

Ray Lamberth – President  
Randy Bruett – Vice President  
Stephen Moore - Treasurer  
Angela Turner - Secretary

# **MINUTES**

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

Ben Lamberth  
Ryan Shoemaker  
Vacant  
Charlotte Ximenez-Nelson,  
Asst. Executive Director  
Vacant, Exec. Director

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

**November 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 November 10th, 2025, at 6:00 p.m. at 187 State Hwy 97E, Texas 78114 at FELPS, in BOARD ROOM** 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 at 6:00 pm by President, Ray Lamberth.

In attendance: Ray Lamberth, Randy Bruett, Stephen Moore, Ben Lamberth, Angela Turner, Ryan Shoemaker, Charlotte Ximenez-Nelson, Michelle Tackitt, Cynthia Sturm, Monica Veliz, Daniel Santee

Guests: Mayor Gloria Cantu, Council Member Jake Lamberth, Krista Scott, Lora Dolle

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

**ITEM 3.) PLEDGE**

**ITEM 4.) BOARD COMMENTS**

1. President – Ray Lamberth
2. Vice-President – Randy Bruett
3. Treasurer – Vacant
4. Secretary – Angela Turner
5. Director – Ben Lamberth
6. Director – Stephen Moore
7. Director – Ryan Shoemaker

**ITEM 5.) 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.

**ITEM 6.)     PRESENTATION & DISCUSSION**

- a. Floresville Chamber of Commerce update - given by Lora Dolle who provided handouts and report of memberships and renewals.
- b. The Market in Floresville update - Krista Scott of Vanilla Moon Marketing provided a detailed report for The Market on November 8, 2025. 52 vendors participated, Facebook live spots were done, as well as a time lapse video. There was live music and the bookstores held story times. Facebook showed engagement with 4,267 users and over 200,000 users reached. The Market is working on additional signage and banners for display, as well as looking at newspaper ads. All 2026 market dates are booked. The next Market is December 13, 2025 and so far over 40 vendors are booked. President Ray Lamberth suggested the monthly donation be made to the Floresville Food Pantry.
- c. Retail Coach update – report attached

**ITEM 7.)     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.

- 7A. Consideration and possible action to approve the meeting Minutes from FEDC's Regular Meeting held on September 8<sup>th</sup>, 2025.  
October 13<sup>th</sup> meeting cancelled due to no quorum.
- 7B. Consideration and possible action on Finance Statement Financials for October 2025.

**Motion to approve meeting minutes and finance statement made by Angela Turner and seconded by Stephen Moore**

<b>NAME</b>	<b>YES</b>	<b>NO</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer VACANT				
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Stephen Moore	X			
Director Ryan Shoemaker	X			
<b><i>Motion Carries 5-0</i></b>				

**ITEM 8.)      DISCUSSION AND POSSIBLE ACTION CONCERNING**

8A.      Discussion and possible action to appoint a Treasurer for the FEDC Board.

Citizens Comments:

**Motion by Ben Lamberth to appoint Stephen Moore as treasurer and      seconded by Randy Bruett**

<b><i>NAME</i></b>	<b><i>YES</i></b>	<b><i>NO</i></b>	<b><i>ABSTAIN</i></b>	<b><i>ABSENT</i></b>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer VACANT				
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Stephen Moore	X			
Director Ryan Shoemaker	X			
<b><i>Motion Carries 5-0</i></b>				

8B.      Discussion and possible action to approve the FEDC Investment Policy.

Citizens Comments:

**Motion by Randy Bruett to approve and seconded by Angela Turner**

<b><i>NAME</i></b>	<b><i>YES</i></b>	<b><i>NO</i></b>	<b><i>ABSTAIN</i></b>	<b><i>ABSENT</i></b>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

8C.      Discussion and Possible action to renew the Vanilla Moon Marketing agreement for 2026.

Citizens Comments:

**Motion by Ben Lamberth to approve and renew the agreement and seconded by Randy Bruett**

<b><i>NAME</i></b>	<b><i>YES</i></b>	<b><i>NO</i></b>	<b><i>ABSTAIN</i></b>	<b><i>ABSENT</i></b>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

- 8D. Discussion and possible action approving a Memorandum of Understanding with the Floresville Chamber of Commerce that includes funding the Chamber \$10,000 for new business memberships.

Citizens Comments:

**Motion by Randy Bruett to table until the Chamber's renewal date of July 1, 2026 and seconded by Angela Turner**

<i><b>NAME</b></i>	<i><b>YES</b></i>	<i><b>NO</b></i>	<i><b>ABSTAIN</b></i>	<i><b>ABSENT</b></i>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

- 8E. Discussion and possible action approving the Floresville Chamber of Commerce use of our fenced FEDC parking lot at 1400 4<sup>th</sup> Street for Vendor parking during the Christmas Parade and Tree lighting held on November 29<sup>th</sup> 2025.

Citizens Comments:

**Motion by Stephen Moore to approve and seconded by Ben Lamberth**

<i><b>NAME</b></i>	<i><b>YES</b></i>	<i><b>NO</b></i>	<i><b>ABSTAIN</b></i>	<i><b>ABSENT</b></i>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

- 8F. Discussion and Possible action approving the Greater SATX Partnership fee of which \$5000 will be paid by the FEDC and \$5000 by the City for a total amount of \$10,000.

Citizens Comments:

**Motion by Stephen Moore to not approve the \$5,000 partnership fee and seconded by Randy Bruett**

<i><b>NAME</b></i>	<i><b>YES</b></i>	<i><b>NO</b></i>	<i><b>ABSTAIN</b></i>	<i><b>ABSENT</b></i>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

- 8G. Discussion and Possible action to **continue** the BluDot Open Rewards program with an amount of \$5000 plus \$780 for 6 months of administration fees.  
Citizens Comments:

**Motion by Angela Turner to approve to pay the administrative fees and continue to add funds to the rewards distribution account so \$5,000 is available and seconded by Randy Bruett**

<b>NAME</b>	<b>YES</b>	<b>NO</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

- 8H. Discussion and Possible action to continue with the Perry Weather alert system project for community public safety.  
Citizens Comments:

**Motion by Ben Lamberth to table this item and seconded by Stephen Moore**

<b>NAME</b>	<b>YES</b>	<b>NO</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

- 8I. Discussion and Possible action to approve marketing and advertising of The City of Floresville on a billboard at Interstate 37 and 410 interchange closest to the Floresville exit in an amount not to exceed \$11,000.  
Citizens Comments:

**Motion by Angela Turner to approve and seconded by Ben Lamberth**

<b>NAME</b>	<b>YES</b>	<b>NO</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
President Ray Lamberth				
Vice President Randy Bruett	X			
Treasurer Stephen Moore	X			
Secretary Angela Turner	X			
Director Ben Lamberth	X			
Director Ryan Shoemaker	X			
Director VACANT				
<b><i>Motion Carries 5-0</i></b>				

**ITEM 9.) EXECUTIVE (CLOSED) SESSION(S)**

The time is now **7:18 p.m.** and the Board will now hold a closed executive meeting pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in:

The Board of Directors will convene in closed session pursuant to Texas Government Code Section 551.071, Consultation with Attorney and Section 551.087, Deliberating about Economic Development Negotiations; to wit:

1. Renewal of the EMC Strategy agreement – **NO ACTION**
2. Project 2024.002 – **NO ACTION**

**ITEM 10.) ACTION ITEMS FROM EXECUTIVE (CLOSED) SESSION(S)**

The time is now **7:50 p.m.** and hereby close the Executive Session of The Floresville Economic Development Corporation and do hereby reconvene the open session.

- 10A. Consideration and take possible action regarding consultation with Attorney and Economic Development negotiations:
  1. **NO ACTION**
  2. **NO ACTION**

**ITEM 11.) ASSISTANT DIRECTOR'S UPDATE**

Charlotte gave an update and provided a handout to board members

**ITEM 12.) ADJOURN**

The time is now **7:58 p.m.** The meeting is adjourned.



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Ray Lamberth, President