

STATE OF TEXAS
 COUNTY OF BURNET
 CITY OF MARBLE FALLS

On January 7, 2026, the Marble Falls Economic Development Corporation convened in regular session at 12:00 p.m. in the City Hall Council Chambers, with notice of the meeting giving the time, place, date, and subject having been posted as described in Chapter 551 of the Texas Government Code.

<u>PRESENT:</u>	Mark Mayfield	Vice President
	Ryan Nash	Director
	John Packer	Director
	Lindsay Plante	Director
	Dave Rhodes	Director
<u>ABSENT:</u>	Steve Reitz	President
	Judy Miller	Director
<u>STAFF:</u>	Christian Fletcher	Executive Director
	Midge Dockery	Assistant Director
	Christina McDonald	Secretary/City Secretary
	Josh Brockman Weber	City Attorney
	Caleb Kraenzel	City Manager
	Russell Sander	Assistant City Manager
	Erin Burks	Downtown and Marketing Manager

VISITORS: Raymond Whelan (The Highlander), Dakota Morrissey (Daily Trib), Mike Ingalsbe, Beth Koennecke (PEC), Aaron Farmer (Retail Coach)

1. **CALL TO ORDER AND ANNOUNCE QUORUM IS PRESENT.** Vice-President Mayfield called the meeting to order at Noon and confirmed the presence of a quorum.
2. **CITIZENS COMMENTS.** There were no citizen comments.
3. **PRESENTATIONS AND UPDATES**
 - **Quarterly Update from the City of Marble Falls.** Caleb Kraenzel, City Manager provided the update.
4. **ASSISTANT DIRECTOR'S REPORT.** Midge Dockery, Assistant Director reported on real estate activity, business visits, programs and marketing.
5. **EXECUTIVE DIRECTOR'S REPORT.** Christian Fletcher, Executive Director provided an update on prospect activity, the EDC's financial status and projects.

6. CONSENT AGENDA.

(a) **Approval of the minutes of the December 3, 2025 regular meeting.** Director Rhodes moved to approve the consent agenda. Director Packer seconded the motion. The motion carried by a unanimous vote (5-0).

7. REGULAR AGENDA.

(a) **Discussion and Action on a Retail Market Analysis and Recruitment Strategy Proposal from The Retail Coach.** Aaron Farmer (Retail Coach) provided an update to the board. Director Plante moved to approve the proposal as presented. Director Packer seconded the motion. The motion carried by a vote of 5-0.

8. EXECUTIVE SESSION

Close Open Session and Convene Executive Session pursuant to §551.087 (*Economic Development*) and §551.071 (*Private Consultation between the Board and its Attorney*), §551.072 (*Deliberation Regarding the Purchase, Exchange, Lease or Value of Real Property*), and of the Open Meetings Act. Tex. Gov't Code, the Economic Development Corporation will meet in Executive Session to discuss the following:

- Economic Development Prospects
- Deliberation Regarding the Purchase, Exchange, Lease or Value of Real Property

12:42 p.m. The EDC Board convened to Executive Session

1:23 p.m. The EDC Board returned to Open Session

9. RECONVENE TO OPEN SESSION FOR POSSIBLE ACTION RESULTING FROM ITEMS DISCUSSED IN EXECUTIVE SESSION. No action was taken.

10. FUTURE AGENDA REVIEW. Staff noted that the next regular meeting is scheduled for February 4.

11. ADJOURNMENT. There being no further business to discuss, Director Packer made a motion to adjourn. Director Nash seconded the motion. The meeting was adjourned at 1:27 p.m.



Steve Reitz, President

ATTEST:



Christina McDonald, Secretary