



C.J. Watts | *President*  
Preston Moses | *Vice President*  
Sonny Rougeou | *Secretary & Treasurer*  
Jamie Nickells | *Director*  
Gilbert Guerrero | *Director*  
Eddie Moses | *Director*  
David Smith | *Director*

Christina “Ari” Arias | Executive Director  
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## MINUTES

### REGULAR AGENDA MEETING

#### LULING ECONOMIC DEVELOPMENT CORPORATION

WEDNESDAY, JANUARY 21<sup>st</sup>, 2026  
5:30 P.M.

#### ZEDLER MILL

1170 S. LAUREL AVENUE | LULING, TEXAS 78648

#### CALL TO ORDER

1. Roll call and recognition visitors.
  - a. *Sonny Rougeou absent.*

#### PUBLIC COMMENTS

2. This time is set aside for any person who wishes to address the Board. Presentations should be limited to no more than 3 minutes. The presiding officer will call on those persons who have signed up to speak.  
*No public comments.*

#### MINUTES

3. Approval of minutes for the Board of Directors Regular Agenda held on Wednesday, November 19<sup>th</sup>, 2025 at 5:30 p.m.
  - a. *1<sup>st</sup> motion to approve regular agenda minutes for November 19<sup>th</sup>, 2025 meeting by Jamie, 2<sup>nd</sup> by Preston. Approved.*

#### FINANCIAL REPORT

4. Approval of financial report for January 21<sup>st</sup>, 2026 regular monthly meeting.
  - a. *1<sup>st</sup> motion to approve financial report for January 21<sup>st</sup>, 2026 meeting by Eddie, 2<sup>nd</sup> by Preston. Approved.*

## **DISCUSSION AND/OR ACTION**

5. Discuss and consider approval of an invocation practice for regular board meetings. (Arias)
  - a. *1<sup>st</sup> motion to approve invocation for regular board meetings by Jamie, 2<sup>nd</sup> by Eddie. Approved.*
  
6. Discuss and consider approval of Luling Main Street Administrative Services Agreement. (Arias/Cochran)
  - a. *1<sup>st</sup> motion to postpone Luling Main Street Administrative Services Agreement by Jamie, seconded by Eddie. Approved.*
  
7. Presentation by Hays-Caldwell Economic Development Partnership team regarding their regional role, available services, and ongoing initiatives that support business recruitment, retention, workforce development, and regional marketing efforts. (Arias/HCEDP)
  - a. *Discussion only.*
  
8. Discussion and possible action regarding proposed media contract negotiations and scope of responsibilities for Dial, Shearman & Evans, including content creation, social media engagement, posting strategies, sponsorship coordination, marketing support, and related services for Luling EDC. (Arias/DSE)
  - a. *1<sup>st</sup> motion to approve contract services with DSE Media by Jamie, seconded by Gilbert. Approved.*
  
9. Joint Executive Session pursuant to Texas Government Code §551.087 (Economic Development Negotiations):
  - a. Presentation and discussion by The Retail Coach regarding commercial and financial information received from retail prospects and potential economic development opportunities for the City of Luling.
  
10. Reconvene into Open Session 6:41 p.m. – Discussion and possible action regarding matters discussed in Executive Session pursuant to Texas Government Code §551.087.
  - a. *Discussion only.*
  
11. Executive Session pursuant to Texas Government Code §551.072 (Deliberation Regarding Real Property):
  - a. Deliberation regarding real property related to proposed purchase of a building and to discuss negotiations.
  
12. Reconvene into Open Session 7:00 p.m. – Discussion and possible action regarding matters discussed in Executive Session pursuant to Texas Government Code §551.087.
  - a. *1<sup>st</sup> motion to approve and authorize president to enter into real estate contract for the purchase of the EDC building, with payment to be made in cash by Eddie, seconded by Jamie. Approved.*

### **EXECUTIVE DIRECTOR REPORT**

13. FY26-27 budget workshop dates.

- a. *February 11<sup>th</sup> for budget workshop at 5:30 p.m. and regular agenda meeting at 6:30 p.m.*

14. City Annex Update.

- a. *City will keep Annex for future departments.*

### **INFORMATION FROM THE BOARD**

Board members may offer comments, ask questions, or propose topics for future agenda items. No formal action will be taken during this portion of the meeting.

### **ADJOURN**

*1<sup>st</sup> motion to adjourn regular agenda meeting by Jamie, seconded by David. Approved and adjourned.*