



**Agenda**  
**Crowley Economic Development Corporation**  
**Board of Directors**  
**September 18, 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 18, 2025 - 6:00 PM**

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

**II. Public Hearings**

1. (a) Hold a Public Hearing on the proposed Crowley Economic Development 4B FY2024-2025 Operating Budget and (b) discuss and consider adopting the Crowley Economic Development 4B FY2024-2025 Operating Budget.

**III. EDC Business**

1. Discuss and consider approving the minutes from the meeting held on September 4, 2025.
2. Discuss and consider branding package options for a logo and color scheme for Crowley Crossing

**IV. 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 the execution of a contract for an economic development opportunity located at 125 N Hampton St., Crowley, TX 76036, pursuant of Section 551.087 - Business Prospect/Economic Development, of the Texas Government Code.

**V. 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.

**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 18, 2025 at 6:00 PM is a true and correct copy posted on \_\_\_\_\_, 20\_\_\_\_ 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> Heather Gwin	<b>Meeting Date:</b> September 18, 2025
<b>Department:</b> EDC	<b>Agenda Item:</b> II.1.
<b>Subject:</b> (a) Hold a Public Hearing on the proposed Crowley Economic Development 4B FY2024-2025 Operating Budget and (b) discuss and consider adopting the Crowley Economic Development 4B FY2024-2025 Operating Budget.	

**Background:**

Pursuant to the Texas Local Government Code 501.073, the corporation's authorizing unit will approve all programs and expenditures of the corporation and annually review any financial statements of the corporation.

**Recommendation:**

Staff recommends holding a public hearing to receive public input and approve the EDC 4B proposed FY2025-2026 Operating Budget.

**Financial Information:**

The total proposed revenues for the EDC for FY 2025-26 is \$1,872,200. Proposed Expenditures equal \$1,695,412, leaving a surplus of \$177,058.

**Attachments:**

1. Budget 2025-26 Summary EDC

# EDC 2025-26 Budget

**Revenue:**

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

**Total Revenues** **\$ 1,872,200**

**Expenditures:**

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

**Total Expenditures** **\$ 1,695,142**

**Revenues over/(under) Expenditures** **\$ 177,058**

**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 **\$ 53,299**



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

<b>Presenter:</b> Carol Cannady	<b>Meeting Date:</b> September 18, 2025
<b>Department:</b> EDC	<b>Agenda Item:</b> III.1.
<b>Subject:</b> Discuss and consider approving the minutes from the meeting held on September 4, 2025.	

**Background:**

Consider approval of minutes as presented.

**Recommendation:**

Staff recommends approval of the minutes as presented; council consideration is respectfully requested.

**Financial Information:**

None

**Attachments:**

1. 09042025 EDC Minutes

**MINUTES OF THE ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS REGULAR SESSION HELD SEPTEMBER 4, 2025.** The Economic Development Corporation Board of Directors of the City of Crowley, Texas met in Regular Session on Thursday, September 4, 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. Board Secretary Carol Konhauser called roll and noted a quorum was present.

Present were

President Jesse Johnson, Member Jerry Beck, Member Jim Hirth, Member Billy Davis, Member Mike Winterbank, Member Carl Weber III

Absent:

Member George Allen

### **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

President Jesse Johnson announced that the Crowley Economic Development Corporation Board of Directors would convene into Executive Session at 6:01 p.m. to discuss 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 6:09 p.m., President Jesse Johnson announced the Crowley Economic Development Corporation would reconvene into open session.

Member Jim Hirth made the motion to approve the Third Amendment to the Amended and Restated Economic Development and Performance Agreement with Four Train Days Development; second by Member Carl Weber III, council voted unanimously to approve the motion as presented. Motion carried 6-0.

### **Presentations**

1. Branding and Placemaking Tools for Crowley Crossing

Downtown Coordinator Julie Hepler presented the board with the results of the branding survey. After discussion, members agreed that they preferred the brighter colors featured in Example A and expressed strong dislike for Design C, which used railroad tracks to divide “Crowley Crossing.” The board was divided on the inclusion of “Est. 2024,” noting concerns that it might be difficult to read in smaller versions of the branding and could be misleading by suggesting that the City of Crowley was established in 2024 rather than just the plaza. In conclusion, all members agreed that Designs A and B were the strongest options moving forward.

## **EDC Business**

1. Discuss and consider approving the minutes from the meeting held on Aug 21, 2025

Member Jerry Beck made the motion to Approve the minutes as presented; second by Member Billy Davis, council voted unanimously to approve the motion as presented. Motion carried 6-0.

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.

President Jesse Johnson announced the Crowley Economic Development Corporation would hold a public hearing to receive input on the FY2025-26 budget at 6:00 p.m. on Thursday, September 18, 2025 in the Council Chambers located at 201 E Main Street, Crowley TX 76036.

3. Discuss and Consider approving 2024-25 EDC Budget Amendment #2.

Member Billy Davis made the motion to Approve the FY 2024-25 EDC Budget Amendment #2; second by Member Carl Weber III, council voted unanimously to approve the motion as presented. Motion carried 6-0.

## **Adjournment**

As there was no further business, President Jesse Johnson adjourned the meeting at 6:31 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> Julie Hepler	<b>Meeting Date:</b> September 18, 2025
<b>Department:</b> Main Street	<b>Agenda Item:</b> III.2.
<b>Subject:</b> Discuss and consider branding package options for a logo and color scheme for Crowley Crossing	

**Background:**

City staff and the stakeholders committee have been working with Civic Branding to develop a branding package for Crowley Crossing. Options for a new logo and color palette were recently presented to the City Council and the EDC Board for feedback. Based on the direction received, staff will present the revised logo designs, including the option that received the most positive feedback from both the EDC Board and City Council.

**Recommendation:**

**Financial Information:**

**Attachments:**

1. Revised Logo Options



**Option 1**

Original



**Option 2**

No Dots



**Option 3**

Crossing flipped



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

<b>Presenter:</b> Molly Martin	<b>Meeting Date:</b> September 18, 2025
<b>Department:</b> EDC	<b>Agenda Item:</b> IV.1.
<b>Subject:</b> Discuss and consider the execution of a contract for an economic development opportunity located at 125 N Hampton St., Crowley, TX 76036, pursuant of Section 551.087 - Business Prospect/Economic Development, of the Texas Government Code.	

**Background:**

**Recommendation:**

**Financial Information:**

**Attachments:**

None

**CITY OF CROWLEY**  
**CERTIFIED AGENDA OF THE EXECUTIVE/CLOSED SESSION**  
September 18, 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 18, 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.

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Member Jim Hirth

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Member Billy Davis

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Member Mike Winterbank

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Member Carl Weber III

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

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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 the execution of a contract for an economic development opportunity located at 125 N Hampton St., Crowley, TX 76036, pursuant of Section 551.087 - Business Prospect/Economic Development, of the Texas Government Code.**

**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 18, 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