

Yorktown EDC

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Minutes: Regular Meeting April, 2025

On Monday April 14th, 2025 at approximately 5:30pm. The Yorktown EDC Board of Directors meeting was held at 640 W Main Street Yorktown, TX 78164. Members present included Katie Newman, Barry Watson, Sarah Hahn, Susan Rodriguez and Wesley Clayton. Kimber McCrory, Amanda Gonzales and Kelly Weischwill were not present.

Minutes and Financials were not approved.

1. Katie reported on the Site Builders Guild Conference and the importance of site readiness. Site selectors are looking for shovel ready sites and an easy to navigate data rich website with all utility and zoning information readily available. We need to work on "telling our story", every community has something special they just aren't good at communicating it clearly. We need to identify what makes us unique and turn it into a compelling narrative. A few properties we can work on right away are Baker Hughs, Tea Room, Old BBQ Place and the old Tiger Tote. We discussed having Brylee Clayton help us with this project.
2. Street Sign update. Amanda Gonzales has been working on this with Katie, she was not able to be at this meeting but we were able to show some pictures of how we are detailing each intersection to make sure we do not miss anything. We are listing each sign needed, whether or not we need a pole and if there are any poles that can be removed to help clean up the streets.
3. Post Cards are here. We discussed displaying them at different businesses around town with a donation jar with our logo and a catchy phrase encouraging people to make donations for them rather than selling them. We discussed having Brylee Clayton write us an article or story for the newspaper.
4. We also discussed having Brylee Clayton make us an EDC Tik Tok.
5. The next meeting will be May 5th, 2025 at 5:15pm. Our meetings will try to be on the second Monday of each month.

With no further business to discuss the meeting adjourned at 6:06p.m.

Submitted by: Katie Newman, Executive Director



Approved by: Barry Watson, EDC President

