



# Community Development Corporation Meeting Minutes

Monday, February 02, 2026 at 6:00 PM

City Hall – 520 East Ocean Blvd. Los Fresnos, TX 78566

<https://cityoflosfresnos.com/meetings>

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NOTICE OF SAID MEETING IS HEREBY GIVEN BY THE CITY OF LOS FRESNOS PURSUANT TO CHAPTER 551, TITLE 5 OF THE TEXAS GOVERNMENT CODE, THE TEXAS OPEN MEETINGS ACT.

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## A. CALL MEETING TO ORDER

President Enrique Juarez called the meeting to order at 6:00 p.m.

### PRESENT

President Enrique Juarez  
Place 2 Pedro Maldonado  
Place 3 Leo Casanova  
Place 4 Marco Huerta  
Place 5 Gordon Cappon  
Place 6 Claudia Villarreal  
Vice President Daniel Alvarez

## B. INVOCATION AND PLEDGE OF ALLEGIANCE

Mr. Milum gave the invocation and led the audience in the Pledge of Allegiance.

## C. VISITORS REMARKS

To speak, you must sign in with the City Secretary prior to the meeting. You have a limit of 5 minutes to speak.

There were none.

## D. ACTION ITEMS

1. Consideration and ACTION to approve minutes from January 5, 2026.

Motion was made and seconded to approve minutes from January 5, 2026.

Motion made by Vice President Alvarez, Seconded by Place 5 Cappon.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

2. Consideration and ACTION to acknowledge the December 2025 Financial Report A. Monthly B. Year to Date Report C. Sales Tax Report

Mr. Milum reported that for December 2025 there were 18 transactions totaling \$44,691, including major sponsorship payments for the rodeo and stock show as well as several grant disbursements previously approved by the Board. He noted that through the first three months of the fiscal year, revenue consisting of sales tax and interest stood at 25.9%, slightly above the expected 25% and approximately \$5,800 over budget. Expenditures were at 21.43%, reflecting careful spending and an estimated \$20,000 savings to date. He further highlighted that sales tax collections showed strong growth, with December year-over-year figures up 13.44% almost \$7,000 and year to date totals up 7.46% almost \$12,000, indicating healthy business activity in the community.

Motion was made and seconded to acknowledge the December 2025 Financial Report A. Monthly B. Year to Date Report C. Sales Tax Report.

Motion made by Place 2 Maldonado, Seconded by Place 4 Huerta.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

3. Consideration and ACTION to approve sign grant for Montecarlo Event Hall located at 309 East Ocean Blvd.

Board member Huerta reported that the Business Incentive Committee met earlier that day to review a sign grant request for Montecarlo Event Hall, located at 309 East Ocean Boulevard in Los Fresnos, the site of the former Parra Tamales location. The committee received three bids, with the lowest submitted by Graphic LED Signs in the amount of \$3,755, making the CDC's 50% portion \$1,877.50. The committee reviewed the request and voted to recommend approval of the sign grant. Board member Claudia Villarreal also noted that the venue's Facebook presence looks impressive and expressed appreciation for the business choosing Los Fresnos.

Motion was made and seconded to approve sign grant for Montecarlo Event Hall located at 309 East Ocean Blvd. to the lowest bid in the amount of \$3,755 with the CDC portion being \$1,877.50.

Motion made by Place 6 Villarreal, Seconded by Place 2 Maldonado.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

4. Consideration and ACTION to approve storefront grant for Montecarlo Event Hall located at 309 East Ocean Blvd.

Board member Marco Huerta reported that the Business Incentive Committee met to review a storefront grant request for Montecarlo Event Hall, located at 309 East Ocean Boulevard. The committee received three bids for the project, with the lowest bid totaling \$7,658, making the CDC's 50% share \$3,829. After reviewing the proposal, the committee voted to recommend approval of the storefront grant. A motion and second were made to approve the CDC's portion, and the Board unanimously approved the storefront grant for Monte Carlo Event Hall. Representatives from the venue also addressed the Board, explaining that their new business aims to serve a full range of events from corporate functions and intimate gatherings to weddings and celebrations filling a local need for an event space in Los Fresnos. They noted their existing catering business, previous work in the community, and upcoming participation in the rodeo, expressing enthusiasm for partnering with the city and building long term connections.

Motion was made and seconded to approve storefront grant for Montecarlo Event Hall located at 309 East Ocean Blvd. to the lowest bid in the amount of \$7,658 with the CDC portion being \$3,829.

Motion made by Place 2 Maldonado, Seconded by Vice President Alvarez.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

5. Consideration and ACTION to approve a Marketing Design-Mapping Program with Flyer View Group, LLC.

Mr. Milum reported that staff met with Flyer View Group LLC to explore a marketing design and mapping program that would provide professionally produced brochures, posters, and location specific demographic materials to support business recruitment and retention efforts in Los Fresnos. He explained that the program would supply high quality brochures for new or prospective businesses, integrate with the CDC website for interactive viewing, and transform existing Placer AI data into polished, customized marketing pieces tailored to specific business types and locations. Examples of sample brochures and poster concepts were distributed, highlighting the improved professional quality compared to what staff can currently produce in

house. The initial annual cost for the Platinum package is \$9,995, with subsequent years costing \$4,995, and optional printing services are available through the company or local vendors. Board members discussed the value of the materials, potential poster quantities, and how the data could assist businesses seeking financing or site selection.

Motion was made and seconded to approve the Platinum package in the amount of \$9,995 with Marketing Design-Mapping Program with Flyer View Group, LLC.

Motion made by Place 5 Cappon, Seconded by Place 2 Maldonado.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

6. Consideration and ACTION to elect a President and Vice President for a one year term.

Nominations were opened and a motion was made to retain Mr. Enrique Juarez as President and Mr. Daniel Alvarez as Vice President for the upcoming term. Both nominees accepted. Mr. Alvarez addressed the Board, expressing appreciation for the nomination while noting his increasing professional commitments, explaining that although he had considered resigning, he wished to serve one more year and would reevaluate his ability to continue if attendance became difficult. President Juarez thanked the Board for its continued confidence and reflected on the progress made by the organization over the years, emphasizing the importance of maintaining financial preparedness for major economic opportunities such as the Walmart and Stripes developments, and reaffirming his commitment to conservative financial stewardship and continued community engagement.

Motion was made and seconded to elect a Enrique Juarez for President and Daniel Alvarez for Vice President for a one-year term.

Motion made by Place 4 Huerta, Seconded by Place 2 Maldonado.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

## **E. REPORT BY GENERAL MANAGER**

Community Development Coordinator Mr. Jeffrey Rosas highlighted key activities for January. He reported that the Los Fresnos Business Circle held a strong January event with 43 attendees, demonstrating growing momentum for 2026 and continued diverse business participation. Live polling showed consistent themes: businesses are prioritizing growth, seeking expanded small business support, and identifying funding, marketing, and networking as their top needs. He announced that the next Business Circle event will be held in early March to avoid conflicts with February's busy schedule. On workforce development, he noted progress from Workforce Cameron, including completion of the written portion of the high demand job training grant. Regarding CDC website development, the team is exploring a refreshed CDC logo and has created visual mockups of the new site; board members will participate in professional headshots on February 18 from 9:00–11:30 a.m. He added that the new Flyer View marketing service will enhance the website by showcasing properties with high quality visuals and demographic tools. For Earth Day 2026, scheduled for April 18, planning is underway with LFCISD student run educational booths, birdhouse and bird- feeder activities, and a special reading at the butterfly garden by children's author Dr. Ela Hernandez. Finally, he reported on the Cara Cara Trails ribbon cutting, noting that the trail network's near- completion will soon connect Los Fresnos to the Palo Alto Battlefield, expanding regional recreation opportunities and enhancing local quality of life. He concluded by noting increased community use of the trails and the positive impact on future growth. No further questions were presented.

1. 1. City Manager Report

A. Los Fresnos Business Circle (LFBC) January Event B. Workforce Development C. LFCD Website Development D. Earth Day (April 18) E. Caracara Trails Ribbon Cutting Ceremony

## **F. ADJOURNMENT**

The meeting was adjourned at 6:41 p.m.

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Enrique Juarez, President

ATTEST:

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Jacqueline Moya, City Secretary