



City of La Vernia  
**MUNICIPAL DEVELOPMENT DISTRICT BOARD  
OF DIRECTORS WORKSHOP**

102 E. Chihuahua St., La Vernia, Texas 78121

January 27, 2025

6:00 PM

---

**AGENDA**

1. **Call to Order and Declare a Quorum**
2. **Invocation, Pledge of Allegiance and Pledge of Texas Flag**
3. **Citizens to Be Heard**

**Discussion/Action**

[Discuss](#) the La Vernia Municipal Development District 3-Year Strategic Plan

4. **Future Agenda Items**
5. **Adjourn**

*The Board of the La Vernia Municipal Development District reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Open Meetings Act, Texas Government Code 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberation about Security Devices), and 551.087 (Economic Development), and any other provision under Texas law that permits a governmental body to discuss a matter in a closed executive session.*

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the governing body of the above named La Vernia Municipal Development Board is a true and correct copy of said Notice on the bulletin boards, of the City Hall of said City of La Vernia, Texas, a place convenient and readily accessible to the general public at all times, and said Notice was posted on **JANUARY 22, 2025 at 5:00 PM** and remained so posted continuously for at least 72 Hours proceeding the scheduled time of said meeting.

---

Felicia Carvajal, Executive Director

# La Vernia Pathway: Progress with Purpose

## Overview

The La Vernia Municipal Development District (MDD) will develop a three-year comprehensive plan to strategically guide the city's future economic development. The goal of the Comprehensive Economic Development Plan is to align the LV MDD, city leadership, and community partners around a unified vision for La Vernia's future.

## Goals

- Hear from a variety of representatives and voices throughout La Vernia.
- Create an ambitious vision for a thriving future.
- Formulate a straightforward and focused action plan for the MDD to achieve over the next three years.

## Meetings



### MDD Workshop- January

- Goals: Establish Mission, Vision, 3 year objectives. Hear from Business Owners and identify community needs



### LV MDD & Community - February 13th

- The La Vernia MDD will invite business owners and community members to the MDD meeting to discuss topics in the survey and topics that may not have been covered yet.



### MDD Board Meetings

- March: Review community & Board feedback and identify key goals.
- April: Evaluate the first draft of the plan.
- May: Review the final draft.

## 01 Introduction

- Project setup
- Purpose of the document
- Overview of the planning process
- Stakeholder engagement



### Structure of Document

## Summary Background | 02

- Overview of La Vernia's economic and demographic conditions
- Identify opportunities and challenges for future economic planning
- Reviews input from stakeholders

## 03 Strategic Focus

- Economic Expansion and Prosperity
- Talent and Workforce Development
- Infrastructure Development
- Communication and Marketing Strategies
- Quality of Life (including Parks, Events, and Tourism)



## MDD Strategy and Action Plan | 04

This chapter presents a three-year strategic roadmap for La Vernia's economic development, outlining goals and actionable steps for the MDD and its partners. Using a "Now, Next, Beyond" framework, it guides collaboration among stakeholders to achieve objectives and foster sustainable growth.