



**NOTICE OF A CALLED MEETING OF THE
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
OF THE CITY OF SUNSET VALLEY, TEXAS
WEDNESDAY, MARCH 9, 2022 at 6:00 P.M.**

Meeting will be held in-person, but residents may attend virtually using the following link:

Registration URL: <https://attendee.gototraining.com/r/1917865359650852353>


Training ID: 687-535-644

Notice is hereby given that the Community and Economic Development Committee of the City of Sunset Valley, Texas will hold a called meeting on March 9, 2022, at 6:00 P.M. in the Training Room, 3207 Jones Road, Sunset Valley, Texas 78745, at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen/Public Comments
3. Council Liaison Report and Retreat Update
4. Branding and Beautification with Canales and Co.
 - a. Brand Strategy Articulation
 - b. Creative Direction for Mini Murals
 - c. Brodie Light Post Ideation
5. 2021 Volunteer Appreciation Update
6. Spring Fling and other 2022 community event planning
7. Proposed Items for the next meeting agenda
8. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 4th day of March 2022 at 6:00 P.M.


Matt Lingafelter
City Secretary



**MINUTES OF A REGULAR MEETING OF THE
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
OF THE CITY OF SUNSET VALLEY, TEXAS
WEDNESDAY, FEBRUARY 2, 2022 at 6:00 P.M.**

This meeting was held virtually: <https://attendee.gototraining.com/r/1872366468250057985>
Training ID: 233-040-524

COMMITTEE MEMBERS PRESENT: Clayton Stice (Chair), Horacio Zambrana (Vice-Chair), Lauren Alexander Labahn, Penny Cedel, John Kestner, Mickie Powers, Wanda Reetz (Council Liaison)

STAFF PRESENT: Sylvia Carrillo and Matt Lingafelter

1. Call to Order
 - Meeting called to order at 6:02 P.M.
2. Citizen/Public Comments
 - None
3. Approval of Minutes from January 5, 2022
 - Horacio made a motion to approve the minutes; all voted in favor, and the minutes were approved
4. Council Liaison Report
 - Staff discussed Council Action from the January 4th meeting
 - After Canales presentation, Council Member Reetz gave her report
 - Discussion on the Utility Box Mini Mural Project
 - Committee members asked to select their favorite artists
5. Discussion of Economic Development items for beautification, including banners
 - Presentation from Canales and Co.
 - Committee discussed Canales scope of work, including the banners
 - Questions for Canales and Co. on branding the City
 - Discussion of how to recruit businesses to be displayed on the banners; rotating the businesses
 - Staff directed to bring back a map at the next meeting with current banner poles and plans for future poles
6. Community Event Planning for 2022
 - FY21 Volunteer Appreciation Planning
 - Report from John on choices
 - Committee elected to go with Big Frog (local)

- Horacio motioned to order the Jerzees 993 from Big Frog; all voted in favor and the motion carried
- Staff to get sizes from the volunteers, and then work with John to get the hoodies ordered
- Brief discussion on Winter Solstice event survey results
- Staff direction to bring forward City Hall Community Center ideas to the City Council

7. Proposed Items for the next meeting agenda

- Lighting and other possible features to add along Brodie Lane
- Ideas, mood board, and visioning for branding (work with Canales)
- Committee to review results of the survey
- Event Planning, including Spring Fling
- Retreat Discussion: CED endorses creating or crafting a staff position to act as a business liaison and help with implementation of branding and marketing strategies

8. Adjourn

- Horacio made a motion to adjourn; all voted in favor and the meeting adjourned at 8:01 P.M.

Proposed Banner Locations – Phase 1 – Draft

