



ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION  
REGULAR MEETING – TUESDAY, JUNE 24, 2025 – 7:00 A.M.  
ROYSE CITY TRI-COUNTY CHAMBER OF COMMERCE - MEETING ROOM  
216 N. ARCH ST., SUITE D – ROYSE CITY, TX 75189

**CDC STAFF - PRESENT**  
CDC SECRETARY/ASSISTANT TONYA BROWN  
**CITY STAFF - PRESENT**  
CITY ATTORNEY JASON DAY  
CITY DEVELOPMENT SERVICES DIRECTOR, LACEY RODGERS

**BOARD MEMBERS - PRESENT**  
PRESIDENT, RICHARD PENSE  
MEMBER, MAYOR CLAY ELLIS  
MEMBER CRAIG LAWRENCE SR.  
MEMBER DAN MCREYNOLDS  
**BOARD MEMBERS - ABSENT**  
TREASURER BLAIR JOHNSON  
MEMBER, COUNCILMAN MICHAEL HOLDER  
VICE PRESIDENT, RUSSELL THOMAS

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: **MR. PENSE CALLED THE MEETING TO ORDER AT 7:00 A.M.**
- B. INVOCATION: **INVOCATION WAS GIVEN BY COUNCILMEMBER ELLIS.**
- C. CITIZENS 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 MAY 27, 2025, REGULAR MEETING MINUTES  
**THERE WERE NO COMMENTS REGARDING THE MAY 27, 2025, MEETING MINUTES.**
  2. RECEIVE FINANCIAL REPORTS AND SALES TAX DATA FOR JUNE 2025.  
**MRS. BROWN GAVE A BRIEF OVERVIEW OF THE CORPORATIONS' SALES TAX DATA FOR JUNE 2025. IN COMPARISON TO JUNE OF 2024, SALES TAX REVENUE WAS DOWN BY 1.1%. THIS BROUGHT THE ROLLING 12-MONTH AVERAGE DOWN TO AN INCREASE OF 7.1%.**
    - **AT 7:02 A.M., COUNCILMEMBER ELLIS MADE A MOTION TO APPROVE THE CONSENT AGENDA.**
    - **MR. MCREYNOLDS SECONDED THE MOTION.**
    - **THE MOTION CARRIED 4:0.**
- E. PUBLIC HEARING:

**TAKE PUBLIC COMMENT REGARDING AN ECONOMIC DEVELOPMENT INCENTIVE GRANT TO HXH STUDIOS FOR \$26,150.**

  - For the public purpose of promoting economic development and diversity, increasing employment, reducing unemployment, expanding commerce, and stimulating business and commerce activities in the State of Texas, Rockwall County, the City Council of the City of Royse City, and the RCCDC Board have approved an incentive grant, not to exceed \$16,500 to HXH STUDIOS to help offset the costs of EXTERIOR RENOVATIONS AND A PARKING LOT EXPANSION AT THEIR PLACE OF BUSINESS located at 413 I-30, Royse City, TX. HXH STUDIOS will make a capital investment of at least \$26,150 to pave the way for future expansion and create or retain up to 9 jobs. The approved grant is a reimbursement grant that will be paid upon completion of the renovation, contingent upon the execution of a Performance Agreement with the RCCDC.

AT 7:02 A.M., BOARD PRESIDENT PENSE CONVENED THE PUBLIC HEARING. NO ONE FROM THE PUBLIC WAS PRESENT FOR THE HEARING.

F. CLOSE PUBLIC HEARING AND RECONVENE REGULAR SESSION: AT 7:03 A.M., BOARD PRESIDENT PENSE CLOSED THE PUBLIC HEARING AND RECONVENED THE REGULAR SESSION.

G. NEW BUSINESS:

- 1. PRESENTATION BY DEVELOPER JAMES THOMPSON REGARDING A PROPOSED PROJECT LOCATED ON THE EAST SIDE OF DOWNTOWN ROYSE CITY AT OR NEAR 305 E. MAIN STREET.

MR. THOMPSON HAS PROPOSED A PROJECT TO BE LOCATED AT HIS LOT AT 305 E. MAIN STREET, WHICH WOULD REQUIRE THE USE OF THE ADJACENT LOT, OWNED BY THE CITY OF ROYSE CITY. THE PROJECT WOULD TAKE TWO SMALL LOTS OF DILAPIDATED PROPERTIES AND COMBINE THEM TO MAKE A MORE IMPRESSIVE ENTRANCE INTO DOWNTOWN ROYSE CITY. HIS PROPOSED PROJECT WOULD INCLUDE OFFICE SPACE AND STREET PARKING THAT DON'T CURRENTLY EXIST. HE IS ASKING THE CDC (WHO WOULD RECEIVE THE PROPERTY FROM THE CITY) TO CONVEY THE PROPERTY TO HIM AS AN INCENTIVE FOR THE PROPOSED PROJECT, WHICH HE EXPECTS TO BE COMPLETED IN TWO YEARS. COUNCILMAN ELLIS VOICED HIS DESIRE FOR THE PROJECT ALSO TO INCLUDE A SALES TAX REVENUE GENERATOR. MR. THOMPSON SAID HE HAS HAD CONVERSATIONS WITH SEVERAL SALES TAX GENERATING BUSINESSES INTERESTED IN OPENING OR RELOCATING AT HIS PROPOSED PROJECT SITE.

- 2. DISCUSSION REGARDING MIDYEAR BUDGET REVIEW

MRS. BROWN GAVE A BRIEF REVIEW OF THE FY25 BUDGET AND A ROUGH DRAFT OF THE FY26 BUDGET FOR THE BOARD TO CONSIDER AND OFFER RECOMMENDATIONS FOR THE COMING FISCAL YEAR. THIS WAS AN INITIAL DISCUSSION; NO ACTION WAS TAKEN. AN ITEM OF DISCUSSION WAS THE NEED FOR IMPROVEMENTS TO THE RCCDC OFFICE. THE BOARD AGREED TO HAVE STAFF REQUEST BIDS FOR THE IMPROVEMENTS.

[COUNCILMAN ELLIS ASKED MR. THOMPSON FOR AN UPDATE TO IRON PLOW. MR. THOMPSON EXPLAINED THAT THEY HAVE STARTED CLEANING UP AND DISCUSSED SOME OF THE PROCESSES THEY ARE GOING THROUGH WITH THE CITY FOR PERMITTING. CITY DEVELOPMENT SERVICES DIRECTOR LACEY RODGERS CLARIFIED THE PROCESS FOR MR. THOMAS AND THE BOARD. THE PROJECT REQUIRES CERTAIN APPROVALS SINCE IT IS IN THE HISTORIC DISTRICT.

H. STAFF REPORT:

- 1. OPEN EXECUTIVE DIRECTOR POSITION: THE POSITION HAS BEEN POSTED. CITY MANAGER CARL ALSABROOK EXPECTS TO HAVE THE POSITION FILLED BY THE END OF JULY.
- 2. ICSC FOLLOW-UPS: MRS. BROWN SAID FOLLOW-UP EMAILS HAVE GONE OUT AND THE OFFICE HAS RECEIVED RESPONSES TO THE EMAILS.
- 3. RETAIL LIVE: THIS EVENT, SIMILAR TO ICSC LAS VEGAS, TAKES PLACE IN AUSTIN IN SEPTEMBER. IT IS A SMALLER VENUE THAN ICSC VEGAS, BUT OFFERS A GREATER VARIETY OF RETAILERS IN A MORE RELAXED ATMOSPHERE TO DISCUSS OPPORTUNITIES IN ROYSE CITY.
- 4. INCENTIVE UPDATE:

- 50/50 RANCH, LLC – JAMES THOMPSON:  
MR. THOMPSON UPDATED THE BOARD ON HIS PROJECT LOCATED AT THE PROPERTY PREVIOUSLY OCCUPIED BY SWEETFACE SUGAR SHOP AND BAKERY. SWEET FROG FRANCHISE LUKE KIEFFER, HAD PROPOSED A CO-BRANDED CONCEPT TO INCLUDE SWEET FROG FROZEN YOGURT AND ROCKY MOUNTAIN CHOCOLATE FACTORY. RECENTLY, ROCKY MOUNTAIN CHOCOLATE FACTORY HAS HAD A CHANGE OF HEART; THEY NO LONGER AGREE TO A CO-BRANDED CONCEPT WITH SWEET FROG.
- SMOKE SESSIONS LAND CONVEYANCE: THE AMENDED PERFORMANCE AGREEMENT HAS BEEN SIGNED AND EASEMENTS HAVE BEEN SIGNED AND FILED WITH THE COUNTY. THE FINAL STEP WILL REQUIRE A TITLE COMPANY TO CONVEY THE PROPERTY TO SMOKE SESSIONS LAND HOLDINGS.
- FOUR BROTHERS: NO UPDATES HAVE BEEN RECEIVED FROM CASEY KELLY.



- ANVIL: THIS ITEM WAS MOVED INTO CLOSED EXECUTIVE SESSION FOR DISCUSSION.

I. RECESS INTO CLOSED EXECUTIVE SESSION IN COMPLIANCE WITH TEXAS GOVERNMENT CODE TO WIT: AT 7:37 A.M., MR. PENSE RECESSED REGULAR SESSION TO ENTER INTO CLOSED SESSION.

§ 551.071 CONSULTATION WITH ATTORNEY, § 551.072 DELIBERATIONS ABOUT REAL PROPERTY,

§ 551.074 PERSONNEL MATTERS, § 551.087 DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATION

1. DISCUSS AND DELIBERATE REGARDING RECENT DEVELOPMENTS ON THE LUKE KIEFFER (ROYSE CITY SF, LLC) PROJECT LOCATED AT 134 E. MAIN ST., AND ANY MATTERS RELATED THERETO.
2. DISCUSS AND DELIBERATE REGARDING THE PRESENTATION BY DEVELOPER JAMES THOMPSON FOR A PROPOSED PROJECT LOCATED ON THE EAST SIDE OF DOWNTOWN ROYSE CITY AT OR NEAR 305 E. MAIN STREET AND ANY MATTERS RELATED THERETO.
3. DISCUSS AND DELIBERATE REGARDING RECEIVING CITY PROPERTY AT 315 E. MAIN, LEGALLY DESCRIBED AS BUSINESS, BLOCK A, LOT 1 & E 18.20' OF LOT 2 TO BE USED AS AN INCENTIVE TO LOCAL DEVELOPER JAMES THOMPSON AND ANY MATTER RELATED THERETO.
4. DISCUSS AND DELIBERATE REGARDING POSSIBLE PARTICIPATION IN AN INCUBATOR PROJECT, AND ANY MATTERS RELATED THERETO.

J. I. ADJOURN EXECUTIVE SESSION: AT 8:25 A.M.

K. RECONVENE REGULAR SESSION AND TAKE ANY ACTION NECESSARY AS A RESULT OF EXECUTIVE SESSION DELIBERATIONS ON THE FOLLOWING MATTERS: MR. PENSE RECONVENED REGULAR SESSION AT 8:25 A.M.

1. DISCUSS AND ACT REGARDING RECENT DEVELOPMENTS WITH THE ROYSE CITY SF, LLC (LUKE KIEFFER ) PROJECT LOCATED AT 134 E. MAIN ST. AND ANY MATTERS RELATED THERETO.
  - COUNCILMAN ELLIS MADE A MOTION FOR SWEET FROG TO BE THE ONLY BUSINESS (REQUIRED FOR THE PROJECT LOCATION) BUT MAINTAIN THE (PERFORMANCE) REQUIREMENTS (OF THE AGREEMENT).
  - COUNCILMAN ELLIS REPHRASED HIS ORIGINAL MOTION AND MADE A MOTION TO APPROVE THE INCENTIVE AGREEMENT WITH SWEET FROG WITH OR WITHOUT A SECOND BUSINESS.
  - MR. LAWRENCE SECONDED THE MOTION.
  - THE MOTION PASSED 4:0.
2. DISCUSS AND ACT REGARDING THE PRESENTATION BY DEVELOPER JAMES THOMPSON FOR A PROPOSED PROJECT LOCATED ON THE EAST SIDE OF DOWNTOWN ROYSE CITY AT OR NEAR 305 E. MAIN STREET AND ANY MATTER RELATED THERETO.  
NO ACTION AT THIS TIME. THE BOARD WANTS MORE INFORMATION ON THE PROJECT AND FOR IT TO ADDRESS PARKING ISSUES.
3. DISCUSS AND ACT REGARDING CITY PROPERTY LOCATED AT 315 E. MAIN AND LEGALLY DESCRIBED AS BUSINESS, BLOCK A, LOT 1 & E 18.20' OF LOT 2 AND ANY MATTER RELATED THERETO.
  - MR. MCREYNOLDS MADE A MOTION TO ALLOW THE CITY ATTORNEY AND RCCDC PRESIDENT TO WORK WITH THE CITY TO TRANSFER THE PROPERTY ABOVE (3.) TO THE RCCDC TO BE USED AS AN INCENTIVE.
  - COUNCILMAN ELLIS SECONDED THE MOTION.
  - THE MOTION CARRIED 4:0.
4. DISCUSS AND ACT REGARDING POSSIBLE PARTICIPATION IN AN INCUBATOR PROJECT, AND ANY MATTERS RELATED THERETO.
  - MR. LAWRENCE MADE A MOTION TO ALLOW BOARD PRESIDENT PENSE AND BOARD VICE PRESIDENT THOMAS TO RESEARCH AND POSSIBLY ENTER INTO AN LOI CONCERNING THE PROPOSED RESTAURANT INCUBATOR PROJECT.
  - COUNCILMAN ELLIS SECONDED THE MOTION.
  - THE MOTION CARRIED 4:0.

## L. ADJOURN:

- AT 8:29 A.M., MR. ELLIST MADE A MOTION TO ADJOURN.
- MR. LAWRENCE SECONDED THE MOTION.
- THE MOTION CARRIED 4:0.
- THE MEETING ADJOURNED AT 8:29 A.M.

APPROVED AND PASSED BY THE ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION ON THE 22ND DAY OF JULY, 2025,  
7:0.



RICHARD PENSE – PRESIDENT/ACTING DIRECTOR



ATTEST: BLAIR JOHNSON, SECRETARY