



ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION
REGULAR MEETING – TUESDAY, AUGUST 26, 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:

EXECUTIVE DIRECTOR, TOM WOODY
 DIRECTOR OF OPERATIONS, RICHARD PENSE
 ASSISTANT, TONYA BROWN

CITY STAFF PRESENT:

CITY ATTORNEY, JASON DAY

BOARD MEMBERS PRESENT:

PRESIDENT, CRAIG LAWRENCE
 VICE PRESIDENT, RUSSELL THOMAS
 SECRETARY/TREASURER, BLAIR JOHNSON
 MEMBER/COUNCILMAN, CLAY ELLIS
 MEMBER, DAN MCREYNOLDS

BOARD MEMBERS ABSENT:

MEMBER/COUNCILMAN, MICHAEL HOLDER

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: **AT 7:00 A.M., MR. LAWRENCE CALLED THE MEETING TO ORDER. A QUORUM WAS PRESENT.**
- B. INVOCATION: **COUNCILMAN ELLIS GAVE THE INVOCATION.**
- C. CITIZENS PARTICIPATION: **MR. LAWRENCE RECOGNIZED CITY STAFF IN ATTENDANCE: MAIN STREET DIRECTOR PAULA MORRIS, REALTOR WENDY JOHNSON, OFFICER TODD AVERY, AND OFFICER MICHEAL BALEY INTRODUCED THEMSELVES. THERE WAS NO CITIZEN PARTICIPATION.**

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. APPROVAL OF 7-22-25 REGULAR MEETING MINUTES AND 8-12-25 SPECIAL CALLED MEETING MINUTES.
2. RECEIVE CDC FINANCIALS AND SALES TAX REVENUE DATA FOR AUGUST 2025.
 - MR. JOHNSON MADE A MOTION TO APPROVE THE CONSENT AGENDA.
 - MR. MCREYNOLDS SECONDED THE MOTION.
 - THE MOTION CARRIED 5:0

- MR. LAWRENCE INTRODUCED THE CDC'S TWO NEW DIRECTORS, TOM (WOODY) AND RICHARD (PENSE). HE ALSO EXPRESSED HIS EXCITEMENT ABOUT THE NEW DIRECTION OF THE CDC UNDER THEIR LEADERSHIP.
- MRS. BROWN REVIEWED THE ORGANIZATION'S SALES TAX REVENUE FOR THE MONTH OF AUGUST. IN 2025, SALES TAX REVENUE (\$194,088) INCREASED BY 15.31% OVER 2024, BRINGING THE ROLLING 12-MONTH PERIOD TO AN INCREASE OF 9.7%.

E. NEW BUSINESS:

1. CONSIDER AND ACT REGARDING A PRESENTATION BY OFFICER BALEY AND OFFICER AVERY OF THE ROYSE CITY POLICE DEPARTMENT REQUESTING A GRANT FOR FOUR LICENSE PLATE READER CAMERAS, AND ANY MATTERS RELATED THERETO.

OFFICER AVERY SPOKE ABOUT THE DEPARTMENT'S NEED FOR ADDITIONAL LICENSE PLATE READERS (LPRS) FROM A SAFETY ASPECT AND THE BENEFIT TO THE CDC IF THE BOARD VOTED TO PARTNER WITH THEM. WHILE THE READERS ARE IMPORTANT TO THE RCPD FOR SAFETY, THE CDC COULD BENEFIT FROM THE REAL-TIME STATISTICAL DATA (VEHICLE COUNT) PROVIDED BY THE LPR SOFTWARE. DIRECTOR WOODY POINTED OUT THAT THE CDC WOULDN'T HAVE ACCESS TO THE CAMERAS OR ITS INFORMATION. GENERIC REPORTS

CONTAINING ONLY STATISTICAL DATA (TRAFFIC COUNTS) WOULD BE PROVIDED BY THE PD. THE CDC WOULD NOT HAVE ACCESS TO THE LPRS OR ANY OF THE PERSONALLY IDENTIFYING INFORMATION PROVIDED BY THEM.

- AT 7:15 A.M., MR. MCRENOLDS MADE A MOTION TO ACCEPT THE PRESENTATION AND AUTHORIZE EXPENDING FUNDS FOR THE THREE CAMERAS (LPRS).
 - COUNCILMAN ELLIS SECONDED THE MOTION.
 - THE MOTION CARRIED 5:0.
2. CONSIDER AND ACT REGARDING SPONSORING THE ROYSE CITY EDUCATION FOUNDATION, “EVENING FOR EDUCATION” EVENT, AND ANY MATTERS RELATED THERETO.
- MR. PENSE RECOMMENDED SPONSORING THE ROYSE CITY EDUCATION FOUNDATION EVENT AT THE ADVOCATE LEVEL.
- AT 7:18 A.M., MR. JOHNSON MADE A MOTION TO SPONSOR THE EVENT AT THE ADVOCATE LEVEL AS DONE IN THE PRIOR YEAR.
 - MR. MCREYNOLDS SECONDED THE MOTION.
 - THE MOTION CARRIED 5:0
3. CONSIDER AND ACT REGARDING ADOPTING A NEW LOGO FOR THE ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION, AND ANY MATTERS RELATED THERETO.
- MR. WOODY FELT AN IMAGE REFRESH WAS AN IMPORTANT STEP TOWARD GOING FORWARD IN A NEW DIRECTION. THE BOARD WAS IN FAVOR OF THE IDEA BUT ASKED FOR OTHER OPTIONS. PRESIDENT LAWRENCE RECOMMENDED PARTNERING WITH THE HIGH SCHOOL ART CLASS. THE ITEM WAS TABLED.
4. CONSIDER AND ACT REGARDING MOVING ALL REGULARLY SCHEDULED MEETINGS FROM THE FOURTH TUESDAY OF THE MONTH AT 7:00 A.M. TO THE THIRD TUESDAY OF THE MONTH AT 6:00 P.M., AND ANY MATTERS RELATED THERETO.
- MR. LAWRENCE RECOMMENDED KEEPING THE MEETING AT THE REGULARLY SCHEDULED TIME OF 7:00 A.M., BUT MOVING THE MEETING TO THE THIRD TUESDAY OF THE MONTH AT THE CITY COUNCIL’S CHAMBERS AT 100 WEST MAIN ST. THE CHANGE WOULD ALLOW A MORE TIMELY FLOW FOR CDC-APPROVED PROJECTS TO GO TO THE CITY COUNCIL FOR APPROVAL. THE DIRECTORS CHOOSE TO MOVE THE MEETING TO THE COUNCIL CHAMBERS TO BE MORE TRANSPARENT AND ALLOW CITIZEN PARTICIPATION.
- AT 7:26 A.M., MR. JOHNSON MADE A MOTION TO MOVE OUR MEETINGS TO THE THIRD TUESDAY OF THE MONTH, STILL IN THE MORNING, AT (CITY) COUNCIL CHAMBERS, IF AVAILABLE.
 - MR. MCREYNOLDS SECONDED THE MOTION.
 - THE MOTION CARRIED 5:0.
5. CONSIDER AND ACT TO ADOPT A RESOLUTION SETTING THE TIME AND PLACE OF FUTURE CDC REGULAR MEETINGS, AND ANY MATTERS RELATED THERETO.
- MR. DAY INDICATED THIS ITEM WAS DISCUSSED IN ITEM FOUR, SO DISCUSSION WASN’T NECESSARY. MR. DAY EXPLAINED THE CITY’S OTHER BOARDS HAVE CORPORATE RESOLUTIONS OFFICIALLY STATING THE DATE AND TIME OF THEIR MEETINGS, AND WE COULD ADOPT A RESOLUTION IN THE SAME MANNER ONCE A NUMBERING SYSTEM WAS ESTABLISHED. MRS. BROWN NOTIFIED HIM THAT THE CDC HAS ADOPTED RESOLUTIONS IN THE PAST, THEREFORE A NUMBERING SYSTEM CURRENTLY EXISTS. MR. DAY SAID WE COULD ADD THIS RESOLUTION.
6. CONSIDER AND ACT REGARDING BOARD COMMUNICATION PROTOCOLS, AND ANY MATTERS RELATED THERETO.

AFTER SPEAKING TO MR. WOODY, MR. LAWRENCE FELT IT WOULD BE IMPORTANT, MOVING FORWARD, TO SEPARATE CDC COMMUNICATIONS FROM PERSONAL COMMUNICATIONS, WHICH WOULD REQUIRE OUTFITTING THE BOARD WITH APPROPRIATE COMMUNICATION DEVICES. THE USE OF THE FOLLOWING DEVICES WAS DISCUSSED. THE PROPOSED TOTAL COST FOR THE BOARD'S DEVICES IS \$13,916; MR. WOODY SAID HE PRICED THE IPAD AT RETAIL COST, BUT IS CONFIDENT WE WILL BE UNDER BUDGET ONCE MR. PENSE RECEIVES A QUOTE AT GOVERNMENT PRICES.

- i. IPADS
- ii. FIRST NET
- iii. EMAIL
- iv. OFFICE 365

- AT 7:31 A.M., MR. ELLIS MADE A MOTION TO PURCHASE IPADS, FIRST NET, EMAIL, AND OFFICE 365.
- MR. MCREYNOLDS SECONDED THE MOTION.
- THE MOTION CARRIED 5:0.

7. CONSIDER AND ACT REGARDING UPGRADING THE CDC'S TECHNOLOGY, CREATING A BUDGET FOR THE EXPENSE, AND ANY MATTERS RELATED THERETO.

MR. WOODY RECOMMENDED SPENDING ROUGHLY \$27,552.93 TO REFRESH THE CDC'S TECHNOLOGY AND BRING IT IN-HOUSE. THE REFRESH INCLUDES A MULTI-FUNCTION, COLOR LASER PRINTER, 3 TELEVISIONS, NEW MONITORS, NEW DESKTOPS, IPADS, PHONES, AND CELLULAR SERVICE FOR PADS AND PHONES, AS WELL AS MOVING IT SERVICES IN-HOUSE; THERE IS CURRENTLY NO TECHNOLOGY REFRESH SCHEDULE FOR THE CDC. MR. WOODY EXPRESSED THAT HE FELT THE ACTUAL COSTS COULD BE REDUCED USING GOVERNMENT PRICING. MR. PENSE INDICATED THAT THIS TYPE OF EXPENSE WOULD ONLY OCCUR EVERY FOUR YEARS. MRS. BROWN INDICATED AN AMENDMENT TO THE FY25 BUDGET WOULD BE REQUIRED IF THE FULL \$27,552.93 IS SPENT IN THE CURRENT FISCAL YEAR.

- MR. JOHNSON MADE A MOTION TO APPROVE THE TECHNOLOGY REFRESH PACKAGE AS PRESENTED.
- MR. ELLIS SECONDED THE MOTION.
- THE MOTION CARRIED 5:0

8. CONSIDER AND ACT REGARDING AMENDING THE FY25 BUDGET, AND ANY MATTERS RELATED THERETO.

MRS. BROWN DISCUSSED THE FY25 BUDGET, POINTING OUT SPECIFIC BOARD-APPROVED LINE ITEMS THAT WERE OVER BUDGET. THE OVERALL OPERATING EXPENSE BUDGET WAS UNDER BUDGET BY +\$26K, MAINLY DUE TO THE PROFESSIONAL SERVICES BUDGET NOT BEING UTILIZED IN FY25 AS EXPECTED. STILL, ACTIONS TAKEN BY THE BOARD AT THIS MEETING WILL CAUSE ADDITIONAL OVERAGES. ADDITIONALLY, THE CDC IS ON TRACK TO EXCEED PROJECTED REVENUE FOR FY25.

- MR. ELLIS MADE A MOTION TO AMEND THE FY25 BUDGET TO REFLECT THE CHANGES MADE AND TO INCREASE THE LINE ITEM OVERAGES.
- MR. THOMAS SECONDED THE MOTION.
- THE MOTION CARRIED 5:0.

9. CONSIDER AND ACT REGARDING APPROVING THE FY26 BUDGET, AND ANY MATTERS RELATED THERETO.

MRS. BROWN STATED FY26 REVENUE, COMPRISED OF INTEREST EARNED FROM THE OPERATING AND INVESTMENT ACCOUNTS, LOAN REPAYMENTS, LEASE PAYMENTS, AND SALES TAX REVENUE, IS PROJECTED AT \$2,861,678. THE CDC'S OPERATING EXPENSES ARE PROJECTED AT \$888,256.66, AND WE PROJECT PAYING 2,051,150.00 IN INCENTIVES LEADING TO A TOTAL EXPENSE OF \$2,939,406.66. WHILE OUR EXPENSES EXCEED OUR REVENUE BY JUST OVER \$77,000, THE CDC MAINTAINS A RESERVE FROM WHICH THE INCENTIVES CAN BE PAID. WE PROJECT THE FISCAL YEAR WILL BEGIN WITH A CASH BALANCE OF \$9,183,715.18 AND END WITH A CASH BALANCE OF \$9,105,987.32.

- AT 8:03 A.M., MR. ELLIS MADE A MOTION TO APPROVE THE FY26 BUDGET WITH THE AMENDMENTS THAT WE MADE WITH THE TECHNOLOGY PACKET.
 - MR. MCREYNOLDS SECONDED THE MOTION.
 - THE MOTION CARRIED 5:0
10. CONSIDER AND ACT REGARDING UPDATING THE SIGNATURE CARDS ON ALL CDC FINANCIAL ACCOUNTS, AND ANY MATTERS RELATED THERETO.
- MR. ELLIS MADE A MOTION TO ADD TOM (WOODY) AS A SIGNER FOR THE BANK ACCOUNTS.
 - MR. THOMAS SECONDED THE MOTION.
 - THE MOTION PASSED 5:0.
11. DISCUSSION REGARDING INCENTIVE PROCESSES TO INCLUDE AN INCENTIVE FLOWCHART AND INCENTIVE APPLICATION, AND ANY MATTERS RELATED THERETO.

MRS. BROWN TALKED ABOUT HER EXPERIENCE WITH BUSINESS OWNERS WHO COME INTO THE OFFICE TO DISCUSS HOW TO GO ABOUT APPLYING FOR AN INCENTIVE. SHE CREATED A DOCUMENT FOR BUSINESS TO REFER TO THAT DETAILS THE PROCESS FROM BEGINNING TO END. SHE ALSO WORKED WITH THE PREVIOUS DIRECTOR ON AN APPLICATION TO HELP STREAMLINE THE PROCESS. MR. WOODY FELT THE APPLICATION WOULD BE BEST BROKEN DOWN INTO TWO PARTS: A SIMPLIFIED APPLICATION FOR SMALLER BUSINESSES AND A DETAILED APPLICATION FOR LARGE CORPORATIONS. MR. WOODY TALKED ABOUT HIS EXPERIENCE BEING ON THE OTHER SIDE OF THE TABLE, COMING IN TO TALK TO THE CDC, AND LEAVING UNSURE OF WHAT THE NEXT STEP WAS. MR. JOHNSON SAID IT WOULD ALSO PROVIDE CONSISTENCY. WE REALLY WANT TO FOCUS ON FINDING A WAY TO ENSURE WE ARE COMMUNICATING WHAT WE DO AND HOW WE CAN HELP BUSINESSES. WE WILL WORK THROUGH THE DOCUMENTS TO STREAMLINE THE PROCESS. MR. JOHNSON APPROVED OF THE DOCUMENTS AS THEY WERE.

F. STAFF REPORT:

1. **SALES TAX WORKSHOP:** MR. WOODY TALKED ABOUT THE IMPORTANT INFORMATION THEY LEARNED REGARDING THE OPEN MEETINGS ACT, NEW GUIDELINES, AND LAW CHANGES TAKING PLACE THAT AFFECT OUR ORGANIZATION. MR. THOMAS RECOMMENDED EACH BOARD MEMBER TO ATTEND BECAUSE OF THE MATERIAL CONTAINED IN THE COURSE TO HELP EVERYONE UNDERSTAND THE PARAMETERS UNDER WHICH WE OPERATE.
2. **LUMBER YARD:** MR. WOODY AND MR. PENSE MET WITH A COMMERCIAL LUMBER YARD COMPANY LOOKING FOR 5-12 ACRES WITH ACCESS TO I-30 AND A RAIL SPUR, AND WOULD CREATE 12-15 JOBS. THE DIRECTORS DROVE THE PROSPECT TO THE INDUSTRIAL PARK TO LOOK AT AVAILABLE PROPERTY. MR. WOODY WILL FOLLOW UP WITH THEM LATER THIS WEEK. MR. PENSE SAID THIS IS THE TYPE OF PROJECT THAT CREATES PRIMARY JOBS, WHICH IS WHAT EDCs WERE CREATED FOR.

3. INCENTIVE UPDATES:

- i. **TEXAS CAFÉ DINER:** TEXAS CAFÉ DINER, WHO RECENTLY RECEIVED THEIR ANNUAL REVIEW FORMS, HAS SUBMITTED SOME OF THE REQUESTED INFORMATION (IE. INSURANCE DOCUMENTS AND A PROFIT AND LOSS STATEMENT. WE ARE STILL WAITING TO RECEIVE INFORMATION REGARDING THEIR EMPLOYEE METRIC.
- ii. **SMOKE SESSIONS LAND CONVEYANCE:** ACCORDING TO MR. DAY, THE PARKING AGREEMENT IS WITH THE CITY'S DEVELOPMENT SERVICES DIRECTOR, LACEY RODGERS. ONCE SHE SIGNS OFF THE EXHIBIT OF THE PARKING SPACES, THE BOARD WILL GIVE THAT TO THE CITY, AND THEN MR. DAY WILL SEND IT TO A TITLE COMPANY FOR THE BOARD TO TRANSFER THE PROPERTY TO SESSIONS.
- iii. **FOUR BROTHERS:** NO UPDATE. HAVE NOT BEEN ABLE TO COMMUNICATE WITH CASEY KELLY.
- iv. **HxH STUDIOS:** MRS. BROWN SPOKE TO KELLEY GAETA WITH HXH, WHO SAID THE PARKING LOT EXPANSION IS NEAR COMPLETION. THEY ARE WAITING FOR THE FINAL INSPECTION AND STRIPPING, WHICH WILL OCCUR AFTER APPROVAL.
- v. **RUSTIC ROYALTY SALON:** MRS. BROWN SENT THEM THEIR ANNUAL REVIEW FORMS, WHICH WILL BE DUE JANUARY 15, 2026.

[MR. PENSE ASKED MS. MORRIS IF SHE HAD ANY INFORMATION TO SHARE WITH THE BOARD REGARDING DOWNTOWN ACTIVITIES. MS. MORRIS SAID THINGS WOULD RAMP UP CLOSER TO THE HOLIDAYS. SHE INFORMED THE BOARD THAT THE NEW LIGHTS ON THE WATER TOWER WERE MAINLY THE RESULT OF FUNDS RAISED THROUGH PROGRAMS LIKE THE PUMPKIN PATCH.]

G. RECESS INTO CLOSED EXECUTIVE SESSION IN COMPLIANCE WITH TEXAS GOVERNMENT CODE TO WIT:

§ 551.071 CONSULTATION WITH ATTORNEY.

AT 8:26 A.M., MR. LAWARENCE RECESSED INTO CLOSED EXECUTIVE SESSION.

§ 551.087 DELIBERATE REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS

- 1. DELIBERATE REGARDING ENTERING INTO AN AGREEMENT FOR A LEASE AT 1610 I-30 SUITE 104, ROYSE CITY, TEXAS, AND ANY MATTERS RELATED THERETO.
- 2. DEBLIBERATE REGARDING ENTERING INTO A LEASE AT 216 N. ARCH ST., STE. A, ROYSE CITY, TEXAS, AND ANY MATTERS RELATED THERETO.
- 3. DELIBERATE REGARDING THE FORMERLY PROPOSED PATIO PROJECT ON CDC-OWNED LAND LOCATED OFF ELM STREET, BEHIND JOE'S MEAT MARKET, TEXAS CAFÉ, AND MAIN STREET EMPORIUM.
- 4. DELIBERATE REGARDING THE EVALUATION OF THE PERFORMANCE AGREEMENT WITH DUST FREE, AND ANY MATTERS RELATED THERETO.
- 5. DEBLIBERATE REGARDING THE EVALUATION OF ALL AGREEMENTS WITH ANVIL BREWING, LOCATED AT 232 E. MAIN ST., ROYSE CITY, TX, AND ANY MATTERS RELATED THERETO.

H. ADJOURN EXECUTIVE SESSION: AT 9:00 A.M., THE CLOSED EXECUTIVE SESSION ADJOURNED.

I. RECONVENE REGULAR SESSION AND TAKE ANY ACTION NECESSARY AS A RESULT OF EXECUTIVE SESSION DELIBERATIONS ON THE FOLLOWING MATTERS: REGULAR SESSION RECONVENED AT 9:02 A.M.

- 1. ENTERING INTO AN AGREEMENT FOR A LEASE AT 1610 I-30 SUITE 104, ROYSE CITY, TEXAS, AND ANY MATTERS RELATED THERETO.
 - AT 9:02 A.M., MR. MCREYNOLDS MADE A MOTION TO ALLOW MR. DAY, MR. WOODY AND MR. PENSE TO FORMALIZE A LEASE AT 1610 I-30 SUITE 104.

- MR. ELLIS SECONDED THE MOTION.
 - THE MOTION CARRIED 5:0.
2. ENTERING INTO A LEASE AT 216 N. ARCH ST., STE. A, ROYSE CITY, TEXAS, AND ANY MATTERS RELATED THERETO.
- AT 9:03 A.M., MR. ELLIS MADE A MOTION TO ALLOW THE DIRECTORS TO ENTER INTO A LEASE AT 216 N. ARCH ST. SUITE A.
 - MR. MCREYNOLDS SECONDED THE MOTION.
 - THE MOTION CARRIED 5:0.
3. FORMERLY PROPOSED PATIO PROJECT ON CDC-OWNED LAND LOCATED OFF ELM STREET, BEHIND JOE'S MEAT MARKET, TEXAS CAFÉ, AND MAIN STREET EMPORIUM.
- TABLED
4. EVALUATION OF THE PERFORMANCE AGREEMENT WITH DUST FREE, AND ANY MATTERS RELATED THERETO.
- NO ACTION
5. EVALUATION OF ALL AGREEMENTS WITH ANVIL BREWING, LOCATED AT 232 E. MAIN ST., ROYSE CITY, TX, AND ANY MATTERS RELATED THERETO.
- NO ACTION

J. ADJOURN

- AT 9:05 A.M., MR. ELLIS MADE A MOTION TO ADJOURN.
- MR. MCREYNOLDS SECONDED THE MOTION.
- THE MOTION CARRIED 5:0.
- THE MEETING ADJOURNED AT 9:05 A.M.

APPROVED AND PASSED BY THE ROYSE CITY COMMUNITY DEVELOPMENT CORPORATION ON THE 16TH DAY OF SEPTEMBER, 2025, 6:0.

10/9/25
DATE

Craig Lawrence
CRAIG LAWRENCE - PRESIDENT

Blair Johnson
ATTEST: BLAIR JOHNSON, SECRETARY