



AGENDA
ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING
COUNCIL CHAMBERS
5803 THUNDERBIRD
LAGO VISTA, TX
JUNE 9, 2026 AT 4:00 PM

JOIN MEETING VIA VIDEO CONFERENCE

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You can also dial in using your phone.

Access Code: 699-679-021

United States: +1 (872) 240-3412

I. CALL TO ORDER, CALL OF ROLL

Justin Loucks - Chair

Jeff Flauding

Don Johndrow - Vice Chair

Jonathan Awtry

David VonOhlerking - Secretary

Corey Wright

Russell Murphy

Staff Liaison - Eric Zeno

II. CITIZEN COMMENTS

To participate in the citizen comments portion of the meeting, you must submit a completed form.

If you are attending the meeting in the City Council Chambers you must complete the form available at that location and provide it to the Economic Development Director prior to the start of the meeting. The form can also be found on the City's website at the link below.

[CITIZEN PARTICIPATION REGISTRATION FORM](#)

III. STAFF, COUNCIL LIAISON, AND CHAMBER OF COMMERCE REPORTS

a. Routine reports from City Council Liaison.

b. Routine reports from City Staff.

c. Routine reports from Chamber of Commerce. - Executive Director, Allison Sargent

IV. PRESENTATIONS

1. Presentation from National Sign Plazas on wayfinding sign for the City of Lago Vista. By Vice President, Patrick Fuller.
2. Presentation on June grant updates from McCoy Consulting.

V. DISCUSSION AND POSSIBLE ACTION ITEMS

1. Discussion on updates and follow-up from EDC subcommittee.
2. Consider, discuss and take action on potential funding sources for the EDC.
3. Consider, discuss and take action on EDC 2026-2027 workplan.
4. Approval of the May 12, 2026 EDC regular meeting minutes.

VI. ADJOURNMENT

IT IS HEREBY CERTIFIED that the above Notice was posted on the Bulletin Board in accordance with Government Code section 551.041 located at all times in City Hall in said City by 5:00 pm on the 3rd day of June, 2026.

Eric De La Cruz , Assistant City Secretary

THIS MEETING SHALL BE CONDUCTED PURSUANT TO THE TEXAS GOVERNMENT CODE SECTION 551.001 ET SEQ. AT ANY TIME DURING THE MEETING THE COUNCIL RESERVES THE RIGHT TO ADJOURN INTO EXECUTIVE SESSION ON ANY OF THE ABOVE POSTED AGENDA ITEMS IN ACCORDANCE WITH THE SECTIONS 551.071, 551.072, 551.073, 551.074, 551.075 OR 551.076. THE CITY OF LAGO VISTA IS COMMITTED TO COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT. REASONABLE MODIFICATIONS AND EQUAL ACCESS TO COMMUNICATIONS WILL BE PROVIDED UPON REQUEST.

Notice is hereby given that a quorum of the City Council may be present at this meeting. This meeting is not a meeting of the City Council, and no deliberation or action will be taken by the City Council.



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: June 9, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Presentation from National Sign Plazas on wayfinding sign for the City of Lago Vista. By Vice President, Patrick Fuller.

ATTACHMENTS:

[NSP Wayfinding Booklet.pdf](#)

[NSP_Wayfinding_Cost_Projection_Lago_Vista_TX_2.0.pdf](#)

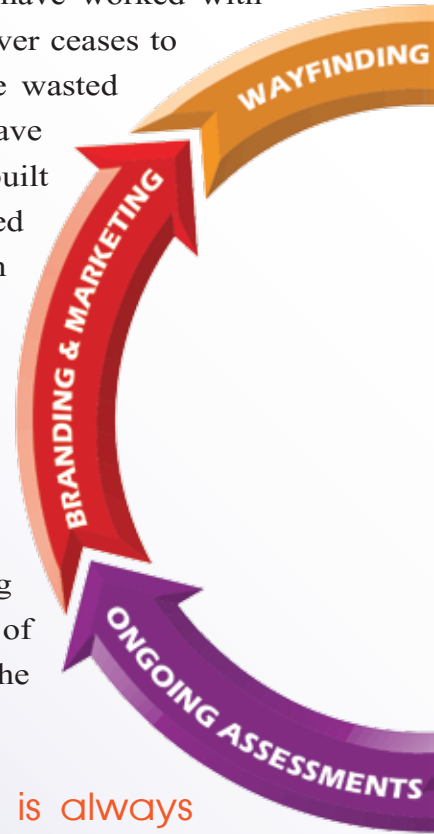
DIRECTIONAL WAYFINDING



NATIONAL SIGN PLAZAS

DESIGN PLANNING & BUILD

Developing a successful wayfinding system requires image branding, elegant design, effective planning, expert construction and an ongoing assessment of your wayfinding needs. As we have been developing programs with this approach we have worked with Clients in every stage of the process and it never ceases to amaze us how much time and money can be wasted when this process becomes convoluted. We have seen Clients pay for designs that cannot be built because the designer never considered right-of-way placement, we have seen them spend years developing a strategic plan and then decide that they want to change the focus of the program and we have seen the best laid plans fail to thrive because a contractor of limited experience was selected to build the system. All of these experiences reinforced our mission to provide branding, design, planning and construction services as a single point of contact; creating accountability throughout the entire project and not just at the conclusion.



Wayfinding design and planning is always intended to render a wayfinding system, it makes no sense to separate the two actions. Placing priority in one category creates waste, inefficiencies and requires the Client to continually search for a qualified vendor. Research, funding, feasibility, branding, support and proposal review require an astounding amount of time, energy and money...doing it twice requires even more. All of these actions are interconnected and a wayfinding system cannot succeed without attention to each action. Overall, a design/plan team that will not participate in the construction and installation phase is simply not connected to their design in a meaningful way.

RESIDENTIAL DEVELOPMENT

Weekend directional and off-site homebuilder signage can be a blight on your community. NSP has developed a unique wayfinding system that not only manages the signage for the homebuilders, but provides directional content for civic amenities within your City as well.

ECONOMIC DEVELOPMENT

The best Civic planning initiatives include the development of an attractive business environment. As part of that plan, wayfinding will increase traffic in shopping and commercial districts leading to business vitality.



TOURISM

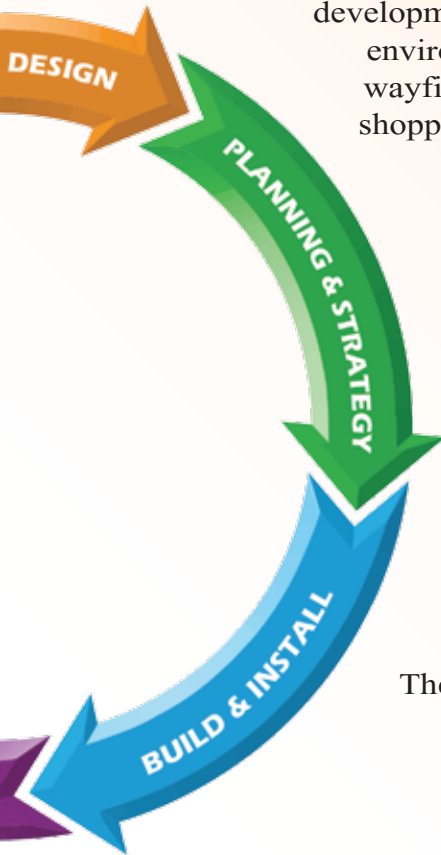
Creating a positive user experience can increase the likelihood of a return visit by more than 25%. Effectively managing environmental content for visitors is a key feature for any destination area and will elaborate each user's pre-arrival actions.

CIVIC INTEREST

Your citizens are engaged with your community in way that your visitors are not. The identification of public and functional areas are of great importance and a key feature to successful wayfinding systems.

BRANDING

How do you create a “sense of community” The feelings that people extract from your City/County are very important and your Brand will be promoted through an effective wayfinding system.



MORE THAN A GREAT IDEA

BRANDING MARKETING

BRANDING AS PART OF WAYFINDING

The development of a branded design must be carefully planned and, just like wayfinding planning, must begin with a clearly defined goal. Branding is intended to help move an audience from one place/action/thought to another; without a defined target and a defined strategy the branding effort will not succeed. NSP understands that not every City and County is in need of a complete branding initiative and we can tailor the scope and development of any branding strategy to meet the needs of our Clients. From logo creation to printed materials to technology based wayfinding aids and beyond, NSP can define a clear strategy for your branding effort and bring it to life.



WAYFINDING DESIGN

NO COOKIE CUTTERS HERE

The design of a multi-modal, multi-level, multi-lingual wayfinding system must be able to address the needs of a multitude of users. This requires developing a system design in addition to a sign design. The use of existing technology on a group and individual platform, environmental factors, signage and other tools will allow end users to quickly and confidently gain information from the wayfinding system; however, this is easier said than done. Anticipating the pre-arrival actions (internet search, City website, etc.) that different users will engage in will allow the system to avoid redundancy and to deliver the right information at the right time. There is

no “cookie cutter” application for successful wayfinding design, but the right anticipations will help the design communicate with each user and build upon that prior knowledge that they bring in to the system. Building upon the pre-arrival actions the use of technology within the system will enhance the end user experience and give the system the chance to engage in individual conversations with each user.



PLANNING & STRATEGY

CREATING A STRATEGIC PLAN

Planning is not about crowdsourcing, it is about crowd management. An effective planning strategy will not attempt to “attract” people to the system; rather, it will orient them within the system and it will do so with purpose. Wayfinding is as much about predicting a user’s actions within the system as it is about navigation. If we are directing a user to make a specific action (turn left, park, etc.) then we need to consider what they will need and what they will encounter after that action occurs. This is the basis of planning and it requires more than placing dots on a map.



LESS IS MORE

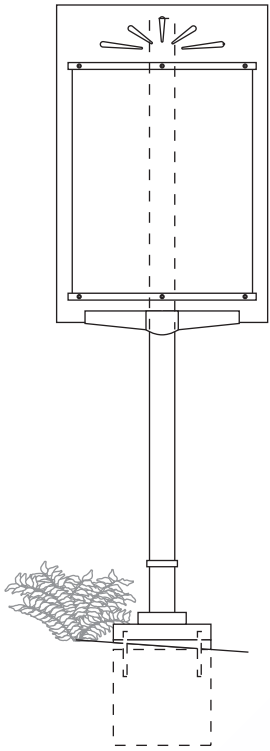
Wayfinding systems do not need to vast to be effective. Although the many civic areas are quite large and amenities may be geographically distant from one another, more signs and/or features do not equal a better system. In our opinion, the opposite is true. The more effective your plan and the better your overall design and strategy, the fewer physical elements you will need to make it all work. Another dynamic that is often overlooked by consultants is what the next 3-5 years will reveal in their landscape.

Your planning strategy will need to consider future developments, known and unknown, in order to continue serving the needs of a changing demographic. Don't develop a wayfinding program that isn't going to be integrated in to the existing visions for your community. Plan around the vision that is already in place and ensure that the wayfinding program will have a continued benefit.



A REAL WORLD APPLICATION

We've all heard the phrase "It's the Thought That Counts", but unfortunately that does not apply to the development of a wayfinding system. If it was only the thought that mattered then all your community would need is some nice artwork and a plan that makes sense on paper. Regrettably, a wayfinding design manual will not drive traffic efficiently to a parking garage, nor will it communicate necessary information to a non-English speaking tourist. It is simply one building block in the development of a completed wayfinding system.



BUILD & INSTALL

A COMPLETED SYSTEM

No wayfinding system is complete until the signage, landmarks, graphics and iconography are established within the physical landscape of the City/County and interconnected through a strategic plan. Wayfinding theory abounds within many design firms, but the practicality of their knowledge is somewhat unknown since they never develop their own ideas. MUTCD and DOT requirements may be part of their required reading, but they never have to establish a relationship with a DOT engineer to determine if their design assessment will be allowed. Further, since construction is, at best an afterthought for these firms, we often find that signage and component designs call for unnecessary and overbearing assemblies; driving up the cost of fabrication and installation.

NSP is dedicated to the development a comprehensive system and no component design matters until it is built.





ONGOING ASSESSMENTS

NEVER STOP LEARNING

When is it “Ok” to quit? To stop learning and developing? Or to give up on positive self-criticism? In our minds there is never an appropriate time for these actions and the same holds true for the development of a wayfinding system. This

is not to say that our Clients should constantly be building new signs or features within their system; just that they should be aware of how changing demographics, economic transitions, new developments and the like can have a negative effect on an outdated wayfinding system. When we stop developing we run the risk of growing stagnant and we, in turn, drift farther from our goals.

For NSP staff, the development of a wayfinding system requires planning for system upkeep, component replacement, new additions and the like. This can be as simple as budgeting for maintenance and it can as complex as planning for features that have yet to be invented; in both

cases, these are critical actions that will ensure that your wayfinding program remains viable for many years to come.



*“Wayfinding is not about crowd sourcing...
it’s about crowd management”*



Environmental
Graphic Design



Civic
Branding



Planning and
Design



Directional
Wayfinding



Program
Management

Offices Nationwide
(888) 982-1234
www.nsp.biz

National Sign Plazas, Inc.
Arizona Division
2202 West Huntington Drive
Tempe, AZ 85282

Not Just a Beautiful Design **11**

WAYFINDING COST PROJECTION

LAGO VISTA

Thank you for considering National Sign Plazas, Inc (NSP) as the City of Lago Vista explores the benefits of implementing a city-wide wayfinding program. NSP's design-build platform will economize resources and ensure that the system comes to life. Many factors affect the final cost, including design elements, materials, and project scope, to name a few. This initial projection is intended to give the stakeholders an idea of the cost of implementation.



Large Vehicular Sign



Small Downtown Vehicular Sign



Gateway Sign

Initial conversations with the city have indicated the project's objective would be to capitalize on growing visitor traffic in the area and boosting economic activity in the area. In addition, engaging daily visitors with a branded city-wide wayfinding program that introduces them to all that the area has to offer will encourage users to engage in local attractions and activities. Based on the number of destinations provided and the size of the city, NSP would project the total cost to design, plan, fabricate and install the vehicular element would be between \$100,000 to \$130,000. The total number of vehicular signs locations would be approximately 20-30 locations focused on vehicular traffic.

CONTACT US:

(512) 670-3717

NSP.BIZ

AUSTIN DIVISON
715 DISCOVERY BLVD, #305
CEDAR PARK, TX 78613

WAYFINDING PLANNING - SCOPE OF WORK

To establish a framework for the project, NSP will conduct a stakeholders meeting. The results of the meeting will guide NSP in preparing a Summary Report. The Summary Report will outline the project and will be the guiding influence of the Wayfinding Plan. The report will consist of a summary and challenge statements for each project element, including vehicular, pedestrian, transitional points, parks and recreation, and special districts. The Summary Report will also include a Wayfinding Model, Planning Requirements, and a Project Mission Statement. After review of the Summary Report by the stakeholders, NSP will begin work on the Wayfinding Manual. This manual will consist of all the parts that will be required to bring the plan to fruition. It will include the complete package of Sign Designs, Branding Standards, Sign Scheduling, Sign Detail Sheets, Mapping Strategies, Field Analysis, Individual Site Plans, and Phasing Schedule. A sample of this package is available upon request.

Pages will consist of the various sign designs that will be used in the Wayfinding System. These signs include, but are not limited to:

- **Primary Vehicular**
- **Secondary Vehicular**
- **Smaller neighborhood Vehicular**
-



BRANDING STANDARDS

- Arrow Forms
- Colors: Paint, Vinyl, Powder Coating
- Fabrication Instructions
- Fonts
- Installation Guidelines
- Logos
- Paint / Color Scheme
- Page outlining
- Sign Detail Sheets for Each Sign Design
- Sign Materials
- Text Included on Each Individual Sign, in Accordance Planning
- Wayfinding Model, MUTCD, & TXDOT standards

PLANNING DYNAMIC

Location map with sign locations, in accordance with Wayfinding Model. Recommended existing sign removal (*eliminates redundancy, reduces sign blight*)

- Field Analysis Individual Site Plan
- Field Analysis of Sign Locations
- Site Plan
- Sign Elevation
- Sign Scheduling
- Offset from Travel Lane
- Sight Triangle
- Traffic Algorithm
- Setback from existing Road Sign
- Sign Layout
- Phasing Schedule

If the project is to be completed over a series of fiscal cycles, NSP will construct a phasing timetable to accommodate budgetary constraints, ongoing construction, or planned construction upon the advice and schedule of the city.

CONTACT US:

(512) 670-3717

NSP.BIZ

AUSTIN DIVISON
715 DISCOVERY BLVD, #502
CEDAR PARK, TX 78613

COST PROJECTION BREAKDOWN

Design & Planning Component: \$25,000

- Strategic planning for all routes and pathways, including the use of TXDOT right of way
- Design of all features, including the development of construction documents.
- TXDOT Submittal

Directional Vehicular Signs (*Fabrication and Install*) : \$45,000- \$60,000

- 9-12 primary locations locations - Estimated Cost of \$5,500 per location
- *Cost variance factors, Size, Design Elements, Foundation, Posts, etc.*

Secondary Locations: \$16,000 - \$24,000

- 4 - 6 locations - Estimated Cost of \$4,000 per location

Neighborhood Locations: \$20,000 - \$24,000

- 8 - 12 locations - Estimated Cost of 3,000 per location

Leveraging Existing Homebuilder Plaza Program Remittance

The City of Lago Vista’s Homebuilder Plaza Program generates an average of \$2800 in annual remittance from National Sign Plazas. These funds may be applied toward the cost of implementing the proposed civic wayfinding system, offsetting the total project expense.

This estimate has been prepared to assist Lago Vista with planning for and allocating the necessary funds. Actual prices may vary depending on design, total locations and sign types.



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: June 9, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Presentation on June grant updates from McCoy Consulting.



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: June 9, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Discussion on updates and follow-up from EDC subcommittee.



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: June 9, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Consider, discuss and take action on potential funding sources for the EDC.



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: June 9, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Consider, discuss and take action on EDC 2026-2027 workplan.



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: June 9, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Approval of the May 12, 2026 EDC regular meeting minutes.

ATTACHMENTS:
[5.12.26 EDC minutes draft.docx](#)



**ECONOMIC DEVELOPMENT
CORPORATION REGULAR
MEETING MINUTES TUESDAY,
MAY 12, 2026
4:00 PM
COUNCIL CHAMBERS
5803 THUNDERBIRD
LAGO VISTA, TX**

JOIN MEETING VIA VIDEO CONFERENCE

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/699679021>

I. CALL TO ORDER, CALL OF ROLL

Justin Loucks - Chair
Don Johndrow - Vice Chair
David vonOhlerking - Secretary
Jonathan Awtry
Corey Wright
Russell Murphy
Jeff Flauding
Staff Liaison - Eric Zeno
Council Liaison - Norma Owen
Chamber Liaison - Allison Sargent

Corey Wright absent.

Jonathan Awtry absent.

Eric Zeno absent; Ms. Sandoval attended on behalf of staff.

Russell Murphy left after Item IV.3; quorum remained.

II. CITIZEN COMMENTS

To participate in the citizen comments portion of the meeting, you must submit a completed form. If you are attending the meeting in the City Council Chambers you must complete the form available at that location and provide it to the Economic Development Director prior to the start of the meeting. The form can also be found on the City's website at the link below.

No citizen comments were received.

III. STAFF, COUNCIL LIAISON, AND CHAMBER OF COMMERCE REPORTS

a. Routine reports from City Council Liaison.

Council Liaison Norma Owen reminded the Board that the City was entering budget season and that any EDC recommendations or proposed uses of funds should be developed over the next one to two meetings for Council consideration.

b. Routine reports from City Staff.

Staff reported a 29% increase in attendance over the prior year for the referenced event and reviewed upcoming Memorial Day and Fourth of July events, including the flag retirement ceremony, aviation showcase, parade, music, and fireworks.

c. Routine reports from Chamber of Commerce. - Executive Director, Allison Sargent

Allison Sargent reported on the May Chamber newspaper, the first bike safety class, and upcoming Chamber events including a ribbon cutting, speed networking, Backstage Pass lunch, women's networking event, and brunch mixer.

IV. PRESENTATIONS

1. Presentation on E-Bikes and Motorized Scooters from PD Sergeant Peralta.

Chief Joy presented information on e-bike and motorized scooter laws, local ordinances, equipment and age requirements, private property limitations, golf course restrictions, and local safety concerns. Discussion included roadway use, trails, youth safety, enforcement, public education, and the need for safe and appropriate places for riders. Chief Joy stated the Police Department intends to emphasize education first, including social media information and a future bicycle safety course. No action was taken.

2. Presentation on May grant updates from McCoy Consulting.

The Board took Item IV.3 before Item IV.2.

Brittany McCoy presented May grant updates and discussed evaluating opportunities from both City and EDC/nonprofit applicant perspectives. Discussion included resubmitting for the T-Mobile Hometown Grant, support letters, potential in-kind match, trail and Civic Center-area improvements, solar lighting, ADA seating, and other opportunities including AARP, Texas Parks and Wildlife, Brownfields workforce development, Lowe's, Department of Energy, Firehouse Subs, and Walmart grants. No action was taken.

3. Presentation by Tom Mullins, T.G. Mullins Consulting on operation of EDC without dedicated funding.

The Board took this item before Item IV.2.

Tom Mullins appeared virtually and discussed economic development models without dedicated sales tax funding, including the investor-funded model used in Tyler, Texas. Discussion included membership funding, City and County contracts, Chamber and tourism coordination, business parks, revolving loan funds, grant capitalization, underwriting needs, training resources, HOT-tax considerations, and tourism as an economic development tool. The Board requested follow-up information regarding revolving loan funds. No action was taken.

V. DISCUSSION AND POSSIBLE ACTION ITEMS

1. Consider, discuss and take action on recommendation for EDC Planning funding.

Chair Loucks noted that planning funding had been discussed during the Tom Mullins presentation. By consensus, the item was set aside and blended with the later discussion regarding planning assistance firms and the proposed subcommittee. No separate action was taken.

2. Consider, discuss and possible action on Unified Development Code (UDC) Organizational Update by Development Services Director Jordan Strohmeyer.

Development Services Director Jordan Strohmeier reported on the UDC reorganization process and noted that the code will need to be updated to reflect the fully formed EDC rather than the prior advisory committee structure. Discussion included future review of the City's economic development program provisions, comparison to other cities, and coordination with the planning subcommittee. No action was taken.

3. Consider, discuss and take action to appoint members to an Economic Development Corporation (EDC) subcommittee to evaluate and initiate discussions with planning assistance firms, including but not limited to firms pre-qualified through the City's Request for Qualifications (RFQ) process, for the purpose of supporting economic development planning, strategy development, and implementation.

The Board discussed forming a subcommittee to evaluate planning assistance firms and support economic development planning and strategy. Discussion included City RFQ-qualified firms, project identification, possible planning expenses, strategic planning needs, and future budget or HOT-tax requests to Council.

A motion was made (David vonOhlerking) and seconded (Don Johndrow) to appoint David vonOhlerking, Justin Loucks, and Don Johndrow to the subcommittee. The motion passed unanimously.

A Board member also offered to share the Texas Municipal League handbook section on economic development through tourism for Board education.

4. Approval of April 14, 2026 EDC meeting minutes.

The Board reviewed the April 14, 2026 minutes. Corrections were identified to reflect that Dairy Queen received permits rather than a certificate of occupancy, and to include Gage Hunt's full name in the Golf Course Advisory Committee discussion.

A motion was made (Don Johndrow) and seconded (David vonOhlerking) to approve the April 14, 2026 minutes with the corrections indicated. The motion passed unanimously.

VI. ADJOURNMENT

Chair Loucks adjourned the meeting at approximately 5:50 p.m.

Lago Vista Economic Development Corporation:

Justin Loucks, Chair

ATTEST:

David vonOhlerking, Secretary

On a motion by _____, seconded by _____, the above and foregoing instrument was passed and approved on ____ day of _____, 2026.