



# ECONOMIC DEVELOPMENT CORPORATION MEETING

February 04, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

## AGENDA

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### CALL MEETING TO ORDER

### ROLL CALL AND ESTABLISH A QUORUM

### CITIZEN ENGAGEMENT

This is an opportunity for the public to address the Economic Development Corporation regarding an item on the agenda, except public hearings that are included on the agenda. Comments related to public hearings will be heard when the specific hearing begins. Citizen comments are limited to three (3) minutes per speaker, unless the speaker requires the assistance of a translator, in which case the speaker is limited to six (6) minutes, in accordance with applicable law. Each speaker shall approach the designated speaker location, complete the citizen engagement sign in sheet and state his/her name and city of residence before speaking. Speakers shall address the Economic Development Corporation with civility that is conducive to appropriate public discussion. Speakers can address only the Economic Development Corporation and not individual city officials or employees. The public cannot speak from the gallery but only from the designated speaker location.

### CONSENT AGENDA

Items considered to be routine are enacted by one motion without separate discussion. If the members of the board desire to discuss an item, the item is removed from the Consent Agenda and considered separately.

1. Consider and take appropriate action on January 6, 2025, minutes.

### ITEMS FOR INDIVIDUAL CONSIDERATION

2. Consider and take appropriate action on vice president appointment.
3. Consider and take appropriate action on sponsorship opportunities with Lubbock Chamber of Commerce luncheons.
4. Consider and take appropriate action on BIG application for 709 Main Street.

5. Consider and take appropriate action on Purpose Marketing Q4 Report.

### **EXECUTIVE SESSION**

In accordance with Texas Government Code, section 551-001, et seq., the Economic Development Corporation will recess into executive session (closed meeting) to discuss the following:

- a. 551.072 Deliberations about Real Property: to deliberate the purchase, exchange, lease or value of real property.
- b. 551.087 Deliberations Regarding Economic Development Negotiations: to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or to deliberate the offer of financial or other incentive to a business prospect.

### **RECONVENE INTO OPEN SESSION**

In accordance with Texas Government Code, chapter 551, the Economic Development Corporation will reconvene into regular session to consider action, if any, on matters discussed in executive session.

### **ADJOURN**

In accordance with the Americans with Disability Act any person with a disability requiring reasonable accommodation to participate in this meeting should call the City Secretary at 806-855-4120 or send written request to P.O. Box 36 Wolfforth Texas 79382 at least 48 hours in advance of the meeting date.

### **Certification**

I, the undersigned authority do hereby certify that the Notice of Meeting was posted at City Hall of the City of Wolfforth, Texas was posted on January 31, 2025, at 5:00 p.m.

Danielle Sweat, Economic Development Director



# ECONOMIC DEVELOPMENT CORPORATION MEETING

January 07, 2025 at 11:30 AM

Wolfforth City Hall - 302 Main Street Wolfforth, TX

## MINUTES

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Meeting was called to order at 11:39 AM

In attendance: Joel Robinett, Shawn Vinson, Russell Thomasson, Paula Sexton, Nicole Butler, Glen Frick, Farley Reeves

City Manager: Randy Criswell

Director: Danielle Sweat

Leading EDG: Taylor McAlpine

### CONSENT AGENDA

Items considered to be routine are enacted by one motion without separate discussion. If the members of the board desire to discuss an item, the item is removed from the Consent Agenda and considered separately.

Glenn Frick made a motion to approve the consent agenda. This was seconded by Shawn Vinson and passed unanimously.

1. Consider and take appropriate action on December 3, 2024, minutes.
2. Consider and take appropriate action on November 2024 financials.

### ITEMS FOR INDIVIDUAL CONSIDERATION

3. A motion was made by Shawn Vinson and seconded by Farley Reeves to move forward with the Placer AI renewal for 2025. This motion passed unanimously.
4. Consider and take appropriate action on sponsorship opportunity with Texas Tech's Discoveries to Impact.  
  
No action taken.
5. Consider and take appropriate action on marketing materials.

No action taken. This was in the budget. Ideas were given and decision is left up to the director's discretion.

6. Consider and take appropriate action on EDC director travel for spring of 2025.
7. Consider and take appropriate action on future agenda items.

Board went into executive session at 12:04PM.

Adjourned at 12:53pm.

Joel Robinett



## AGENDA ITEM COMMENTARY

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**MEETING NAME:** Wolfforth Economic Development Corporation  
**MEETING DATE:** 2/4/2025  
**ITEM TITLE:** Consider and take appropriate action on vice president appointment.  
**STAFF INITIATOR:**

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**BACKGROUND:**

Steve Deaton, who previously served as vice president of the Economic Development Corporation board, has transitioned to an ex-officio position. This change leaves the vice president position vacant.

In accordance with the bylaws, the responsibility of electing a new vice president rests with the current voting board members. This process will ensure the selection of a qualified individual to fulfill this important leadership role and maintain continuity within the board's operations.

**EXHIBITS:**

**COUNCIL ACTION/STAFF RECOMMENDATION:**



## AGENDA ITEM COMMENTARY

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**MEETING NAME:** Wolfforth Economic Development Corporation  
**MEETING DATE:** 2/4/2025  
**ITEM TITLE:** Consider and take appropriate action on sponsorship opportunities with Lubbock Chamber of Commerce luncheons.  
**STAFF INITIATOR:**

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**BACKGROUND:**

In December 2024, the board approved WEDC sponsorship guidelines focused on fostering relationships and increasing visibility for the organization.

To align with these goals, I consulted with the Lubbock Chamber of Commerce to explore sponsorship opportunities. During our discussion, they suggested that sponsoring a luncheon might be a suitable option. Additionally, they mentioned new sponsorship opportunities for Leadership Lubbock happy hours.

Currently, Goodline is not a member of the Chamber. However, if they were to join, this could open the door to participating in these happy hour events, which would further enhance networking and engagement opportunities for the WEDC. That sponsorship would be \$500.

**EXHIBITS:**

Sponsorship Guide for luncheons

**COUNCIL ACTION/STAFF RECOMMENDATION:**

# Luncheons

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## Legislative Appreciation Luncheon

June 2025 | Expected Attendance: 350

The Lubbock business community and the Chamber recognizes and celebrates elected officials.



## Salute to Ag Luncheon

March 18, 2025 | Expected Attendance: 300

On the National Day of Ag, this is a celebration of our agriculture industry, its leaders and the contributions to our economy. This is a great opportunity for businesses to show support for this industry and interact with agricultural stakeholders.



## Community Prayer Luncheon

May 1, 2025 | Expected Attendance: 400

The Chamber and the business community gather to celebrate the National Day of Prayer.



## State of the TTU System

September 2025 | Expected Attendance: 400

The TTU System provides a comprehensive look at the latest developments, challenges, and opportunities facing one of Lubbock's largest economic drivers. This event is a great opportunity to showcase your support for Texas Tech.



## Harvest Luncheon

October 2025 | Expected Attendance: 300

The Harvest Luncheon celebrates agriculture by highlighting current issues. This is an opportunity for businesses to show support for the agriculture industry and its impact on our local and regional economy.

## Community Prayer Luncheon

### Sponsor Benefits

BEFORE THE EVENT	Catering	Presenting \$4,000	Platinum \$2,000	Gold \$1,500	Silver \$1,000	Table \$500	Church \$320
Exclusive "Presented By" on all promo materials/social media		x					
Exclusive "Catered By" on all promo materials	x						
Recognition on Monday Memo e-newsletter	Logo	Logo					
Link on event web page	Logo	Logo	Logo	Logo	Listing		
Company included w/ quote in press release	x	x					
Co-host on Facebook Event	x	x	x	x	x		
Company tagged in Sponsor Spotlight	x	x	x	x			
DURING THE EVENT							
Reserved table of 8	x	x	x	x	x	x	x
Premium table location	x	x	x	x			
:30 welcome video	x	x					
Logo on event signage	x	x	x				
Opportunity to provide promotional item/gift to guests	x	x					
Sponsor loop and table tents	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Verbal recognition at event	x	x	x	x			
AFTER THE EVENT							
Tagged/mentioned in social posts	x	x					

\*Church sponsorship only available for churches



## State of the Texas Tech University System

### Sponsor Benefits

BEFORE THE EVENT	Presenting \$4,000	Platinum \$2,000	Gold \$1,500	Silver \$1,000	Table \$500
Exclusive "Presented By" on all promo materials/social media	x				
Recognition on Monday Memo e-newsletter	Logo				
Link on event web page	Logo	Logo	Logo	Listing	
Company included w/ quote in press release	x				
Co-host on Facebook Event	x	x	x	x	
Company tagged in Sponsor Spotlight	x	x	x		
DURING THE EVENT					
Reserved table of 8	x	x	x	x	x
Premium table location	x	x	x		
:30 welcome video	x				
Logo on event signage	x	x			
Opportunity to provide promotional item/gift to guests	x				
Sponsor loop and table tents	Logo	Logo	Logo	Logo	Listing
Verbal recognition at event	x	x	x		
AFTER THE EVENT					
Tagged/mentioned in social posts	x				



## AGENDA ITEM COMMENTARY

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**MEETING NAME:** Economic Development Corporation  
**MEETING DATE:** 2/4/2025  
**ITEM TITLE:** Consider and take appropriate action on BIG application for 709 Main Street.  
**STAFF INITIATOR:** Danielle Sweat-EDC Director

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**BACKGROUND:**

Victor Flores, the owner of the property at 709 Main Street, is planning to apply stucco to the building's exterior. The property is currently leased to a Lubbock restaurant owner who is preparing to open a new location at this address.

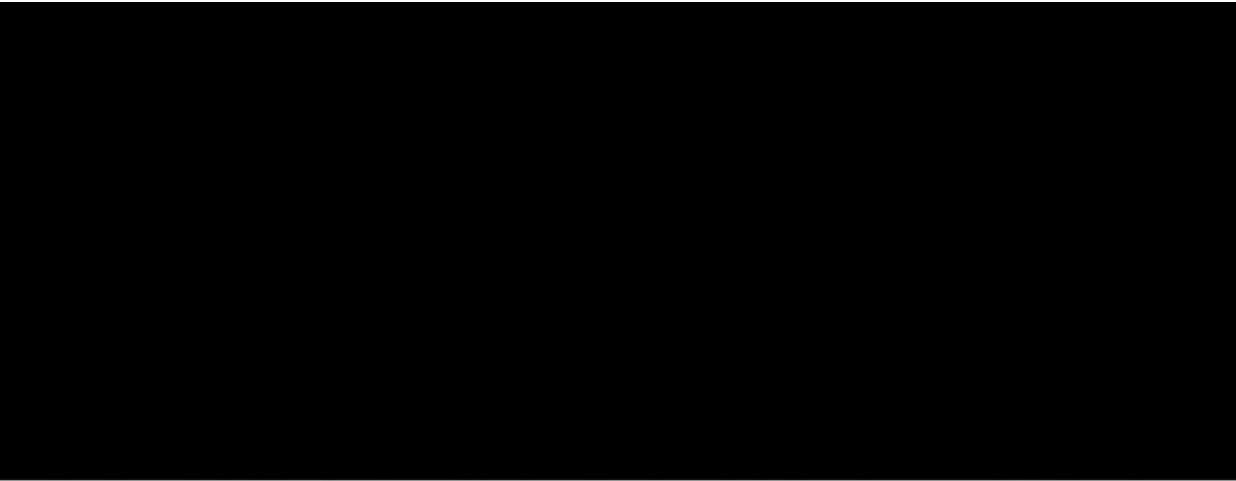
**EXHIBITS:**

Rendering and Invoice

**COUNCIL ACTION/STAFF RECOMMENDATION:**

**From:** [Victor Flores](#)  
**To:** [Danielle Sweat](#)  
**Subject:** 709 Main  
**Date:** Thursday, January 23, 2025 12:41:09 PM

Caution: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



# INVOICE

**Carina Martinez**  
14019 County Road 1420  
Wolfforth TX 79382

**BILL TO**  
Victor Flores  
709 main st  
wolfforth tx

**INVOICE #** 061  
**INVOICE DATE** 10/19/24

DESCRIPTION	AMOUNT
stucco around building and sign structure (labor and materials included) necessary design remodel (included)	\$ 17,750.00

*Thank you* | [TERMS & CONDITIONS](#)



Sent from my iPhone

Outside Finish. (example not to accuracy)





## AGENDA ITEM COMMENTARY

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**MEETING NAME:** Economic Development Corporation  
**MEETING DATE:** 2/4/2025  
**ITEM TITLE:** Consider and take appropriate action on Purpose Marketing Q4 Report.  
**STAFF INITIATOR:** Danielle Sweat-EDC Director

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**BACKGROUND:**

Purpose Marketing has provided us with a report for Quarter four. Overall, it's an outstanding report. The last page contains some key takeaways and goals for 2025. One of their goals is to highlight more employees. In my opinion, we should also consider incorporating board member highlights as part of their goals. This would showcase the broader team contributing to our success. Overall, it's an outstanding report.

**EXHIBITS:**

Q4 Report

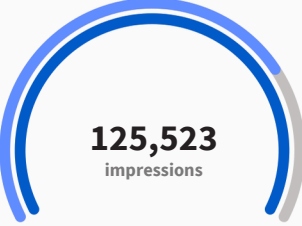
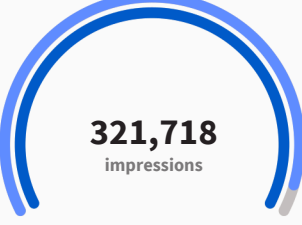
**COUNCIL ACTION/STAFF RECOMMENDATION:**

# **WOLFFORTH EDC Q4 2024 REPORT**

DANIELLE SWEAT | JANUARY 2025

# SOCIAL CONTENT

Item # 5.

<p><b>Followers &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>+8.8%</td> <td>5,079</td> </tr> <tr> <td>Instagram Business</td> <td>+9.9%</td> <td>2,172</td> </tr> <tr> <td>LinkedIn Page</td> <td>+27.4%</td> <td>200</td> </tr> </table>	Facebook Page	+8.8%	5,079	Instagram Business	+9.9%	2,172	LinkedIn Page	+27.4%	200	<p><b>New followers &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>457</td> </tr> <tr> <td>Instagram Business</td> <td>+115% 243</td> </tr> <tr> <td>LinkedIn Page</td> <td>43</td> </tr> </table>	Facebook Page	457	Instagram Business	+115% 243	LinkedIn Page	43	
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LinkedIn Page	+27.4%	200															
Facebook Page	457																
Instagram Business	+115% 243																
LinkedIn Page	43																
<p><b>Post impressions</b></p>  <p>125,523 impressions</p>	<p><b>Post impressions &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>110,035</td> </tr> <tr> <td>Instagram Business</td> <td>+6.7% 12,894</td> </tr> <tr> <td>LinkedIn Page</td> <td>+153% 2,594</td> </tr> </table>	Facebook Page	110,035	Instagram Business	+6.7% 12,894	LinkedIn Page	+153% 2,594										
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<p><b>Page &amp; profile impressions</b></p>  <p>321,718 impressions</p>	<p><b>Page &amp; profile impressions &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>255,655</td> </tr> <tr> <td>Instagram Business</td> <td>+132% 63,422</td> </tr> <tr> <td>LinkedIn Page</td> <td>+178% 2,641</td> </tr> </table>	Facebook Page	255,655	Instagram Business	+132% 63,422	LinkedIn Page	+178% 2,641										
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LinkedIn Page	+178% 2,641																
<p><b>Post reactions &amp; likes &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>+9.9%</td> <td>1,192</td> </tr> <tr> <td>Instagram Business</td> <td>515</td> </tr> <tr> <td>LinkedIn Page</td> <td>+161%</td> <td>107</td> </tr> </table>	Facebook Page	+9.9%	1,192	Instagram Business	515	LinkedIn Page	+161%	107	<p><b>Average post engagement rate &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>+27.1%</td> <td>9.71%</td> </tr> <tr> <td>LinkedIn Page</td> <td>+4.7%</td> <td>8.57%</td> </tr> <tr> <td>Instagram Business</td> <td>4.86%</td> </tr> </table>	Facebook Page	+27.1%	9.71%	LinkedIn Page	+4.7%	8.57%	Instagram Business	4.86%
Facebook Page	+9.9%	1,192															
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<p><b>Page &amp; profile reach &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>203,361</td> </tr> <tr> <td>Instagram Business</td> <td>+138%</td> <td>49,816</td> </tr> <tr> <td>LinkedIn Page</td> <td>+202%</td> <td>1,502</td> </tr> </table>	Facebook Page	203,361	Instagram Business	+138%	49,816	LinkedIn Page	+202%	1,502	<p><b>Post shares &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>+47.7%</td> <td>325</td> </tr> <tr> <td>Instagram Business</td> <td>106</td> </tr> <tr> <td>LinkedIn Page</td> <td>+33.3%</td> <td>8</td> </tr> </table>	Facebook Page	+47.7%	325	Instagram Business	106	LinkedIn Page	+33.3%	8
Facebook Page	203,361																
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**f Top posts**



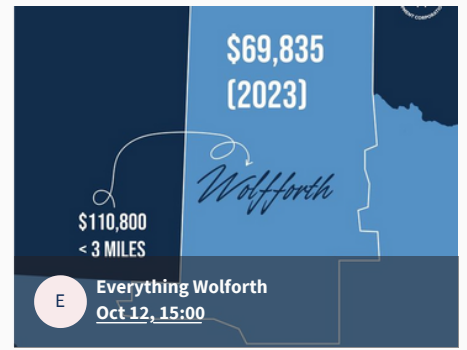
We're thrilled to announce that Wolforth is now home to a Safe Haven Baby Box—a compassionate, secure resource designed to provide a safe alternative for parents in crisis. This life-saving addition reflects our community's dedication to supporting vulnerable families and ensuring every baby has a chance at a bright future. Join us for the official dedication ceremony to celebrate this meaningful milestone. Let's come together as a community to honor this step forward in creating a safer, more supportive Wolforth. We hope to see you there! 🏡🌟 #WolforthCares #SafeHavenBabyBox #CommunityMatters #wolforthtx

**166** likes and reactions



You won't find a better partner than Danielle, our Executive Economic Development Director. 🌟 Whether you're looking for an industrial site or a home for your small business to thrive, she's here to answer your questions and ally with you to build our community.

**155** likes and reactions



Wolforth, Texas → where the average household income trumps that of its own state. 🌟 That's what we call small-town success.

For more information on how Wolforth stands out, visit our website at the link below. ↓

[www.wolforthedc.com](http://www.wolforthedc.com)

#WolforthTexas #WestTexas #WolforthTX #TexasLiving

**154** likes and reactions

**📷 Top posts**



Vibrant, bold, and diverse. 🌟 The Padilla family sure has brought the best Latin flavor to Wolforth. @heyvoslatinfood

**15.8k** impressions



Wolforth → Where no one does Halloween better. 🎃 We love to see the families and community of Wolforth come together every year to celebrate the end of the S P O O K Y season! 🌟 #WolforthTexas #WestTexas #WolforthTX #SmallTownHalloween

**10.4k** impressions



Buffalo Grace Boutique → your go-to spot for holiday gifts. 🎁

Located next to Evie Mae's BBQ, this locally owned women's boutique has everything you need for Christmas gifts this year—jewelry, clothes, tiger-themed goodies, and so much more!

BONUS 🌟 They have a few products for men, too. 🌟

**7.7k** impressions

Top posts



**WITH Danielle**

Wolforth Economic Development Cor...  
Dec 06, 18:01



Wolforth Economic Development Cor...  
Dec 28, 23:00



Wolforth Economic Development Corporation  
209 followers  
3w · 🌐

As 2024 comes to a close, I've been taking some time to reflect on the successes of the year and set goals for 2025. One of the highlights for the Wolforth Economic Development Corporation this year was the ...more

Wolforth Economic Development Cor...  
Dec 19, 20:42

You won't find a better partner than Danielle, our Executive Economic Development Director. ☀️ Whether you're looking for an industrial site or a home for your small business to thrive, she's here to answer your questions and ally with you to build our community.

Tara 🍷 hassle-free permitting. Our efficient permitting process keeps your projects on track, helping you save time and resources. Whether you're opening your first local business or growing your existing storefront, we're here to support you every step of the way. For more information on how to get in contact with our Development Director, Tara Tomlinson, message us today.

As 2024 comes to a close, I've been taking some time to reflect on the successes of the year and set goals for 2025. One of the highlights for the Wol orth Economic Development Corporation this year was the development of our very first website. This has been a major step forward in showcasing all that Wol orth has to o er. We couldn't have achieved this milestone without the incredible support and expertise of Marketing Alliance. Their team has given us a platform we are proud of—one that truly reflects the unique character and potential of our community. Looking ahead to 2025, I'm excited about the opportunities and

**18** reactions

**11** reactions

**11** reactions

Total engagement

**6,542**  
engagements

↗️ 28.2% from 5,102

Impressions

**560,791**  
impressions

↗️ 3.5% from 541,673

Clicks

**5,164**  
clicks

↗️ 7% from 4,824

Follows

**66**  
follows

0% from 66

Video plays at 100%

**2,992**  
plays

↗️ 299,200%

Reach

**48,240**  
users

↗️ 116%

Ad | Impressions

**100,318**  
impressions

↗️ 99%

Ad | Post engagement

**29,094**  
engagements

↗️ 3,688%

Ad | Link clicks

**455**  
clicks

Ad | Clicks (all)

**5,404**  
clicks

↗️ 99%

# TOP PERFORMING REELS

Item # 5.



**December 21**

Vibrant, bold, and diverse. 🌞 The Padilla family sure have brought the best Latin flavor to Wolfforth.

Views | 21.8k  
Interactions | 213  
Impressions | 15.8k  
Avg. Watch Time | 7 seconds



**November 1**

Wolfforth → Where no one does Halloween better. 🎃

We love to see the families and community of Wolfforth come together every year to celebrate the end of the S P O O K Y season! 🎃

Views | 11.5k  
Interactions | 286  
Impressions | 10.4k  
Avg. Watch Time | 8 seconds



**December 16**

Buffalo Grace Boutique → your go-to spot for holiday gifts. 🎁

Located next to Evie Mae's BBQ, this locally owned women's boutique has everything you need for Christmas gifts this year –jewelry, clothes, tiger-themed goodies, and so much more!

**BONUS** 🌟 They have a few products for men, too. 🌞

Views | 9.6k  
Interactions | 112  
Impressions | 7.7k  
Avg. Watch Time | 7 seconds



**October 18**

From fresh produce and handmade gifts to baby bunnies, our farmer's market is the true heart of our small town. 💙 Not to mention, they have the best assortment of pumpkins in town!

Open at 10 AM every Saturday at 📍 8924 CR 7100.

#FarmersMarkets #WestTexas #WolfforthTX #WolfforthTexas

Views | 6.5k  
Interactions | 141  
Impressions | 6k  
Avg. Watch Time | 6 seconds

## WHAT WENT WELL?

- Overall, we are seeing a great report for Q4 with increases across the board.
- You had 243 new Instagram followers. This is a direct result of the highly engaging reels highlighting local businesses and events.
- The top-performing reels, in terms of views, achieved such success thanks to the strategic ad budget allocated to each.
- Instagram and LinkedIn impressions (how many times your posts were seen) were 12,894 and 2,954. This is awesome!

## Q1 2025 GOALS

- Although your LinkedIn ads performed well in Q4, in Q1, we will run an ad that is separate from the content to maximize our reach toward site selectors and investors. This ad will be focused on website clicks rather than followers, which was our goal for Q4.
- Employee spotlights emerged as the top-performing content across all three platforms. Let's keep this going into next quarter by trying to spotlight an employee every other month.