

Economic Development Department February Monthly Report

Economic Development Director:

1. Participated in EDAC's GOTOMEETING with City Attorney to discuss EDC draft bylaws.
2. Attended two presentations from STR vendors under consideration for their services for the city.
3. Reported Business Retention & Expansion December monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
4. Lunch with Vice Chair of EDAC to discuss initiatives and efforts he would like to see from the committee.
5. Met with company that cleans City Hall and Library to review contract and address areas of concerns with the cleaning service provided. I requested a new team to clean and the new team has resulted in much better results.
6. Submitted information for Lago Vista to be included in Opportunity Austin's annual report.
7. Held a second meeting with the property owner interested in opening a laundromat to answer questions about the application and permitting process.
8. Follow-up phone calls with two retailers that I had meetings with at ICSC to continue discussions about expanding to Lago Vista.
9. Sales tax collections for February totaled \$150,943 and an increase of \$29,467 over the previous year.

Communications and Marketing Coordinator:

Made several posts throughout the month on social media, digital sign and the city website.

Hosted an Employee Appreciation Committee meeting to select the Employee of the Month for January.

Attended a webinar regarding Municipal ADA Compliance Accessibility.

Attended a TAMIO meeting to discuss the TAMIO conference in June and our Regional plan updates.

Created a new page on the City website that focuses on the Firewise Organization.

Created a new page on the City website for the Good Neighbor Program.

Worked on marketing materials for Oak Wilt that will be placed in Development Services.

Attended a zoom meeting for TextMyGov.

Created and published March monthly newsletter.

Began coordinating the employee Spring Fling party.

Attended a Granicus webinar for digital ADA Compliance.

Created marketing materials for Lago Fest and coordinated with Vistago about merchandise.

Created marketing materials for the 2025 Texas Trash-Off event.

Attended a meeting regarding updates to the Green Center page on the City website.

Attended a zoom meeting with NextRequest to begin the training process for the software.

Attended the Strategic Planning meeting.

Attended a zoom call with Textmygov to discuss further options.

Added the NEW CIP project feature to the website and created a page for it under Public Works.

Began working on Award submissions for the TAMI awards.

Event Coordinator:

Conducted 1st meeting to potentially renew the Firecracker 5K race on July 4th and add a 10K with a group of volunteers.

Conducted the 3rd LagoFest meeting to discuss pending items and the status of all contracts.

Mailed out sponsorship information for LagoFest containing an introductory letter from the Interim City Manager, the Sponsorship agreement, and a trifold covering the festival events and details.

Set up and published the LagoFest Volunteer scheduling on Genius Signup.

Emailed all volunteers from last year. Communications Manager posted on LagoFest website.

Published LagoFest Vendor and non-profit applications on Eventeny. Sent invitations to all vendors from the last 2 years. The Communications Manager posted a link on LagoFest website.

Attended a Zoom Call with a Children's Marketplace Vendor for potential partnership to encourage entrepreneurship

Attended the Best of the Best North Shore Chamber Luncheon.

Assisted Council Member Norma Owen with the framing of the John Baker Proclamation for the City Council Meeting. Framing was volunteered as a courtesy by Sarah Mangum of Vista Framing and Art.

Coordinated printing and installation of new Oak Wilt Ordinance signs on city plaza signs

Coordinated updates and installation of Platinum Scenic City toppers on city plaza signs.

Sent invitations to complete the Children Abuse Awareness training to new City employees and volunteers to whom it applies.

Coordinated installation of a recently ordered Veteran's Memorial Brick in Veterans Park Pathway.

Submitted Quarterly Audit Report for FEMA Grant for Winter Storm Mara.

Set dates for the Quarterly Potluck Luncheons for City Employees Birthdays and Anniversaries

Updated budgets for both LagoFest and 4th of July are within parameters.

Created and emailed signs and watermarked coupons for golf giveaways to the Chamber for Casino Night

Attended City Strategic Meetings via GO TO and in person

Sent congratulatory emails to city employees recognizing their birthday or Work Anniversary in February.