



ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION  
**REGULAR MEETING – TUESDAY, MARCH 25, 2025 – 7:00 A.M.**  
 ROYSE CITY TRI-COUNTY CHAMBER OF COMMERCE - MEETING ROOM  
 216 N. ARCH ST., SUITE D – ROYSE CITY, TX 75189

<b>CDC STAFF - PRESENT</b> CDC SECRETARY/ASSISTANT TONYA BROWN <b>CITY STAFF</b> CITY ATTORNEY JASON DAY	<b>BOARD MEMBERS - PRESENT</b> PRESIDENT, RICHARD PENSE MEMBER, MAYOR CLAY ELLIS TREASURER BLAIR JOHNSON MEMBER, COUNCILMAN MICHAEL HOLDER VICE PRESIDENT, RUSSELL THOMAS MEMBER CRAIG LAWRENCE SR. MEMBER DAN MCREYNOLDS
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THE ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION (RCCDC) BOARD OF DIRECTORS RESERVES THE RIGHT TO REALIGN THE ORDER OF THE AGENDA OR ADJOURN INTO EXECUTIVE SESSION TO DISCUSS ANY OF THE MATTERS LISTED ON THE AGENDA AT ANY TIME PRIOR TO ADJOURNMENT AS AUTHORIZED BY THE FOLLOWING TEXAS GOVERNMENT CODES: § 551.071 CONSULTATION WITH ATTORNEY

§ 551.072 DELIBERATIONS ABOUT REAL PROPERTY

§ 551.074 PERSONNEL MATTERS

§ 551.087 DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATION

#### AGENDA TOPICS:

- A. **CALL TO ORDER: A QUORUM WAS PRESENT. AT 7:00 A.M., MR. PENSE CALLED THE MEETING TO ORDER.**
- B. **INVOCATION: MR. ELLIS GAVE THE INVOCATION.**
- C. **CITIZENS PARTICIPATION: NO CITIZEN PARTICIPATION.**
  - i. **Persons may have three (3) minutes to address the board. By law, the board (1) may not deliberate on items not listed on the agenda and (2) may only respond with a statement of fact, state policy regarding the issue, or propose placing the item on a future agenda for deliberation.**
- D. **CONSENT AGENDA:**
  1. **APPROVE THE FEBRUARY 25, 2025, REGULAR MEETING MINUTES**
  2. **RECEIVE FINANCIAL REPORTS AND SALES TAX DATA FOR MARCH 2025.**  
**MRS. BROWN REPORTED A 9.6% INCREASE OVER MARCH 2024 SALES TAX REVENUE AND AN OVERALL 10.2% INCREASE OVER THE ROLLING 12-MONTH PERIOD. NO DISCUSSION WAS HAD REGARDING THE MINUTES. SHE ALSO GAVE AN UPDATE ON THE ESTIMATED UNENCUMBERED BALANCE AT THE END OF FY25.**
    - **AT 7:03 A.M., MR. LAWRENCE MADE A MOTION TO ACCEPT THE MINUTES AS PRESENTED.**
    - **MR. MCREYNOLDS SECONDED THE MOTION.**
    - **THE MOTION CARRIED 7:0.**
- E. **NEW BUSINESS:**
  1. **PRESENTATION FOR AN INCENTIVE TO LANDLORD AND TENANT BY LUKE KIEFFER AND JAMES THOMPSON FOR A CO-BRANDED CONCEPT AT 134 E. MAIN ST. AND ANY MATTERS RELATED THERETO.**  
**MR. THOMPSON AND MR. KIEFFER GAVE A PRESENTATION REQUESTING AN ECONOMIC INCENTIVE FROM THE CDC. MR. THOMPSON ASKED FOR \$50,000 TO HELP OFFSET THE COSTS OF REMODELING HIS BUILDING TO BRING MR. KIEFFER'S CONCEPT OF A CO-BRANDED SWEET FROG & ROCKY MOUNTAIN CHOCOLATE FACTORY TO DOWNTOWN. MR. KIEFFER ASKED FOR A \$150,000 GRANT, TO PAID OVER A PERIOD OF TIME TO HELP OFFSET HIS START-UP COSTS AND FUTURE MAINTENANCE OF THE EQUIPMENT.**
  2. **PRESENTATION FOR AN INCENTIVE FOR A RESTAURANT CONCEPT BY RAM YENNAM AT 105 W. MAIN STREET, PRESENTED BY JAMES THOMPSON, AND ANY MATTERS RELATED THERETO.**  
**MR. THOMPSON, THE GENERAL CONTRACTOR FOR THIS PROJECT, GAVE A BRIEF PRESENTATION. FREIT LLC, WHO IS BUYING THE BUILDING, IS ASKING FOR \$360,000 TO HELP OFFSET A PORTION OF THE CAPITAL INVESTMENT (MINIMUM OF \$900,000) FOR THE IMPROVEMENTS AND TO BRING IRON PLOW, AN UPSCALE SPORTS BAR AND RESTAURANT, TO DOWNTOWN. THEY WILL BE OPEN 7 DAYS A WEEK: BRUNCH ON FRIDAY, SATURDAY, AND SUNDAY AND 11 A.M. MONDAY THROUGH THURSDAY.**

3. PROPOSAL BY ANVIL BREWING AND ANY MATTERS RELATED THERETO.

MR. ALDREDGE MADE A PRESENTATION REGARDING HIS REQUEST TO BUY THE CDC OUT OF ITS EXCUTED AGREEMENT WITH ANVIL BREWING NO. 2 TO ATTRACT INVESTORS OR FOR AN AMENDMENT TO THE CURRENT AGREEMENT.

4. DISCUSS AND ACT REGARDING AMENDING THE CDC BYLAWS AND ANY MATTERS RELATED THERETO.

MR. DAY BREIFLY DISCUSSED THE AMENDMENTS TO THE BYLAWS AND SAID HE WOULD SEND OUT A RED-LINED VERSION TO THE BOARD FOR CONSIDERATION.

- MAYOR ELLIS MADE A MOTION TO TABLE ACTING ON THE BYLAWS AMENDMENT.
- MR. THOMAS SECONDED THE MOTION.
- THE MOTION CARRIED 7:0.

5. DISCUSS AND ACT ON UPGRADING SERVICES WITH FLYER VIEW TO INCLUDE DIGITAL MAPPING SERVICES (STORY MAPS) AND ANY MATTERS RELATED THERETO.

MR. PENSE DISCUSSED THE CDC'S NEED TO UPGRADE OUR MAPS TO AN INTERACTIVE PLATFORM UTILIZING GIS SERVICES WITH FLYER VIEW. THE UPGRADED PLATFORM WOULD ALLOW THE ADDITION OF SPECIFIC LAYERS ON AN AS-NEEDED BASIS; IT WOULD BE MOBILE FRIENDLY AND INTEGRATE WITH OUR WEBSITE.

- MAYOR ELLIS MADE A MOTION TO APPROVE THE FLYERVIEW PLATINUM PLAN AND WORK WITH THE CITY TO CONNECT THE TWO SYSTEMS TO WORK SYNERGISTICALLY.
- MR. HOLDER SECONDED THE MOTION.
- THE MOTION CARRIED 7:0.

F. STAFF REPORT:

1. CDC INSURANCE: MRS. BROWN REPORTED THAT SHE RECEIVED AN APPLICATION FROM AN INSURANCE AGENT BUT HAS NOT SUBMITTED THE APPLICATION TO THE AGENT.

2. INCENTIVE UPDATE REPORT

- SMOKE SESSIONS: AS OF LATE LAST WEEK, THE ENGINEERS WERE STILL WORKING ON THE EASEMENT DOCUMENTS.
- DUST FREE: WE ARE WAITING FOR MR. BURNETT TO SUBMIT THE DOCUMENTS REQUIRED FOR THE PAYMENT OF THE GRANT.
- FOUR BROTHERS: MR. KELLY IS WORKING WITH ANOTHER CONTRACTOR TO GET A LOWER BID.

G. RECESS INTO CLOSED EXECUTIVE SESSION IN COMPLIANCE WITH TEXAS GOVERNMENT CODE TO WIT: AT 7:35 A.M.

H. 551.087 – DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS

1. DELIBERATE REGARDING AN INCENTIVE TO LANDLORD AND TENANT, BY LUKE KEIFFER, FOR A CO-BRANDED CONCEPT AT 134 E. MAIN ST. AND ANY MATTERS RELATED THERETO.
2. DELIBERATE REGARDING AN INCENTIVE BY JAMES THOMPSON FOR A RESTAURANT CONCEPT AT 105 W. MAIN STREET AND ANY MATTERS RELATED THERETO.
3. DELIBERATE REGARDING THE PROPOSAL BY ANVIL BREWING AND ANY MATTERS RELATED THERETO.
4. DELIBERATE REGARDING EXTENDING THE DEADLINE OF THE GREGG LISCIOTTI PERFORMANCE AGREEMENT AND ANY MATTERS RELATED THERETO.
5. DELIBERATE REGARDING DIRECTING AND AUTHORIZING CDC STAFF TO ISSUE LETTERS OF DEFAULT, IF AND WHEN A DEFAULT OCCURS, AND ANY MATTERS RELATED THERETO.
6. DELIBERATE REGARDING RETAIL PROSPECT NEGOTIATIONS AND ANY MATTERS RELATED THERETO.

I. ADJOURN EXECUTIVE SESSION AT 8:40 A.M.

J. RECONVENE REGULAR SESSION AND TAKE ANY ACTION NECESSARY AS A RESULT OF EXECUTIVE SESSION DELIBERATIONS. AT 8:40 A.M.

1. INCENTIVE TO LANDLORD AND TENANT, BY LUKE KEIFFER, FOR A CO-BRANDED CONCEPT AT 134 E. MAIN ST. AND ANY MATTERS RELATED THERETO.

- MR. MCREYNOLDS MADE A MOTION TO GRANT AN INCENTIVE AS DISCUSSED IN EXECUTIVE SESSION.
  - MAYOR ELLIS SECONDED THE MOTION.
  - THE MOTION CARRIED 7:0.
2. INCENTIVE BY JAMES THOMPSON FOR A RESTAURANT CONCEPT AT 105 W. MAIN STREET AND ANY MATTERS RELATED THERETO.
- MR. HOLDER MADE A MOTION TO APPROVE THE INCENTIVE AS PRESENTED IN EXECUTIVE SESSION.
  - MAYOR ELLIS SECONDED THE MOTION.
  - THE MOTION CARRIED 7:0
3. PROPOSAL BY ANVIL BREWING AND ANY MATTERS RELATED THERETO.
- MAYOR ELLIS MADE A MOTION TO GIVE MR. PENSE AUTHORITY TO NEGOTIATE WITH ANVIL BREWING AS DISCUSSED IN EXECUTIVE SESSION.
  - MR. JOHNSON SECONDED THE MOTION.
  - THE MOTION CARRIED 7:0.
4. EXTENDING THE DEADLINE OF THE GREGG LISCIOTTI PERFORMANCE AGREEMENT AND ANY MATTERS RELATED THERETO.
- MAYOR ELLIS MADE A MOTION TO EXTEND THE DEADLINE FOR GREGG LISCIOTTI AND AUTHORIZE LEGAL COUNSEL TO MAKE ANY FORMAT CHANGES AND PARTY DESIGNATIONS.
  - MR. HOLDER SECONDED THE MOTION.
  - THE MOTION CARRIED 7:0.
5. DIRECTING AND AUTHORIZING CDC STAFF TO ISSUE LETTERS OF DEFAULT IF AND WHEN A DEFAULT OCCURS AND ALL MATTERS RELATED THERETO.
- MR. MCREYNOLDS MADE A MOTION THAT UPON DEFAULT OF ANY CDC LEASE, THE CDC PRESIDENT IS AUTORIZED TO DIRECT LEGAL COUNSEL TO TAKE LEGAL ACTION TO REMEDY THE ISSUE.
  - MAYOR ELLIS SECONDED THE MOTION.
  - THE MOTION CARRIED 7:0.
6. RETAIL PROSPECT NEGOTIATIONS AND ANY MATTERS RELATED THERETO.
- NO ACTION

K. ADJOURN

- MAYOR ELLIS MADE A MOTION TO ADJOURN.
- MR. LAWRENCE SECONDED THE MOTION.
- THE MOTION CARRIED 7:0.
- THE MEETING ADJOURNED AT 8:43 A.M.

APPROVED AND PASSED BY THE ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION ON THE 22nd DAY OF March, 2025, 5:0.

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RICHARD PENSE – PRESIDENT/ACTING DIRECTOR

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ATTEST: TONYA BROWN SECRETARY