanted to make the board aware that this will happen in the near future but apprising the board of the benefits.

ITEM 6.) CONSENT AGENDA

The following items are considered routine by the Floresville Economic Development Corporation and will be enacted by one motion. There will not be a separate discussion on these items unless requested by a Board Member, in which event, the item will be removed from the consent agenda and discussed after the consent agenda.

- 6A. Consideration and possible action to approve the Minutes from FEDC's Regular Meeting held on February 10th, 2025.

Motion made by Ben Lamberth to approve the 2/10/25 meeting minutes and seconded by Randy Bruett

NAME	YES	NO	ABSTAIN	ABSENT
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Michelle Tackitt				X
Secretary Angela Turner				X
Director Ben Lamberth	X			
Director Drew Pope				X
Director Steven Moore	X			
Motion Carries 3-0-0-3				

- 6B. Consideration and possible action on Finance Statement Financials for February 2025. **(Director Michelle Tackitt logged in at 6:20pm via zoom)**

Motion made to approve the financial statement by Stephen Moore and seconded by Ben Lamberth

NAME	YES	NO	ABSTAIN	ABSENT
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Michelle Tackitt	X			
Secretary Angela Turner				X
Director Ben Lamberth	X			
Director Drew Pope				X
Director Steven Moore	X			
Motion Carries 4-0-0-2				

ITEM 7.) DISCUSSION AND POSSIBLE ACTION CONCERNING

- 7A. Consideration and action to approve marketing and advertising funds for the South Texas Home and Garden Show.

Motion made to donate \$1,500 to the WCN Home and Garden Show by Stephen Moore and seconded by Ben Lamberth

NAME	YES	NO	ABSTAIN	ABSENT
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Michelle Tackitt	X			
Secretary Angela Turner				X
Director Ben Lamberth	X			
Director Drew Pope				X
Director Steven Moore	X			
Motion Carries 4-0-0-2				

- 7B. Consideration and action to approve the Floresville Peanut Festival Association's use of the FEDC property located at 1400 4th Street for the Festival held on October 10th & 11th 2025.

Albert Saenz asking for the use of the FEDC property at 1400 4th Street be approved for use by the Peanut Festival Association for the "Peanut Patch" during the Floresville Peanut Festival on October 10th and 11th 2025.

Motion made by made by Randy Bruett to approve the use of the FEDC property at 1400 4th Street for Peanut Festival use; Seconded by Ben Lamberth

<i>NAME</i>	<i>YES</i>	<i>NO</i>	<i>ABSTAIN</i>	<i>ABSENT</i>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Michelle Tackitt			X	
Secretary Angela Turner				X
Director Ben Lamberth	X			
Director Drew Pope				X
Director Steven Moore	X			
<i>Motion Carries 3-0-1-2</i>				

- 7C. Consideration and action to approve marketing and advertising funds for the Floresville Peanut Festival Association.

Albert Saenz and Brenda Trevino asked for \$25,000 sponsorship or entertainment and advertising.

Motion made by Ben Lamberth to approve \$25,000 sponsorship seconded by Randy Bruett

<i>NAME</i>	<i>YES</i>	<i>NO</i>	<i>ABSTAIN</i>	<i>ABSENT</i>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Michelle Tackitt			X	
Secretary Angela Turner				X
Director Ben Lamberth	X			
Director Drew Pope				X
Director Steven Moore	X			
<i>Motion Carries 3-0-1-2</i>				

- 7D. Consideration and action to approve marketing and advertising funds for the July 4th City of Floresville celebration.

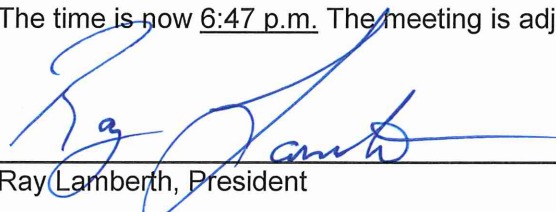
Celina Guerrero, Event Center Manager, asked the FEDC to sponsor the 4th of July City of Floresville celebration in the amount of \$15,000.

Motion was made to approve sponsorship in the 4th of July City Celebration in the amount of \$15,000 by Stephen Moore and seconded by Randy Bruett

NAME	YES	NO	ABSTAIN	ABSENT
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Michelle Tackitt	X			
Secretary Angela Turner				X
Director Ben Lamberth	X			
Director Drew Pope				X
Director Steven Moore	X			
Motion Carries 4-0-0-2				

ITEM 8.) ADJOURN

The time is now 6:47 p.m. The meeting is adjourned.



Ray Lamberth, President