

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
Bernadette Herrera
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.

January 12th, 2026
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 January 12th, 2026, 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 at 6:02 p.m. by President Ray Lamberth.

In attendance: Ray Lamberth, Randy Bruett, Ben Lamberth, Ryan Shoemaker, Bernadette Herrera, Michelle Tackitt, Monica Veliz, Cynthia Sturm

Absent: Stephen Moore, Angela Turner, and Charlotte Ximenez-Nelson

Guests: Krista Scott, Rachel Draper, Brandy Hawkins, Jared Shaw, Dorothy Perez, Jesse Perez

ITEM 2.) INVOCATION Given by Michelle Tackitt

ITEM 3.) PLEDGE Recited by all

ITEM 4.) BOARD COMMENTS

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

No Board comments.

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. **No Public comments.**

ITEM 6.) PRESENTATION & DISCUSSION

- a. The Open Rewards program and marketing campaign – **Krista Scott of Vanilla Moon Marketing spoke to the board and gave update on the success of the campaign through social media and boosting posts. A handout was provided in board member packet.**
- b. Update from 6S Engineering regarding the Hike & Bike Trail Bridge – **A report was provided to each board member by AJL Engineering for observations and recommendations for the Floresville Pedestrian Bridge. The board would like a timeframe of when the bridge will be available for community use.**

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 December 8th, 2025.
- 7B. Consideration and possible action on Finance Statement Financials for December 2025.

Motion by Ben Lamberth and 2nd by Randy Bruett to approve the Meeting Minutes from December 8, 2025 and to accept Finance Statement Financials for December 2025.

<i>NAME</i>	<i>YES</i>	<i>NO</i>	<i>ABSTAIN</i>	<i>ABSENT</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 Bernadette Herrera	X			
<i>Motion Carried 4-0-0-2</i>				

ITEM 8.) DISCUSSION AND POSSIBLE ACTION CONCERNING

8A. Discussion and possible action to approve marketing and advertising the **South Texas Home and Garden Show** hosted by the Wilson County News, to be held on March 21st, 2026.

Citizens Comments: **Brandy Hawkins, with Wilson County News, requested Platinum Sponsorship of \$2,000 for their event.**

Motion by Ben Lamberth and 2nd by Randy Bruett to approve \$2,000 Platinum Sponsorship for marketing and advertising for the South Texas Home and Garden Show.

<i>NAME</i>	<i>YES</i>	<i>NO</i>	<i>ABSTAIN</i>	<i>ABSENT</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 Bernadette Herrera	X			
<i>Motion Carried 4-0-0-2</i>				

8B. Discussion and possible action to approve hiring contractors to work at the Downtown Floresville Market during the peak hours (when needed).
Citizens Comments:

Motion by Ryan Shoemaker and 2nd by Bernadette Herrera to table until the next meeting.

<i>NAME</i>	<i>YES</i>	<i>NO</i>	<i>ABSTAIN</i>	<i>ABSENT</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 Bernadette Herrera	X			
<i>Motion Carried 4-0-0-2</i>				

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

Motion by Randy Bruett and 2nd by Bernadette Herrera to table Executive Session items until the next meeting.

<i>NAME</i>	<i>YES</i>	<i>NO</i>	<i>ABSTAIN</i>	<i>ABSENT</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 Bernadette Herrera	X			
<i>Motion Carried 4-0-0-2</i>				

The time is now _____ 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, for purposes of consulting with its attorney;

10A. Regarding ongoing business and legal matters:

10B. Discussion of potential FEDC positions, job descriptions, and responsibilities:

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

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

10A. Regarding ongoing business and legal matters:

10B. Discussion of potential FEDC positions, job descriptions, and responsibilities:

ITEM 11.) FUTURE AGENDA ITEMS

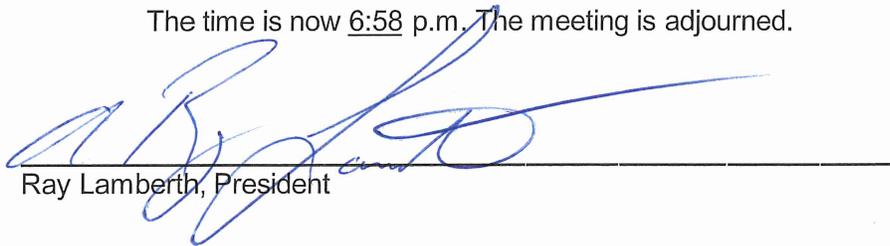
- 11A. Schedule a date and time to discuss the facade and signage grant changes with the volunteer committee.

Michelle will reach out to Angela Turner and Ben Lamberth to schedule a meeting.

ITEM 12.) ASSISTANT DIRECTOR'S UPDATE - Assistant Executive Director Charlotte Ximenez-Nelson was not present. Assistant Michelle Tackitt provided the update.

ITEM 13.) ADJOURN

The time is now 6:58 p.m. The meeting is adjourned.



Ray Lamberth, President