

**CITY OF ALEDO, TEXAS
ALEDO ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING MINUTES
MEETING LOCATION: ALEDO COMMUNITY CENTER
104 ROBINSON COURT
ALEDO, TEXAS 76008
THURSDAY SEPTEMBER 19, 2019
6:00 P.M.**

CALL TO ORDER

President Kit Marshall called the Aledo Economic Development Corporation regular meeting to order at 6:00 p.m. on Monday April 8, 2019 at the Aledo Community Center, 104 Robinson Court, Aledo, TX 76008. Also in attendance at this meeting were: Director Randy Keck, Director Spencer Perry and Director Nick Stanley. Director Kimberly Hiebert and Director Ryan Merrill were not present giving prior notice of their absence.

Staff members present were: City Administrator Bill Funderburk and City Secretary Deana McMullen

INVOCATION AND PLEDGE OF ALLEGIANCE

President Kit Marshall gave the Invocation and led the Pledge of Allegiance.

APPROVAL OF MINUTES

1. Regular Minutes from August 19, 2019.

One correction was needed. That is to remove the word East in front of Parker County Economic Development Corporation.

Motion was made by Director Nick Stanley, seconded by Director Randy Keck to approve the minutes from the August 19, 2019 with correction as noted.

Motion carried 4-0

OTHER BUSINESS

2. Discussion and action concerning approval of Aledo Economic Development Corporation joining the Parker County Economic Development Corporation.

Ms. Allison Baker from Parker County Economic Development Corporation was here to discuss how the support that Parker County EDC would justify the City of Aledo joining them. The

price to join at the silver level would be \$7,500. If after one year the City is not satisfied with the results of being a member, then they are not required to renew.

Following discussion motion was made by Director Randy Keck, seconded by Director Nick Stanley to approve the Aledo Economic Development Corporation joining the Parker County Economic Development Corporation at the silver level for the price of \$7,500.00

Motion carried 4-0

3. Presentation and Discussion from Karley Adrion regarding a design analysis & guideline project she has done for the City of Aledo.

Ms. Karley Adrion addressed the AEDC Board regarding a design analysis and guideline project she did for the City of Aledo as a project for her Master degree in Visual Communication Design. In this program it focuses on graphic design as problem solving design. Ms. Adrion chose the City of Aledo because she lives here and is familiar with Aledo. The focus was mainly on the buildings downtown and overall aesthetics of the City. The City is commonly known for the School System. And the City has even adopted the colors of Orange/Black into their logo which is also the colors for the school. In the research and considering future developments the City should consider a Community Gathering Place; Historic Main Street(s); Focus on existing structures to make them more modern. The buildings should be visually consistent. Focus on perseveration while blending in new development such as with awnings and signage for example. Director Randy Keck stated that while we are tied to the School District and their Branding the City should work on their own Branding.

It was stated that Ms. Adrion did a great job and that maybe she could come back and be a part of the discussion when the Velocity Group returns to Aledo. Ms. Adrion left a copy of her project book with the City for future use.

No action was taken on this item

4. Discussion and action concerning update from Velocity Group.

As of now we do not currently have an updated rough draft of the report back from the Velocity Group. We expect for the Velocity Group to be back in town the week of November 11, 2019 for follow up meetings with staff and City Council.

REPORTS

5. AEDC Monthly Financial Statement
6. Building Permits
7. Community Center Rentals
8. Update on Events

There were no questions or any discussions regarding the reports presented at this meeting.

AEDC MEMBERS AND STAFF COMMENTS

(In compliance with the Texas Open Meetings Act, AEDC members may comment on routine city matters may ask questions of staff that require only responses of factual information or statements of existing city policy, or may request that non-routine matters of public concern be placed in a future agenda. AEDC members may not discuss non-agenda items among themselves. In compliance with the Texas Open Meetings Act, city staff members may comment on routine city operations and projects. Staff members may respond to questions from others only with statements of factual information or existing city policy.

Director Nick Stanley wanted to discuss the possibilities of contacting someone with the Dean Ranch to see what the future plans of that might be and see if there would be any way the City of Aledo could annex the ranch into the City's ETJ.

ADJOURN

With there being nothing further to discuss or consider President Kit Marshall adjourned the regular meeting of the Aledo Economic Development Corporation at 7:15 p.m.

PASSED AND APPROVED THIS THE 12th DAY OF March 2020.



Kit Marshall
Kit Marshall, President

Deana McMullen
Deana McMullen, City Secretary