

August 19, 2025
Yoakum City Hall
Conference Room –11:30 AM

REGULAR MEETING OF THE YOAKUM ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS

PRESENT: Layne Brandt President
Whitney Boone Vice President
Linda Schmidt Secretary
Pam Ward Director
Michael Trojcek Director
Genora Young Executive Director
Michael Mitchell City Manager
Theresa A. Bowe City Clerk

ABSENT: Carl O'Neill Director
Tanya Wenzel Director

President Brandt called the meeting to order at 11:36 A.M.

The minutes of July 14, 2025 Joint Meeting of City Council and YEDC Board and Minutes of July 15, 2025 YEDC Board Meeting were presented. Secretary/Treasurer Schmidt moved to accept the Minutes as presented. Director Trojcek seconded, and the motion carried unanimously.

Brian Ulmer, Finance Director, and Christy Riggs, Assistant Finance Director were introduced to the Board. Ms. Riggs provided information to clarify reports and answer questions. Ms. Riggs suggested presenting YEDC Financials directly from the City of Yoakum's software program beginning October 1, 2025. Director Trojcek moved to approve the financials. Vice President Boone seconded, and the motion carried unanimously.

ED Young provided details regarding the Phase III grant application for Freebird Salon. The outdoor space is meant to be a visually appealing and relaxing area for customers and the public. Brandon Welch was available to share information and answer questions. Estimated cost of \$24,000 will cover Phase III exterior landscaping. The grant request is in an amount not to exceed \$12,000 or half of the total landscaping estimate. With Board approval of the Phase III request, the total grant amount for Phases I, II, and III shall not exceed \$53,000. Director Ward moved to approve funding for Phase III, exterior landscaping, in an amount not to exceed \$12,000 and set a Public Hearing to receive citizen comments during the September 16, 2025 Meeting. Vice President Boone seconded the motion and the motion carried unanimously. ED Young was directed to post Notice of the Public Hearing date in the Wednesday, August 27, 2025 edition of the Yoakum Herald Times.

Bryan Beatty of FT ZoomProspector Enterprise joined the Board meeting via Zoom Meetings. Information about FT ZoomProspector Enterprise was made available for budget consideration. The program is a site selection tool which is embedded in websites for the purpose of providing Census, economic, social, healthcare, educational, and business data. Mr. Beatty answered questions regarding the ease of use, an estimated time for "going live" with the product, and the benefits of the program. The annual membership cost for the program is \$5,000. No action was taken.

Director Wenzel joined the meeting and Vice President Boone left the meeting following Mr. Beatty's presentation.

The Executive Director's Update included a written report. City Council awarded the IP2 Water/wastewater construction contract to the low bid, Capital Underground.

Funding for Navy's Place was completed in August.


The Board was made aware of an upcoming event, Stand Up Rural America, a Rural Forum scheduled for October 7 & 8, 2025 in Gonzales, Texas. Businesses are encouraged to attend the two-day Forum.

ED Young informed the Board that GCRPC General Assembly will be hosted by Lavaca County, August 27th from 6:00 PM to 9:00 PM at Blasé's Place.


Texas Independence Trail membership includes two FREE events. Additional events are available at a discounted rate.

The Board did not enter into Executive Session.

There being no further business, the meeting adjourned at 1:10 P.M.


Layne Brandt, President

ATTEST:


Theresa A. Bowers, City Clerk

