

Economic Development Department May Monthly Report

Economic Development Director:

1. Met with the Assistant Economic Development Director of Cedar Park to discuss ideas and best practices among regional economic developers.
2. Had lunch with a new EDAC member to share current and upcoming initiatives of the committee.
3. Scheduled a development meeting with a developer to address project-related questions and concerns.
4. Planned two Plaque of Appreciation recognitions for June. The goal is to honor local businesses in Lago Vista for their continued investment in the community.
5. Continued outreach to developers and builders to encourage collaboration. The objective is to brainstorm shared goals and discuss how all parties can contribute to the growth and success of Lago Vista.
6. Collaborated with the City Council Liaison for EDAC, the EDAC Chair, and the City Attorney's Office to finalize edits to the EDC bylaws. The goal is to present the bylaws for adoption at the June City Council meeting to establish the Economic Development Corporation (EDC).
7. I had the opportunity to attend the TML Small Town Conference, where the goal was to connect with leaders from across Texas representing communities like Lago Vista. It was a valuable experience to share ideas and learn from others who are working to build and support vibrant, thriving small cities.
8. Met with representatives from the Texas Workforce Commission to learn more about the workforce development opportunities they offer. It was a productive discussion focused on how their programs can support our local workforce and help meet the needs of our growing community.
9. Reported Business Retention & Expansion May monthly numbers to Opportunity Austin. Goal to work with Opportunity Austin and Regional Partners to retain or expand existing businesses.
10. Zoom meeting with the Deckard team as they begin the Short-Term Rental (STR) monitoring process in Lago Vista. The goal was to gain a better understanding of their approach and learn more about how the monitoring will be implemented and managed moving forward.
11. Sales tax collections for May totaled \$108,705, an increase of \$1,822 over the previous year.

Communications and Marketing Coordinator:

Created and published multiple posts across social media, the City website, and the digital sign throughout the month.

Hosted the Employee Appreciation Committee meeting and coordinated the selection of April's Employee of the Month.

Completed and distributed the June monthly newsletter and closed out the newsletter test survey.

Participated in the Feasibility Study interview process.

Updated the City website, including:

- Events page
- City Pool page with new schedules and seasonal details
- Reservation module with online payment options and Kiddie Pool Pavilion availability

Participated in three TextMyGov training sessions and developed backend flows and prompts.

Attended webinars on communication strategies and the use of AI in government communications, including a focused 3CMA session.

Conducted two meetings with Silktide to explore ADA website compliance tools and coordinated a trial run of their software.

Supported the Phase 2 Streets Rehab Project in coordination with the CIP Project Manager.

Attended a planning meeting at the City Pool to coordinate staff operations for the upcoming season.

Coordinated pool operations, including:

- Preparing pool pass applications and pavilion rental materials
- Ordering necessary supplies
- Assisting with opening weekend logistics

Processed Pool Pavilion Rental applications and prepared materials for pool staff.

Created a new logo and theme for the City's 4th of July event.

Updated digital platforms with 4th of July branding and finalized event flyers and advertisements.

Collaborated with the Events Coordinator to launch 4th of July parade announcements.

Event Coordinator:

1. 4th of July Celebration ("Lago Liberty Days"):

- a. **Race Management:** Took over coordination of the **4th of July 5K/10K**, conducting planning meetings, finalizing shirt orders, setting up registration via RunSignup, creating volunteer sign-ups, and updating sponsor spreadsheets. Registration for both races opened this month.
- b. **Parade Logistics:** Revised the parade entry form and planned logistics. By month-end, **26 organizations** had registered for the parade, with entries being tracked and payments accepted. Established parade registration, emailing past participants and coordinating website/Facebook sign-up promotion.
- c. **Stakeholder Engagement:** Initiated contact with the **Lago Vista Property Owners Association (LVPOA)** for fireworks logistics. Connected with the parade DJ and began mapping out parking plans
- d. **Volunteer & Outreach:** Created SignUpGenius forms for both parade and fireworks volunteers. Distributed 4th of July flyers to local businesses.
- e. **Event Readiness:** Managed contracts, planned activities, obtained quotes, and completed an inventory of the event shed.

2. **Pool Opening:**

- a. Confirmed readiness with the water aerobics instructor, Lago Vista Aquatics, lifeguards4hire, and 360Aquatics for the **May 24th pool opening**, updating contact information.
- b. Completed **5 out of 6 key action items** on the pool preparation list.
- c. Programmed the cash register with new pricing and obtained opening funds from the bank.

3. Departmental & Community Engagement

- a. **Training & Knowledge Transfer:** Completed final training sessions with Katie, reviewing band and food truck contacts and transferring knowledge for Lago Fest, the 4th of July Celebration, and the Christmas Tree Lighting.
- b. **"Lago History" Committee:** Continued gathering information for this initiative.
- c. **Internal Coordination:** Attended the City Hall Assessment Meeting to stay informed on departmental and city-wide needs. Prepared birthday and anniversary cards for all June celebrations. Sent invitations for the Q2 potluck, rescheduled to June 11th.