



AGENDA
ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING
COUNCIL CHAMBERS
5803 THUNDERBIRD
LAGO VISTA, TX
JULY 14, 2026 AT 4:00 PM

JOIN MEETING VIA VIDEO CONFERENCE

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

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

You can also dial in using your phone.

Access Code: 699-679-021

United States: +1 (872) 240-3412

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

I. 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](#)

II. 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

III. PRESENTATIONS

1. Presentation on July grant updates from McCoy Consulting.
2. Presentation from Covey on wayfinding sign for the City of Lago Vista, by Partner, Travis Crow, PLA.

IV. DISCUSSION AND POSSIBLE ACTION ITEMS

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

V. 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 8th day of July, 2026.

Robin Smith , 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: July 14, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Presentation on July grant updates from McCoy Consulting.

ATTACHMENTS:
[McCoy Consulting July Report.pdf](#)

Monthly Grant Report

McCoy Consulting, LLC.
Final Monthly Report

July 2026 Funding Opportunities

Prepared: July 6, 2026

Funding Priorities

- Community Engagement
- Community Development
- Economic Development
- Trail Planning
- Parks & Recreation

Highlighted Opportunities

Grant	Funder	Award	Deadline	Match Required	Lago Vista Fit
Community Outdoor Outreach Program (CO-OP)	Texas Parks & Wildlife Department	Up to \$65,000	November 1, 2026	No	Outdoor recreation programming, community engagement, youth outdoor education (does not fund trail construction). (GovDelivery)

USDA Rural Community Development Initiative (RCDI)	USDA Rural Development	Up to \$500,000	Annual NOFO (FY 2026 competition)	No local match by the community (awarded through eligible intermediary organizations)	Community development, leadership, economic development planning, capacity building. (Grants.gov)
National Park Service – 21st Century Conservation Service Corps Partnership Opportunities	National Park Service	Varies	Rolling	No local match identified	Outdoor recreation, conservation workforce, trail stewardship, youth engagement through partnerships. (National Recreation and Park Association)
Citizens' Institute on Rural Design (CIRD)	National Endowment for the Arts / CIRD	Technical assistance plus implementation support	Applications announced by funding round	No financial match	Downtown planning, placemaking, trail planning, community engagement. (Texas Municipal League)
Community Facilities Program – Disaster Repair Grants (project-specific)	USDA Rural Development	Varies	Rolling	Generally no match for eligible disaster-related projects	Public facilities and community assets if tied to qualifying disaster recovery needs. (Texas Association of Counties)



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: July 14, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Presentation from Covey on wayfinding sign for the City of Lago Vista, by Partner, Travis Crow, PLA.

ATTACHMENTS:
[Covey Wayfinding Presentation.pdf](#)



———— Signage and Wayfinding Plan ————

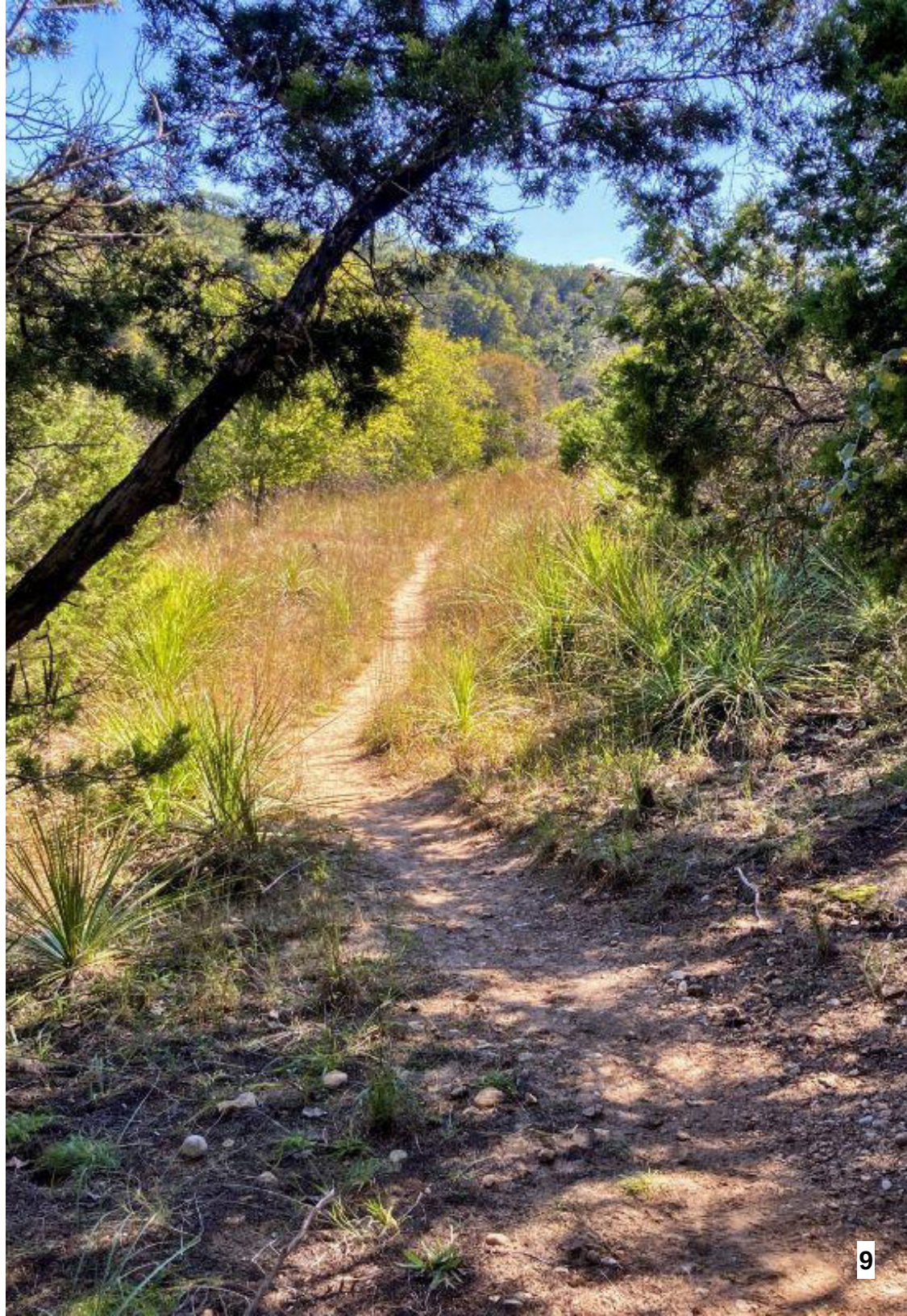
Why Signage?

- Placemaking
- Unification
- Identity
- Wayfinding
- Marketing/Branding
- Economic Impact



Lago Vista Assets:

- Lake
- Golf
- Parks
- Views/Scenery
- Trails
- Entertainment
- Business



Signage Family

Monuments

- Primary Gateway
- Secondary Gateway
- Sub-District Gateway



Vehicular Signs

- Banners
- High Speed Directional
- Single Directional
- Multi-Tenant
- Parking
- Arrival



Pedestrian Signs

- Kiosks
- Directional
- Arrival



Process:

- Assessment
- Engagement
- Vision/Goals
- Family Hierarchy
- Sign Design
- Mapping
- Cost Estimating
- Action Plan



Our Experience



Downtown Temple Brand
The series of illustrations below shows a branding approach that builds upon the Discover Temple marketing initiative for Downtown Temple.

The Brand
Alternate logos should be selected according to size and orientation of space available for maximum readability.

Alternate Logos
DOWNTOWNTEMPLE
DOWNTOWN
TEMPLE
DOWNTOWN
TEMPLE

Banners
EXISTING BRANDED BANNERS
General branded banners may be exchanged for seasonal/event specific banners.

Icon and Supporting Elements

24 Downtown Wormsno Master Plan

Arrival and Entry Sign
Primary and secondary gateways inferred to provide users with a clear sense of arrival downtown. Pulling inspiration from surrounding architectural materials, such as limestone, helps to define the area's character and evoke a sense of place. Moreover, gateway signage serves as a welcoming experience, an introduction to the brand, and aids visitors by providing a point of reference.

Primary Gateway

Materials
Metal, Limestone, Concrete

Secondary Gateway
The secondary gateway is placed in areas that often experience lower levels of traffic volume and maintain lower travel speeds than where the primary gateways will be located. Furthermore, its compact footprint allows for seamless integration even in more confined spaces.

Neighborhood Arrival
Consider implementing neighborhood arrival signage to help define the subdistrict of downtown. Keeping in line with the hierarchy of signage, the neighborhood arrival signage would be smaller in scale than the secondary gateway signage. This enables the neighborhood arrival signage to be more flexible in its placement. Further studies should be done to determine the branding of the neighborhood arrival signs.

3. Story & Design

Temple, Texas 25



UNION POINT

LAKE POINT

LAKE POINT

LAKE POINT





Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: July 14, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Consider, discuss, and take action on NSP wayfinding proposal.

ATTACHMENTS:

[NSP_Wayfinding_Cost_Projection_Lago_Vista_TX_2.0.pdf](#)

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: July 14, 2026

SUBMITTED BY: Eric Zeno, Economic Development

SUBJECT: Consider, discuss, and take action on upcoming grants.



Item Cover Page

ECONOMIC DEVELOPMENT CORPORATION AGENDA ITEM REPORT

DATE: July 14, 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: July 14, 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: July 14, 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: July 14, 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.