

Economic Development Department August 2025 Monthly Report

Economic Development Director:

1. Follow-up conversation with National Sign Plazas to discuss a Wayfinding Signage Program, with the goal of developing a civic wayfinding system and identifying key destinations. Present findings to EDAC.
2. Met with Commercial Broker about lots he owns on Dawn for development. Goal to give feedback and answer questions.
3. Participated in Opportunity Austin Infrastructure and Workforce Development meeting.
4. Review EDAC Grant Writer September Opportunities list. Goal to have Grant Writer pursue grants.
5. Met with New Executive Director of North Lake Travis Chamber. Goal to discuss how we can continue to collaboratively work together to assist our local businesses.
6. Set up Development meeting with developer to help move the project through the process. Goal to answer and address questions.
7. Registered for the Retail Live Trade Show. Goal to meet with Retailers at the Trade Show about possibilities in Lago Vista for their business.
8. Two regular visits to local businesses. Goal to listen, learn and assist in anyway the city can.
9. Follow-up phone call with ACC about services for Lago Vista in their service area. Goal to have some ACC classes at a location in Lago.
10. Met with Communications & Marketing Coordinator and Event Coordinator about budget items for the upcoming fiscal year. Goal to have more events in the upcoming fiscal year.
11. Reported Business Retention & Expansion August monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
12. Continued conversations with two fast food chains about opportunities for Lago Vista locations. Goal to expand their business to Lago Vista.
13. Sales tax collections for August totaled \$116,716 an increase of \$2,102 compared to the same month last year.

Communications and Marketing Coordinator:

- Made several posts throughout the month on social media, digital sign and the city website.
- Hosted the Employee Appreciation Committee meeting and facilitated the selection of the July Employee of the Month.
- Attended a zoom call meeting with Civic Plus to discuss options regarding software and assistance with ADA Digital Compliance options through Audioeye and CommonLook.

- Attended a zoom call meeting with Monkee Boy to discuss options regarding software and assistance with ADA Digital Compliance options.
- Spent a significant amount of time working on the re-organization of the Public Works Page on the City website.
- Created a new online payment option and form for public works to help streamline their Utility Estimate Application and Processing process.
- Attended a zoom call meeting with Granicus to discuss Closed Captioning options for ADA Compliance.
- Attended a zoom call meeting with ReciteMe to discuss the pricing options for the ADA Compliance tools.
- Attended a Webinar with 3CMA to discuss the crisis insights, responses and outreach initiatives experienced from all municipal communicators in the affected Hill Country Area from the 2025 July 4th Flood events.
- Attended a 3CMA webinar on ADA compliance. Participated in a CivicPlus webinar on PDF remediation.
- Attended the ribbon cutting for the 1431/Cow Creek Bridge.
- Hosted a website training session for all staff with access rights.
- Assisted with setup, breakdown, and operations for the City Pool Splash Bash.
- Spent a significant amount of time updating the Police Department website and related documents.
- Participated in a TAMIO regional Zoom meeting focused on branding.
- Attended the City's benefits meeting for open enrollment. Attended a Ribbon Cutting at Lakeside Chiropractic.

Event Coordinator:

- Aviation Day Proclamation Aug 19 (Aug 7): Finalized logistics; coordinated remarks honoring George Eeds with Airport Advisory Board, Jim Awalt, and Lynda Aird.
- Firecracker 5K/10K Fulfillment: Completed delivery/arranged delivery of remaining medals & shirts; followed up to confirm receipt/resolve issues.
- Splash Bash (Aug 23): Finalized purchases and event logistics.
- National Night Out (Oct 7): Met with LVPD; reviewed prior years and began logistics planning. Confirmed landscape flyer format with Donna.

- Christmas Tree Lighting (Dec 1): Vendor/entertainment outreach; initiated layout and time-slot planning; communicated RSVP timeline (Aug 18 deadline; opens to new orgs Aug 20).
- City Holiday Party: Continued venue/catering/entertainment research and quote collection.
- Lago Liberty Days Fireworks (July 4, 2026): Sent additional quote requests with date/time/location specs.
- Lago Fest 2026: Researched potential headliners and sent availability/cost inquiries.
- Staff Engagement: Distributed August birthday & work-anniversary cards; planned Q3 Tailgate Huddle (Sept 10) with décor/games.
- Promotion: Submitted upcoming event dates to the Austin Events Wall Calendar (free regional promo).
- Meetings/Coordination: Attended EAP meeting; coordinated with Susan on expenditure details (Lago Fest, Holiday Party, prior PD purchases) for budget alignment.