



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
Address: 515 E. Crockett St., Luling, Texas 78648
Email: ledc@cityofluling.net
Phone Number: 830-494-7900

MINUTES

PUBLIC NOTICE

SPECIAL AGENDA MEETING

LULING ECONOMIC DEVELOPMENT CORPORATION

WEDNESDAY, MARCH 25TH, 2026

5:30 P.M.

CITY HALL

509 E. CROCKETT ST. | LULING, TEXAS 78648

CALL TO ORDER

1. Roll call and recognition visitors.
 - a. *Mark McLaughlin, City Manager*
 - b. *Linda Mercer, Finance Director*
 - c. *Chris Larson & Presley Larson, Blue Horizon Media*
 - d. *Karen Bell*
 - e. *Sonny Rougeou and Gilbert Guerrero absent during roll call*

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.
 - a. *No comments*

INVOCATION

3. Opening prayer.
 - a. *David opened in prayer.*

MINUTES

4. Approval of minutes for the Board of Directors Budget Workshop Agenda held on Wednesday, February 25th, 2026 at 5:30 p.m.
 - a. *First motion to approve minutes by Jamie, seconded by Eddie. Approved.*

5. Approval of minutes for the Board of Directors Special Agenda Meeting held on Wednesday, February 25th, 2026 at 6:30 p.m.
 - a. *First motion to approve minutes by Jamie, seconded by Eddie. Approved.*

Note: Gilbert Guerrero arrived

FINANCIAL REPORT

6. Approval of financial report for March 25th, 2026 regular monthly meeting.
 - a. *First motion to approve financial report by Eddie, seconded by Preston. Approved.*

DISCUSSION AND/OR ACTION

7. Discussion and possible action to enter into contract with Resimplifi for GIS and Real Estate mapping for our website. (Arias)
 - a. *First motion to approve and enter into contract for \$4,000.00 with ReSimplifi to provide professional GIS mapping services for website by Preston, seconded by David. Approved.*

8. Discussion and possible action to enter into contract with Blue Horizon Media for media and website development. (Arias/Larson)
 - a. *First motion to approve and enter into contract for \$21,500.00 with Blue Horizon Media for advertising and promotional videos for website by Jamie, seconded by Eddie. Approved.*

9. Discuss and consider approval of Luling Main Street Administrative Services Agreement. (Arias/Cochran)
 - a. *This item was postponed due to liability language. Pending approval per legal review of language. First motion to postpone by Preston, seconded by David. Approved.*

10. Discussion and possible action regarding the reappointment of the following individuals to serve two-year terms on the Board of Directors: Sonny Rougeou, Gilbert Guerrero, and CJ Watts. (Arias)
 - a. *Sonny Rougeou notified director of resignation from the board of directors on March 25th, 2026. Notice was given to board during this agenda item.*
 - b. *First motion by Jamie to approve the Board of Directors' nomination of Linda Mercer, Finance Director for the City of Luling, to the Luling City Council; seconded by David. Approved.*

11. Executive Session pursuant to Texas Government Code § 551.087 (Economic Development Negotiations):
 - a. Discussion by The Retail Coach regarding commercial and financial information received from retail prospects and potential economic development opportunities for the City of Luling.
 - b. Recessed into executive session at 6:53 p.m.
12. Reconvene into Open Session 7:08 p.m. – Discussion and possible action regarding matters discussed in Executive Session pursuant to Texas Government Code §551.087.
 - a. *Discussed Retail Coach updates.*
 - b. *No action was taken.*
13. Executive Session pursuant to Texas Government Code §551.072 (Deliberation Regarding Real Property)
 - a. Deliberation regarding real property.
 - b. Recessed into executive session at 7:09 p.m.
14. Reconvene into Open Session 7:19 p.m. – Discussion and possible action regarding matters discussed in Executive Session pursuant to Texas Government Code §551.072.
 - a. *No action was taken.*

EXECUTIVE DIRECTOR REPORT

15. *Board requested director to work with contractor to remove Wright Building signage on exterior of Luling EDC building.*
16. *Future Careers Expo on May 5th.*
17. *Caldwell County Small Business Association Summit on May 6th.*

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.

Discussed Caldwell County transportation plan, and site selector visit and tour with Hays Caldwell EDP.

ADJOURN

*First motion to adjourn meeting made by Eddie, seconded by Jamie. Approved.
Adjourned at 7:35 p.m.*