



**Agenda**  
**Crowley Economic Development Corporation**  
**Board of Directors**  
**September 4, 2025**  
**Regular Session - 6:00 PM**

**Crowley City Hall**  
201 E. Main Street  
Crowley TX 76036

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Citizens may address the Economic Development Corporation Board of Directors by filling out a blue “Citizen Participation” card to discuss any issue that is on the Agenda. Please turn in cards to the board secretary. Speakers are limited to three minutes (if using a translator, the time limit will be doubled).

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**Regular Session - September 4, 2025 - 6:00 PM**

**I. Call to Order and Roll Call**

**II. Executive Session**

Pursuant to Chapter 551, Texas Government Code, the Council reserves the right to convene in Executive Session(s), from time to time as deemed necessary during this meeting for any posted agenda item to receive advice from its attorney as permitted by law, or to discuss the following: 1) Section 551.071 - Consultation with Attorney, 2) Section 551.072 - Deliberations about Real Property, 3) Section 551.074 - Personnel Matters, and 4) Section 551.087 - Business Prospect/Economic Development.

1. Discuss and consider an amendment to the EDC Performance Agreement with Four Train Days pursuant to Texas Gov’t Code § 551.087 – Business Prospect/Economic Development

**III. Reconvene and Take Action from Executive Session**

Reconvene into open session and take any necessary action resulting from items posted and legally discussed in Closed Session.

**IV. Presentations**

1. Branding and Placemaking Tools for Crowley Crossing

**V. EDC Business**

1. Discuss and consider approving the minutes from the meeting held on Aug 21, 2025
2. Discuss the proposed EDC 2025-26 Budget and announce the public hearing for Thursday, September 18, 2025 at 6:00 pm, City Council Chambers at 201 E. Main Street, Crowley, Texas.
3. Discuss and Consider approving 2024-25 EDC Budget Amendment #2.

**VI. Adjournment**

I, the undersigned authority, do hereby certify that this Agenda of the Crowley Economic Development Corporation Board of Directors meeting to be held on September 4, 2025 at 6:00 PM is a true and correct copy posted on August 29, 2025 at \_\_\_\_\_ am/ pm at Crowley City Hall, a place convenient and readily accessible to the public at all times.

Carol C Cannady

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Carol C. Cannady, Secretary



The Crowley City Hall is wheelchair accessible, and accessible parking spaces are available. Requests for accommodations must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at 817-297-2201 ext. 4000 for more information.



**City of Crowley, Texas**  
**Economic Development Corporation Board of Directors**  
**Agenda Report**

<b>Presenter:</b> Molly Martin	<b>Meeting Date:</b> September 4, 2025
<b>Department:</b> City Secretary	<b>Agenda Item:</b> II.1.
<b>Subject:</b> Discuss and consider an amendment to the EDC Performance Agreement with Four Train Days pursuant to Texas Gov't Code § 551.087 – Business Prospect/Economic Development	

**Background:**

In accordance with Texas Gov't Code § 551.087 a governing body may meet in a closed meeting to discuss certain matters related to economic development. It may discuss commercial or financial information that the governing body has received from certain business prospects. The business prospect must be one that the governing body is negotiating with for economic development purposes to locate, stay or expand in or near the territory of the local entity. Also, under this exception, a governing body may hold a closed meeting to discuss a potential offer of financial or other incentives to the business prospect.

**Recommendation:**

Discuss the matter in a closed session; any action on the matter will be taken in open session.

**Financial Information:**

None

**Attachments:**

None

**CITY OF CROWLEY**  
**CERTIFIED AGENDA OF THE EXECUTIVE/CLOSED SESSION**  
September 4, 2025

**I. Statement of Beginning Executive/Closed Session**

President Jesse Johnson announced at the beginning of the executive/closed session:

“The Crowley Economic Development Corporation Board of Directors, on September 4, 2025, beginning at \_\_\_\_\_ p.m., convened in an executive/closed session in accordance with the Texas Open Meetings Act (Local Government Code – Chapter 551).”

**II. The following were present:**

\_\_\_\_\_  
President Jesse Johnson

\_\_\_\_\_  
Member Jerry Beck, Jr.

\_\_\_\_\_  
Member Jim Hirth

\_\_\_\_\_  
Member Billy Davis

\_\_\_\_\_  
Member Mike Winterbank

\_\_\_\_\_  
Member Carl Weber III

\_\_\_\_\_  
Member George Allen

\_\_\_\_\_  
City Manager Lori Watson

\_\_\_\_\_  
City Attorney Rob Allibon

\_\_\_\_\_  
Asst City Manager Cristina Winner

\_\_\_\_\_  
Asst City Manager Matt Elgin

\_\_\_\_\_  
Other:

\_\_\_\_\_  
Other:

\_\_\_\_\_  
Other:

**III. Subject Discussed in the Session Closed to the Public**

Pursuant to Chapter 551, Texas Government Code, the Council reserves the right to convene in Executive Session(s), from time to time as deemed necessary during this meeting for any posted agenda item to receive advice from its attorney as permitted by law, or to discuss the following:”

**Discuss and consider an amendment to the EDC Performance Agreement with Four Train Days pursuant to Texas Gov’t Code § 551.087 – Business Prospect/Economic Development**

**IV. Statement at End of Executive/Closed Session**

President Jesse Johnson announced at the end of the executive/closed session:

“The City Council ended its executive/closed session at \_\_\_\_\_ p.m., on September 4, 2025.”

**V. Record of Further Action Taken, if any, on Above Items in the Subsequent Open Session.**

**VI. Certification by Presiding Officer**

I hereby certify that this agenda of closed session of the City Council of the City of Crowley is a true and correct record of the proceedings pursuant to the Texas Government Code, Chapter 551.

WITNESS MY HAND this the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_.”

**CITY OF CROWLEY**

\_\_\_\_\_  
Jesse Johnson, President



**City of Crowley, Texas**  
**Economic Development Corporation Board of Directors**  
**Agenda Report**

<b>Presenter:</b> Julie Hepler	<b>Meeting Date:</b> September 4, 2025
<b>Department:</b> Main Street	<b>Agenda Item:</b> IV.1.
<b>Subject:</b> Branding and Placemaking Tools for Crowley Crossing	

**Background:**

As events flourish on Main Street, there is an opportunity to use branding and placemaking tools to promote the new Crowley Crossing venue and downtown as a desirable destination. Developing a strong brand for Crowley Crossing can make it instantly recognizable, building credibility, and support. This year, the city has engaged with the Civic Branding company to develop a brand package for Crowley Crossing, which can also be extended throughout the downtown area.

A committee was established consisting of downtown business owners and representatives from the City Council, Crowley Area Chamber of Commerce and city staff. These stakeholders participated in a walking tour with the Civic Branding team in the spring to provide the team with an impression of downtown Crowley. Additional meetings followed for the committee to express their vision, sentiments, and feedback on ideas and examples presented.

Civic Branding has presented two options for a color palette and Crowley Crossing logo for consideration. These options were presented to the stakeholders group through a survey and results will be presented for further direction on this project.

**Recommendation:**

Staff respectfully requests a recommendation from the EDC Board of a logo and color palette for Crowley Crossing from the presentation to be approved by the Crowley City Council.

**Financial Information:**

None

**Attachments:**

1. Branding Project presentation

# BRANDING PROJECT

CROWLEY

CROSSING



# PROJECT OVERVIEW

## Stakeholders Committee

A committee was established consisting of downtown business owners and representatives from the City Council, Crowley Area Chamber of Commerce, and city staff.

### April

Downtown Walking Tour  
Stakeholder Meetings

### June

Design Preview  
Design Survey to Focus Group

### July

Survey results and feedback  
directed to Civic Brand

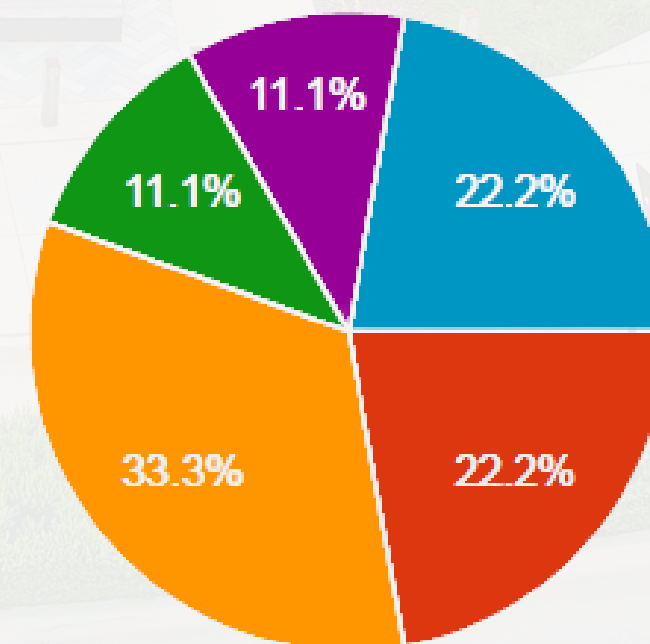
### August

Presentation to Council

## Survey Responses

What is your relationship to the City of Crowley?

9 responses



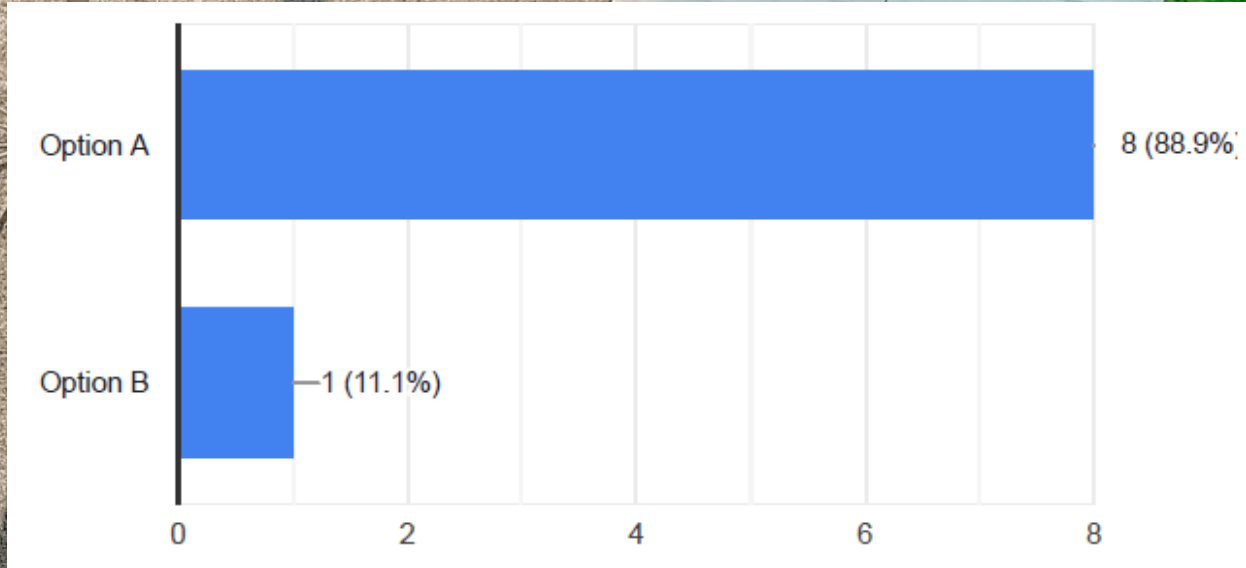
- Resident
- Business Owner
- City Staff
- Elected Official
- Community Partner (e.g., nonprofit, school, etc.)
- Combination of two or more groups (e.g. Resident & Business Owner)

# Color Palettes

## Survey Questions

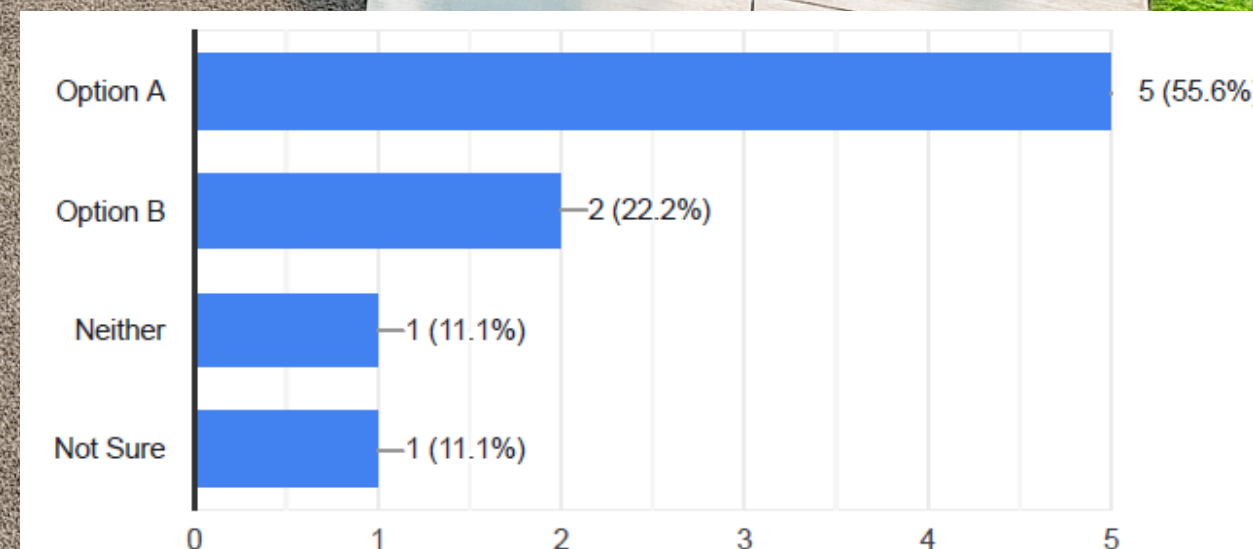
Please review the two proposed color palettes (Option A and Option B). Based on what you see, which one do you prefer?

Option A



Do you feel either option aligns well with the identity of the Crowley Crossing?

Option B



# Color Palette Comments

## Survey Responses

What is the first thing that comes to mind when you see these colors & logo?

Option A



bright cheerful attention grabbing

Colorful, Noticeable

I'm actually not a fan of any of the colors. Of the 3 logos, I'd choose the estd 2023

Colors are ok. I am not a fan of the upside down curved/circular text

East to read - pleasing colors

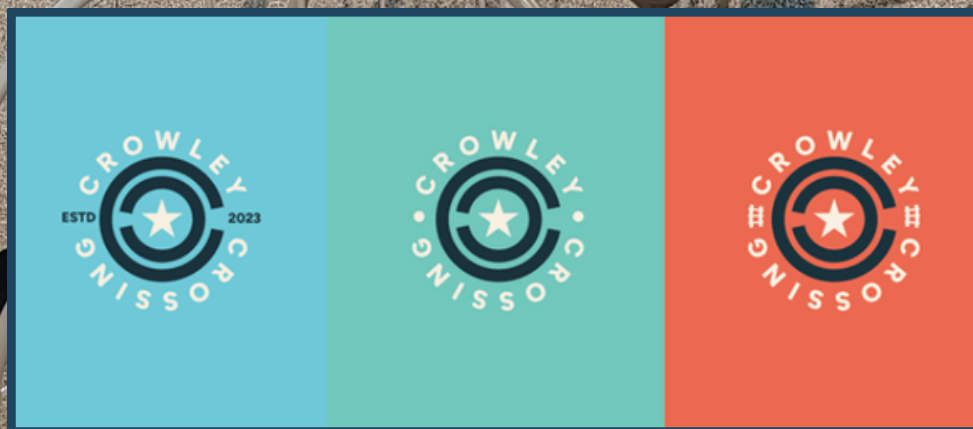
These colors will make me turn my head and look

flying squirrel and Christmas

bright, inviting, activity, interesting, vibrant: Green for lush green grass in the plaza, blue reminds me of the splash pad

The logo stands out on the brighter colors

Option B



more muted, subdued but would probably match the plaza better

2 colors are not much different

I'm not a fan of the colors

Pastel colors are not bold enough, but do have a vintage/antique appeal

Easy to read.. the first and second colors are too similar

Kinda dull and plain

Santa Fe Vibe

blues are too close, dull, tired

Some of the logo seems washed out

Option C



A combination of A & B

# Logo Options

## Survey Questions



Option A

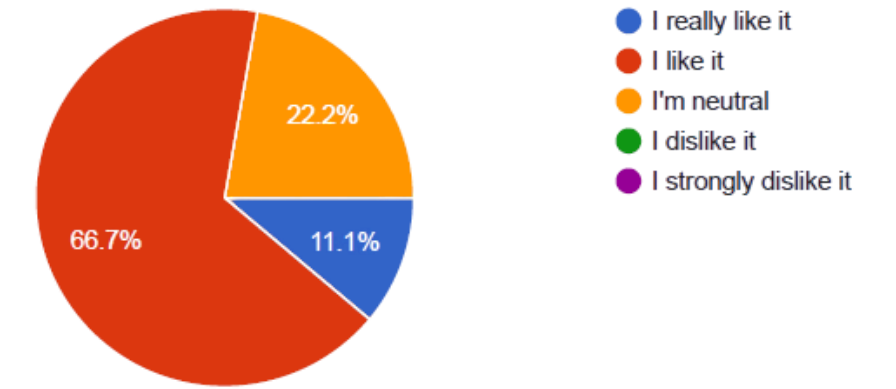


Option B



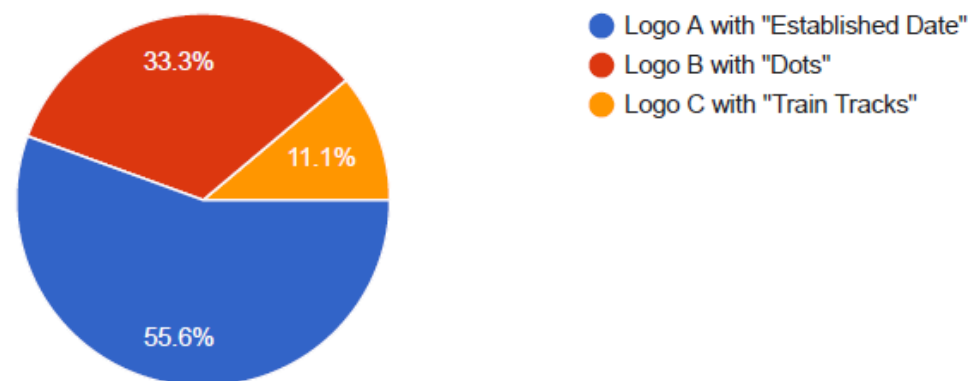
Option C

What is your opinion of the navy blue and white logo featuring the two interlocking "C"s with a star in the center (as shown below)?



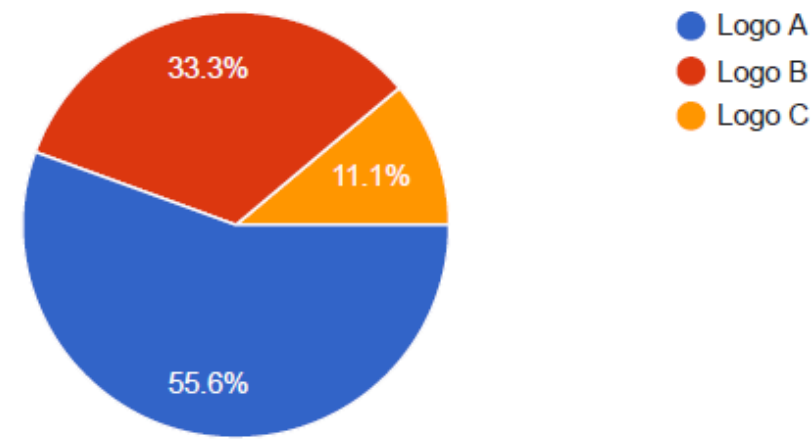
After reviewing the three proposed logos, which do you prefer overall?  
(Please note you are evaluating the graphic--not the color palette on this question)

9 responses



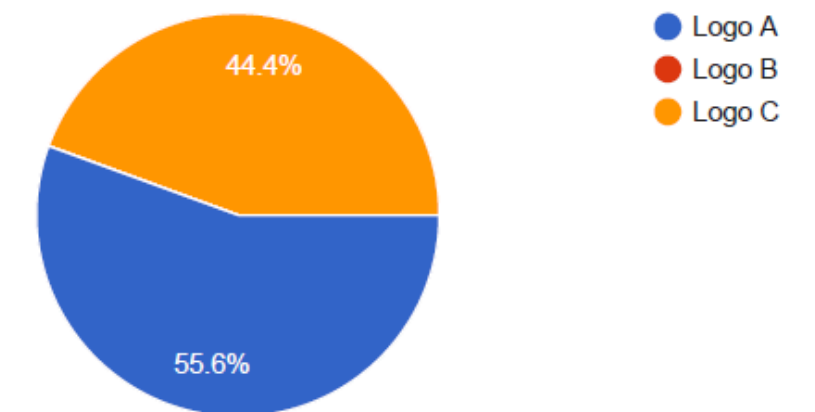
Which logo feels more *timeless* and *professional* to you?

9 responses



Which logo do you feel better reflects the spirit, history and future of Crowley?

9 responses



# Crowley Crossing

CROWLEY, TX

Last updated August 13, 2025

**CivicBrand**





MAY 25TH & 26TH

# SUMMER MUSIC SERIES



MUSIC BY:  
THE MUSIC BAND, THE ROCK BAND,  
THE COLLECTIVE

201 E. MAIN STREET  
[WWW.CI.CROWLEY.TX.US/SUMMERMUSICSERIES](http://WWW.CI.CROWLEY.TX.US/SUMMERMUSICSERIES)



**DOWNTOWN  
CROWLEY**



**FREE  
PARKING**



**DOG PARK**



**DOWNTOWN  
CROWLEY**





**DOWNTOWN  
CROWLEY**





**CivicBrand**

Please provide any additional feedback below.

8 responses

If they could incorporate the "est date" somewhere else on the logo that would be legible, that may work.

Not really opposed to any of them except Option B ( don't like that color scheme )

I think the use of estd 2023 misrepresents the establishment of the city as a whole. The establishment of the crossing should not be so significant or memorialized in the logo as to overshadow the establishment of the city a whole.

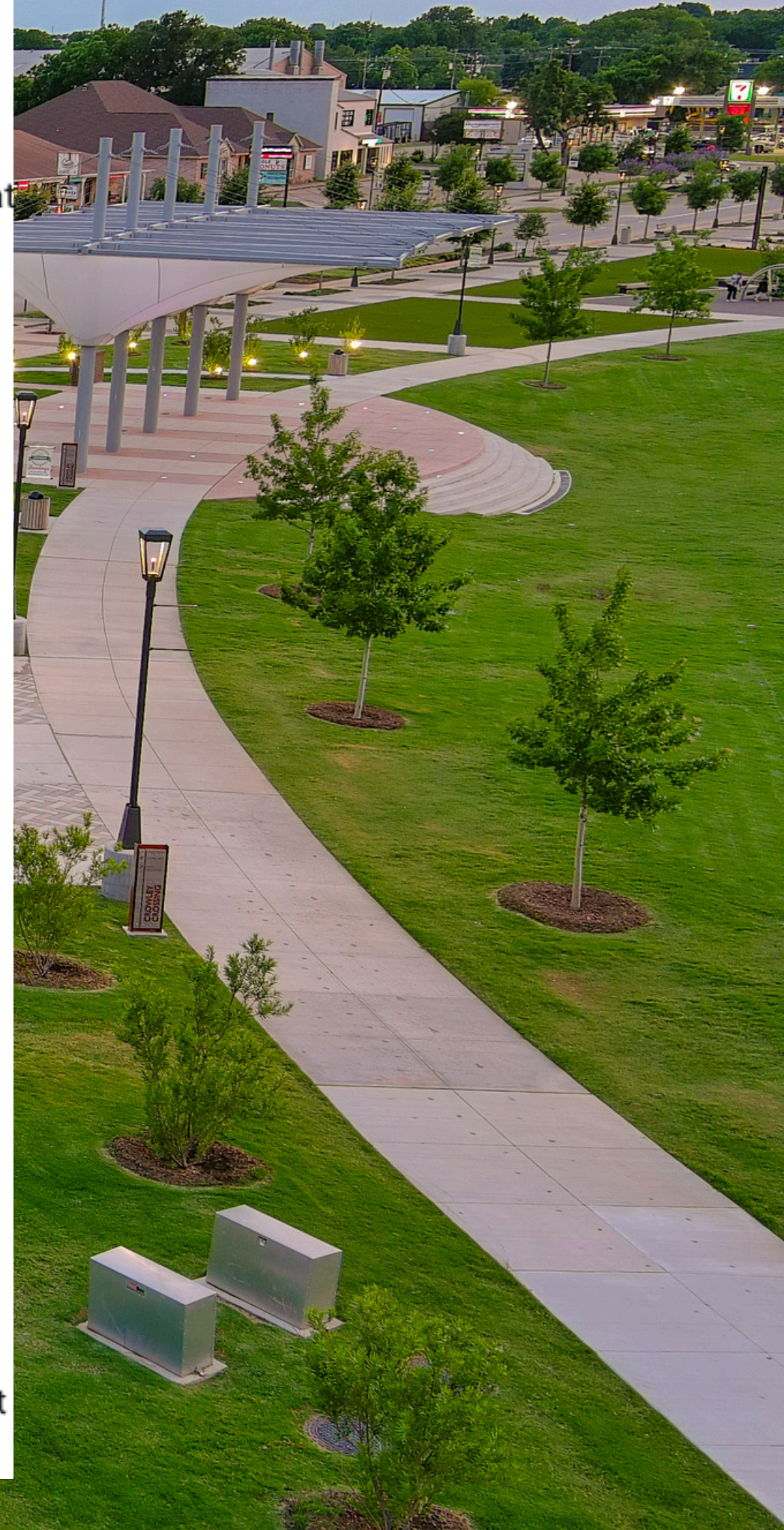
Nice work!! Thank you!!

I think these graphics would look great on a t shirt car decals

This blue conveys a timeless elegance. This color shows a calm luxury, not over the top but just right. This color strikes the perfect balance between classic yet fresh.

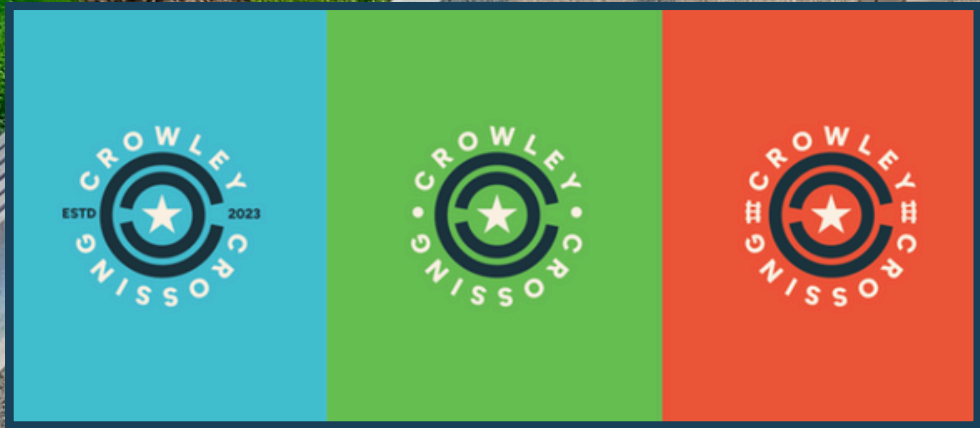
Option A embodies the lively atmosphere we aspire to create in downtown. The green represents the inviting, lush lawn at the Crossing, the red expresses dynamic activities and energy that the area has to offer, while the bright blue expresses the playful splash pad fountain and clear blue sky overhead. These colors not only promote fun and memorable experiences but is also a variation of the City's red, white, and blue logo, establishing a fresh identity for the space while maintaining a connection to the existing City branding.

The logo is simple...simple can be good...it ties back to our city logo. Interested to see how it looks on a sample event flyer or a t-shirt.

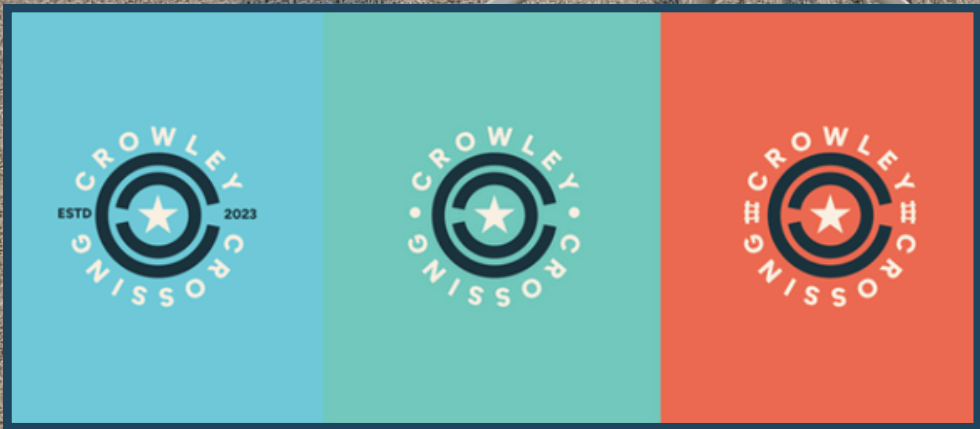


# Feedback Requested

Option A



Option B



Option C



A combination of A & B



Option 1



Option 2



Option 3





**City of Crowley, Texas**  
**Economic Development Corporation Board of Directors**  
**Agenda Report**

<b>Presenter:</b> Carol Cannady	<b>Meeting Date:</b> September 4, 2025
<b>Department:</b>	<b>Agenda Item:</b> V.1.
<b>Subject:</b> Discuss and consider approving the minutes from the meeting held on Aug 21, 2025	

**Background:**

Consider and take action on the minutes from the August 21, 2025 meeting.

**Recommendation:**

Consider approving as presented or with amendments

**Financial Information:**

None

**Attachments:**

1. 08212025 EDC Minutes

**MINUTES OF THE ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS REGULAR SESSION HELD AUGUST 21, 2025.** The Economic Development Corporation Board of Directors of the City of Crowley, Texas met in Regular Session on Thursday, August 21, 2025, at 6:00 PM in the City Council Chambers, 201 East Main Street, Crowley City Hall, Crowley, Texas.

**Call to Order and Roll Call**

President Jesse Johnson called the Session to order at 6:00 p.m. Executive Assistant Asja Reyes called roll and noted a quorum was present.

Present were

President Jesse Johnson, Member Jim Hirth, Member Billy Davis, Member Mike Winterbank, Member Carl Weber III, Member George Allen

Absent:

Member Jerry Beck

**EDC Business**

1. Discuss and consider approving the minutes from the meeting held on August 7, 2025

Member Carl Weber III made the motion to Approve the minutes as presented; second by Member Jim Hirth, council voted unanimously to approve the motion as presented. Motion carried 6-0.

**Executive Session**

1. Discuss and consider an amendment to the EDC Performance Agreement with Four Train Days pursuant to Texas Gov't Code § 551.087 – Business Prospect/Economic Development.

Presiden Jesse Johnson announced that the EDC Board of Directors would convene into Executive Session at 6:02 p.m. to discuss and consider an amendment to the EDC Performance Agreement with Four Train Days pursuant to Section 551.087 of the Texas Government Code.

**Reconvene and Take Action from Executive Session**

At 6:22 p.m., President Jesse Johnson announced the EDC Board of Directors would reconvene into open session with no action to take.

**Adjournment**

As there was no further business, President Jesse Johnson adjourned the meeting at 6:22 p.m.

ATTEST:

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Jesse Johnson, EDC Board President

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Carol Cannady, EDC Secretary



**City of Crowley, Texas**  
**Economic Development Corporation Board of Directors**  
**Agenda Report**

<b>Presenter:</b> Lori Watson	<b>Meeting Date:</b> September 4, 2025
<b>Department:</b> EDC	<b>Agenda Item:</b> V.2.
<b>Subject:</b> Discuss the proposed EDC 2025-26 Budget and announce the public hearing for Thursday, September 18, 2025 at 6:00 pm, City Council Chambers at 201 E. Main Street, Crowley, Texas.	

**Background:**

Pursuant to the Local Government Code, the governing body shall, in an open meeting, announce the date, time and place of the public hearing on the proposed fiscal year budget.

The FY 2025-26 EDC Operating Budget public hearing will be held on Thursday, September 18, 2025 at 6:00 pm, City Council Chambers at 201 E. Main Street, Crowley, Texas.

**Recommendation:**

Staff recommends setting the Public Hearing.

**Financial Information:**

The total proposed revenues for the EDC for FY 2025-26 is \$1,872,200. Proposed Expenditures equal \$1,695,142, leaving a surplus of \$177,058.

**Attachments:**

1. Budget 2025-26 Summary EDC
2. Incode budget document 25-26

## EDC 2025-26 Budget

**Revenue:**

Tax Receipts	\$	1,770,000	
Other Income		102,200	

<b>Total Revenues</b>			<b>\$ 1,872,200</b>
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**Expenditures:**

Debt Service	\$	933,344	
Non Departmental		256,349	
Administration		278,345	
Special Events		227,104	

<b>Total Expenditures</b>			<b>\$ 1,695,142</b>
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<b>Revenues over/(under) Expenditures</b>			<b>\$ 177,058</b>
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**Included in the 2025-26 Budget:**

**Capital & Enhancements:**

Non Departmental Restroom Sign		9,945	
Non Departmental Event Flyer Board		13,094	
Non Departmental Fencing for Stage		30,260	

Total included in Budget	\$		<b>53,299</b>
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60 -EDC

REVENUES BUDGET

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TAX RECEIPTS

60-00-41510	Sales Tax	1,770,000
TOTAL TAX RECEIPTS		1,770,000

FEEES AND FINES

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OTHER INCOME

60-00-46010	Interest Income	90,000
60-00-46230	Special Events Sponsorships	7,500
60-00-46230.07	Market on Main	700
60-00-46298	Market on Main Income	4,000
TOTAL OTHER INCOME		102,200

BOND AND LEASE PROCEEDS

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TOTAL REVENUES	1,872,200
	1,872,200

60 -EDC  
Debt Service

## DEPARTMENTAL EXPENDITURES

## BUDGET

DEBT SERVICE

60-03-5611	2020 CO Bond Principal	125,000
60-03-5612	2020 CO Bond Interest	84,550
60-03-5670	2025 CO Bond Principal	95,000
60-03-5671	2025 CO Bond Interest	128,369
60-03-5681	Paying Agent Fees	600
60-03-5696	2016 Sales Tax Revenue Princip	155,000
60-03-5697	2016 Sales Tax Revenue Interes	51,450
60-03-5698	2018 CO Bond Principal	180,000
60-03-5699	2018 CO Bond Interest	<u>113,375</u>
TOTAL DEBT SERVICE		933,344

TOTAL Debt Service

933,344

60 -EDC  
EDC

## DEPARTMENTAL EXPENDITURES

## BUDGET

PERSONNEL SERVICESMATERIALS & SUPPLIES

60-04-5253	Subscriptions & Publications	25,000
TOTAL MATERIALS & SUPPLIES		25,000

SERVICES

60-04-5320	Electric Service	1,000
60-04-5322	Water Service	25,000
60-04-5322.01	Karis Water Service	35,000
60-04-5351	Professional Services	17,000
60-04-5352	Attorney Fees	8,000
60-04-5355	Service Contracts	42,500
60-04-5360	Printing & Reproduction	1,000
60-04-5363	Filing Fees	350
60-04-5395	Advertising/Legal Notices	1,000
TOTAL SERVICES		130,850

MAINTENANCE & REPAIR

60-04-5407	Plaza Maintenance	7,200
TOTAL MAINTENANCE & REPAIR		7,200

CAPITAL OUTLAY

60-04-5509	Other Equipment	43,354
60-04-5541.05	Plaza Restrooms	9,945
TOTAL CAPITAL OUTLAY		53,299

MISCELLANEOUS

60-04-5710	Miscellaneous Expenses	40,000
TOTAL MISCELLANEOUS		40,000

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TOTAL EDC	256,349
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60 -EDC  
ADMINISTRATION

## DEPARTMENTAL EXPENDITURES

## BUDGET

PERSONNEL SERVICES

60-10-5101	Full Time Salaries	196,180
60-10-5121	Stability Pay	695
60-10-5140	Medicare	2,845
60-10-5141	FICA	12,163
60-10-5142	TMRS	25,013
60-10-5144	Group Insurance	<u>22,813</u>
TOTAL PERSONNEL SERVICES		259,709

MATERIALS & SUPPLIES

60-10-5201	Office Supplies	250
60-10-5249	Other Materials & Supplies	1,000
60-10-5253.01	Computer Subscriptions	<u>1,806</u>
TOTAL MATERIALS & SUPPLIES		3,056

SERVICES

60-10-5302	Mobile Telephone Service	1,080
60-10-5395	Advertising/Legal Notices	<u>5,000</u>
TOTAL SERVICES		6,080

MISCELLANEOUS

60-10-5702	Training & Travel	7,000
60-10-5704	Dues & Memberships	<u>2,500</u>
TOTAL MISCELLANEOUS		9,500

TOTAL ADMINISTRATION

278,345

60 -EDC  
 SPECIAL EVENTS

DEPARTMENTAL EXPENDITURES

BUDGET

PERSONNEL SERVICES

60-11-5101	Full Time Salaries	73,292
60-11-5121	Stability Pay	1,405
60-11-5140	Medicare	1,063
60-11-5141	FICA	4,544
60-11-5142	TMRS	9,345
60-11-5144	Group Insurance	<u>11,406</u>
TOTAL PERSONNEL SERVICES		101,055

MATERIALS & SUPPLIES

60-11-5253.01	Computer Subscriptions	<u>768</u>
TOTAL MATERIALS & SUPPLIES		768

SERVICES

60-11-5302	Mobile Telephone Service	504
60-11-5355	Service Contracts	390
60-11-5379	Other Outside Services	20,087
60-11-5395	Advertising/Legal Notices	<u>1,500</u>
TOTAL SERVICES		22,481

MISCELLANEOUS

60-11-5702	Training & Travel	1,500
60-11-5704	Dues & Memberships	605
60-11-5708.01	Fall Festival	19,129
60-11-5708.02	Christmas Event	29,651
60-11-5708.03	Easter Event	5,415
60-11-5708.04	Concert Series	24,500
60-11-5708.06	Miscellaneous Events	14,000
60-11-5708.07	Market on Main	2,000
60-11-5708.08	BBQ Competition & Festival	<u>6,000</u>
TOTAL MISCELLANEOUS		102,800

TOTAL SPECIAL EVENTS 227,104

TOTAL EXPENDITURES 1,695,142  
 =====

REVENUE OVER/(UNDER) EXPENDITURES 177,059

OTHER FINANCING SOURCES & USES

CITY OF CROWLEY  
BUDGET LISTING  
AS OF: SEPTEMBER 30TH, 2025

60 -EDC  
SPECIAL EVENTS

DEPARTMENTAL EXPENDITURES

BUDGET

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OTHER SOURCES

OTHER USES

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REVENUES & OTHER SOURCES OVER  
(UNDER) EXPENDITURES & OTHER USES

177,059



**City of Crowley, Texas**  
**Economic Development Corporation Board of Directors**  
**Agenda Report**

<b>Presenter:</b> Lori Watson	<b>Meeting Date:</b> September 4, 2025
<b>Department:</b> City Manager	<b>Agenda Item:</b> V.3.
<b>Subject:</b> Discuss and Consider approving 2024-25 EDC Budget Amendment #2.	

**Background:**

**Recommendation:**

**Financial Information:**

**Attachments:**

1. EDC Budget 2024-25 amended 090425

**Economic Development Corporation  
FY 2024-25 Budget**

**Budget Amendment #2**

Fund Balance	\$	160,739
Sales Tax		239,261
Loan		<u>(400,000)</u>
Difference	\$	-

**Economic Development Corporation 2024-25 Budget**

**Revenues:**

Sales Tax Revenue	\$	1,712,532	
Interest Income		8,000	
<b>Fund Balance</b>		<b>1,040,739</b>	
<b>Total Revenue</b>	<b>\$</b>		<b>2,761,271</b>

**Expenses:**

Salary Expense	237,756	
Fica	14,741	
Med	3,448	
TMRS	29,934	
Health insurance	21,513	
Stability Pay	1,925	
Office Supplies	1,000	
Electric	600	
Water	500	
Training	18,000	
Ground Lease (parking lot)	15,000	
Professional Fees	3,500	
Attorney Fees	10,000	
Other Outside Services	20,100	
Mobile Telephone Services	1,800	
Advertising & Promotional Exp	6,000	
Service Contracts	42,000	
Subscriptions & Publications	25,000	
Dues & Memberships	4,440	
Printing & Reproduction	3,000	
Plaza Events	90,595	
Plaza Maintenance (Dog Park)	7,200	
Other Materials & Supplies	3,400	
Total	<hr/>	561,452

**Bond Payments**

Revenue Bond 2016 Principal	150,000	
Revenue Bond 2016 Interest	57,450	
2018 CO Bond Principal	175,000	
2018 CO Bond Interest	122,125	
2020 CO Bond Principal	120,000	
2020 CO Bond Interest	91,900	
Paying Agent Fees	200	
Total	<hr/>	716,475

**One Time Purchases:**

Digital Kiosk	2,260	
Branding/Placemaking	13,500	
Additional Christmas Decorations	150,000	
Outdoor Games	12,572	
Ice Skating Rink for Christmas Event*	8,778	
Projection Mapping (Christmas Event)*	7,250	
Crossing Directional Signage	8,984	
Purchase of Property	880,000	
<b>Loan</b>	<b>400,000</b>	
Total	<hr/>	1,483,344

**Total Expenses** **\$** **2,761,271**

Revenues over (under) expenses	(0)
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**Plaza Events**

Adult Easter Egg Hunt	4,815	
Main Street (May 4th, Glow in Dark Golf, foam truck, etc)	12,500	
Movies on Main	1,500	
Music on Main	23,000	
Fall Festival	19,129	
Christmas Event	29,651	
Total	<hr/>	\$ 90,595

\*If approved for Christmas Event in 2025, amount will need to double to pay for deposits.