



City of La Vernia
Municipal Development District
Board of Directors Meeting
102 E. Chihuahua St.
La Vernia, Texas 78121

July 14, 2022
5:30 P.M.

AGENDA

1. Call to Order and Declare a Quorum.
2. Invocation, Pledge of Allegiance and Pledge of Texas Flag
(*Honor the Texas Flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible*)
3. Public Comments.
4. Consent Agenda
 - A. Minutes from the March 10th Regular Meeting
5. Discussion and possible action on appointment of board positions
6. Discussion and possible action on incentive grants to help beautify La Vernia (Planters).
7. Discussion and possible action on reimbursement to General Fund for portion of the Park Parking Lot.
8. Discuss and possible action on the purchase of Christmas Decorations around City of La Vernia.
9. Update on 4th of July
10. Future Agenda Items
11. Adjourn.

The Board of the La Vernia Municipal Development District reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Open Meetings Act, Texas Government Code 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberation about Security Devices), and 551.087 (Economic Development), and any other provision under Texas law that permits a governmental body to discuss a matter in a closed executive session.

I, Brittani Porter, do hereby certify that the above Notice of Meeting of the governing body of the above named La Vernia Municipal Development Board is a true and correct copy of said Notice on the bulletin boards, of the City Hall of said City of La Vernia, Texas, a place convenient and readily accessible to the general public at all times, and said Notice was posted July 8, 2022 at 4:30 p.m. and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

Signature of Agenda Approval: s/ Yvonne Griffin

Yvonne Griffin,
Executive Director



City of La Vernia
Municipal Development District
102 E. Chihuahua St.
La Vernia, Texas 78121

April 14, 2022
6:10 P.M.

Minutes

1. Call to Order and Declare a Quorum.

Jay Hennette called the meeting to order at 6:10 and declared a quorum. Members absent: Cynthia Farmer and Gary Gilbert.

2. Invocation, Pledge of Allegiance and Pledge of Texas Flag

The Lord's Prayer was recited and all members in attendance recited the Pledge of Allegiance and Texas Pledge.

3. Consent Agenda

A. Minutes from the March 10th Regular Meeting

MOTION: Martin Poore made a motion to approve the consent agenda, seconded by Dianell Recker.
Motion passed: 3-0.

4. Discussion and possible action regarding the façade grant at 12880 US Hwy 87 W (Old Busy Bear Cafe)

MOTION: Dianell Recker made a motion to approve awarded ½ of the \$6,000.00, seconded by Martin Poore. **Motion passes: 3-0.**

5. Update on 4th of July

Yvonne Griffin advised that the staff has secured a head liner, John Wolff and everything is coming together for the event.

6. Future Agenda Items

- Board Positions
- Parking Lot

7. Adjourn.

Martin Poore made a motion to adjourn the meeting, seconded by Dianell Recker. Meeting was adjourned at 6:20 and all members were in favor.

Dianell Recker, Vice President

Brittani Porter, City Secretary



City of La Vernia

P.O. Box 225
102 E. Chihuahua St.
La Vernia, Texas 78121

Phone: (830) 779-4541 Fax: (830) 253-1198

Project Description and Impact

The City of La Vernia applied and received \$2,500 in 2021 from the Anice Read grant to help the city purchase 4 globe planters (2 “La Vernia blue” and 2 white) to place in downtown La Vernia as a beautification project. In March 2022, the city partnered with La Vernia ISD to conduct a contest for students grades 6-12. The students were asked to submit drawings to paint their mural on the white planters. With this pilot program, we had 4 students submit their artwork, all in 7th grade enrolled at the La Vernia Junior High School. The submittals went before city council in their April meeting and all city council members agreed to award the project to the four girls and have each of them paint one side. (2 girls per planter). After two weeks, the girls finished their project.

The planters are placed on bluebonnet street, with two on the US Hwy 87 intersection and two off the Chihuahua St. intersection. The rocks, soil and plants were purchased by the city and is maintained by our parks department. The completed paintings were placed on Facebook and has made a huge impact. (Post/Comments attached). It seems several community members have not only noticed the planters but would like to see more. This is a GREAT opportunity to keep this new project going and make “painting the downtown planters” a yearly contest. Two local business owners have also reached out to the city asking where we purchased the planters and expressing that they would like some in front of their business. This idea sparked a possible new additional partnership. The city of La Vernia is now considering creating a program where we will pay a portion or percentage of the planter if each local business agrees to purchase them and display in front of their business. It has now become a goal for the city of La Vernia to make the planters a staple throughout the city and not just focused in downtown. The Anice Read grant helped create this wonderful new addition for the city of La Vernia.

Contest flyer posted on Facebook and distributed at the La Vernia Schools



LA VERNIA STUDENT ART CONTEST

Create a design for our new downtown planters inspired by the sights of La Vernia

The City of La Vernia has recently been awarded the Anice Read Fund through the Texas Downtown Association which is purposed to beautify downtown (Bluebonnet/Chihuahua St.) La Vernia. The city used the funds to purchase 4 large globe planters that measure 36 x 30in, 2 blue and 2 white, which will be placed along the downtown sidewalks.

The city invites **La Vernia students grades 6-12** to help us design a fun, vibrant and La Vernia-themed artwork to display on the 2 white planters that residents and visitors will see when driving or strolling through our town.

Contest Rules:

1. Design should be La Vernia-themed or La Vernia related in nature.
2. Applicants must be currently enrolled in grades 6-12 in La Vernia ISD.
3. Final Artwork can be painted or graphically designed. (Keep in mind the winners will need to duplicate the design on the round planter.)
4. Return your design on attached blank planter sheet before April 1st.
5. Winning submissions will be chosen based on creativity, originality, craftsmanship, and aesthetic appeal.

The deadline to enter is Friday, April 1st

Submissions are to be turned in to your school's art room(s) or email your art to aritchey@lavernia-tx.gov

Two winners will be chosen by our City Council at our monthly meeting on April 14th. The winners will be notified, and a designated day will be arranged for a "paint day" in which the city will supply all needed materials.

Our 2 artists will be formally recognized at our May City Council meeting which will be held on May 12th at 6:00 pm in the Council Chambers at City Hall.

Example



Junior High School girls painting the white planters



Planter Completion





Our Facebook post on the competition of the downtown planter project

City of La Vernia
Published by Ashley Ritchey · May 23 at 10:02 AM · 🌐

Have you noticed our new globe planters by City Hall? Thanks to the Anice Read Fund through the Texas Downtown Association, we have acquired these beautiful and modern planters to promote "downtown La Vernia" through our beautification efforts. We also had the opportunity to host 4 talented Junior High students who took part in decorating our two white planters located at 87/Bluebonnet and Chihuahua/Bluebonnet. Thank you to Mackenzie Bush, Cayleigh Coble, Kaylynn Tymrak and Jordan Okruhlik for their efforts. And a SPECIAL THANK YOU to Tracey Krenek, La Vernia Art teacher at the Junior High, for encouraging her students to participate in this new art campaign. The girls will be recognized at our next City Council Meeting in June. This planter campaign is something we would like to expand throughout the city.

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Comments from the Facebook post

See insights Boost post

41 Comments · To Share

Write a comment.

Melissa Wicks
We passed one and it immediately caught my eye. I love that they're decorated with student art! We have many talented young artists in La Vernia!
Like Reply Hide

Rakia Breed Reno
Been seeing these planters around. Just recently noticed the decorated one and love it. La Vernia has some very talented youngsters. 🙌
Like Reply Hide

Elaine Mazurek Stephens
They look great! Thank you to everybody who worked hard to make these! They add charm and fun to LV!
Like Reply Hide

Wayne Robbins
This is a great idea! I know some of the vendors at La Vernia Market Days who are very talented artists and can paint some more of those if you ever need that done in the future.
Like Reply Hide

Ashley Ritchey
Wayne Robbins Love that idea!
Like Reply Hide

Reply to Wayne Robbins...

Shelly Dickow Halley
Love these! The city does need more. I'd be happy to donate one.
Like Reply Hide

Melissa Andrade
Very nice touch for our town! Love this!
Like Reply Hide

Mank Summers
I like them! Adds some character to LV. Let's do some more projects like this.
Like Reply Hide

Erin Grunwald
I noticed them right away! Great job! ❤️
Like Reply Hide

Sharon Borch
They are very eye-catching. They do add personality with the paintings. Thanks to all involved.
Like Reply Hide

Michelle Dowe
These are great! I love them! They really add some character to the city.
Like Reply Hide

Barbara George
Yes we noticed them on Saturday and thought what a great idea. Very attractive
Like Reply Hide

Sherry Haley
San Angelo has similar works of art throughout town...they're painted...
I love these, even my kids noticed them and wondered who painted them. Love it's local artists! Will there be more coming??
Like Reply Hide

Liz Chelwood
Yes! They look so awesome!! Bringing some beautiful art and color to LV streets!!
Like Reply Hide

Herbert W. Williams Jr.
We love them! Nice job!
Like Reply Hide

Mary Bondner
I saw them for the first time yesterday and love them. More is better!
Like Reply Hide

Hilary Wilkinson-Barras
Love this! They really give downtown LV a much needed pop of color 🙌🙌
Like Reply Hide

Sylvie Hoffman
I seen these yesterday. I had to sit at the stoplight a little longer just to look at how beautiful they are
Like Reply Hide

Dawn Bolner Chadwick
Noticed them for sure!! Agree with Erin Hill! The town needs more!
Like Reply Hide

Sheila Brieden
These are wonderful!!!! Great artwork!!!! Thank you La Vernia. 🙌
Like Reply Hide






Clay Bondner
Very nice! Thank you to all!
Like Reply Hide Edited

Phil McCormick
Good work. Let's make this part of a wider strategy to build up a family friendly downtown area
Like Reply Hide












Margaret Matsey Lublanski
What a wonderful and beautiful thing to bring to this wonderful town.
Like Reply Hide

Erin Hill
Yes!!! Love them! Definitely need more around town.
Like Reply Hide

Krista Lynette

-  Krista Lynette
So proud of my girl. Thanks LV!!!
Like Reply Hide 1w
-  Kelli Downs
I noticed, and it is a great addition!!!! 🤩
Like Reply Hide 1w
-  Shirley Burditt
Beautiful, I think the blue also needs some art work.
Like Reply Hide 1w
-  Monica Coldevey
Yes - great work!!
Like Reply Hide 1w
-  Melandia Langley



-  Krista Lynette
Jennifer Ortiz Robarts thank you for tagging me.
Like Reply Hide 1w
-  Norma Vader
Very nice!
Like Reply Hide 1w
-  Tina Ellis Canter
I saw this when I was driving so pretty.
Like Reply Hide 1w
-  Dora E Cook
I saw them, and they are sooo pretty!!!
Like Reply Hide 1w
-  Mo Phillips Sommers
I saw them yesterday! They look great!! 💙💙
Like Reply Hide 1w
-  Debbie Sorensen
I love them!!
Like Reply Hide 1w
-  Brandy Coggins
Go Mack!! 💙
Like Reply Hide 1w
-  Heather Bard
I love them!!!
Like Reply Hide 1w
-  Jennifer Engler Crawford
Great work!!
Like Reply Hide 1w
-  Samantha Mattke
Love them!!
Like Reply Hide 1w
-  Sophia Agold

GVEC Road Trip Diaries recently mentioned the planters in their newest video while exploring La Vernia

<https://www.facebook.com/GVECSocial/videos/1397378864042842>

2:55 minute mark

MDD BEAUTIFICATION PROJECT LA VERNIA MDD/BUSINESSES GLOBE PLANTER CAMPAIGN

MDD is thinking of partnering up with any La Vernia business wanting to purchase our new and now popular planter additions to downtown that we got through the Anice Read Grant. (SEE attached). We have gotten great feedback from the community. Bard's Embroidery and Big Bear Hardware Store have already shown interest in purchasing some.

MDD will lead a campaign and will put up a percentage of the planter (reimbursement) as an incentive for the purchase and uniformity within the city. They are now \$875 each on eplanters.com. https://www.eplanters.com/jay-scotts-globe-fiberglass-planter.html#color=5497&size_jayscotts_globe=5749 They have gone up twice and by over \$200 in the past 2 years. Might want to act soon.

Percentages: (rounded)

10% \$88

20% \$175

30% \$263

40% \$350

50% \$438

Idea 1: We can budget so many per year/quarter to continue the campaign year after year.

Pro: More participation because reduced cost on their part/ not a lot of \$\$ up front for them

Con: Possible max out early on in budget

Idea 2: Have a low percentage (10%-20%) for us to reimburse.

Pro: We save money and/or can purchase more for more businesses

Con: Might not get a lot of participation. Might not be a good selling point during tough times/ too much \$\$ for them to be spending on planters right now.


What does the Board think?

Also,

- GVEC Power Up Grant committee is letting the MDD apply. Pavilion grant was under the city
- Amount up to \$20,000
- Per GVEC, projects strongly considered are those that offer a 20% match
- We want to purchase more planters and also continue the student art murals every year. Tracy (Jr high art teacher) said there was a lot of possible interest from students in the future. We will reach out to the high school next year too. We want it to be a competitive contest. Maybe different age groups? Have the Board or Council vote. We will repaint them every year for the next mural/contest.

Thoughts/Ideas?

 Decoration

 Decoration

 Decoration


 Decoration

 Decoration


 Decoration

 Decoration


 Decoration

 Decoration

 Decoration

 Decoration

 Park Garland Fenceline

 Gazebo garland

City Décor Cost Breakdown

Average cost of flitter disk decorations = \$1,330.00 per unit x20 \$26,600.00

Average cost of flag banners = \$104.50 per unit x14 \$1,463.00

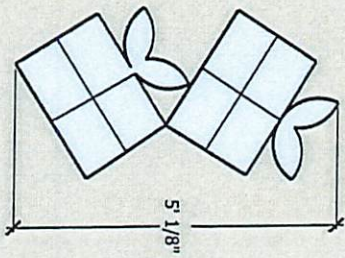
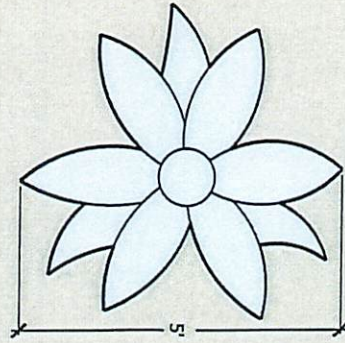
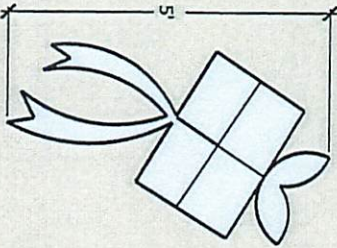
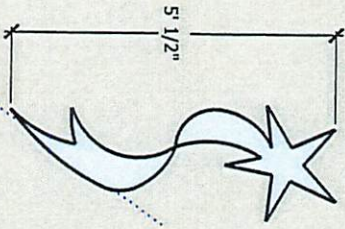
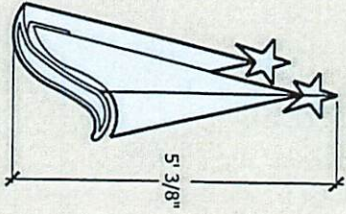
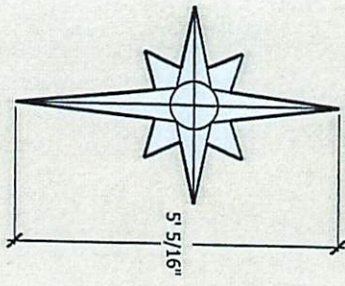
The average cost of garland for park fence line (1465 LF) = (9 ft section average cost = \$29.75) 1465/9 = 162.78 x \$29.75= \$4,842.63.00

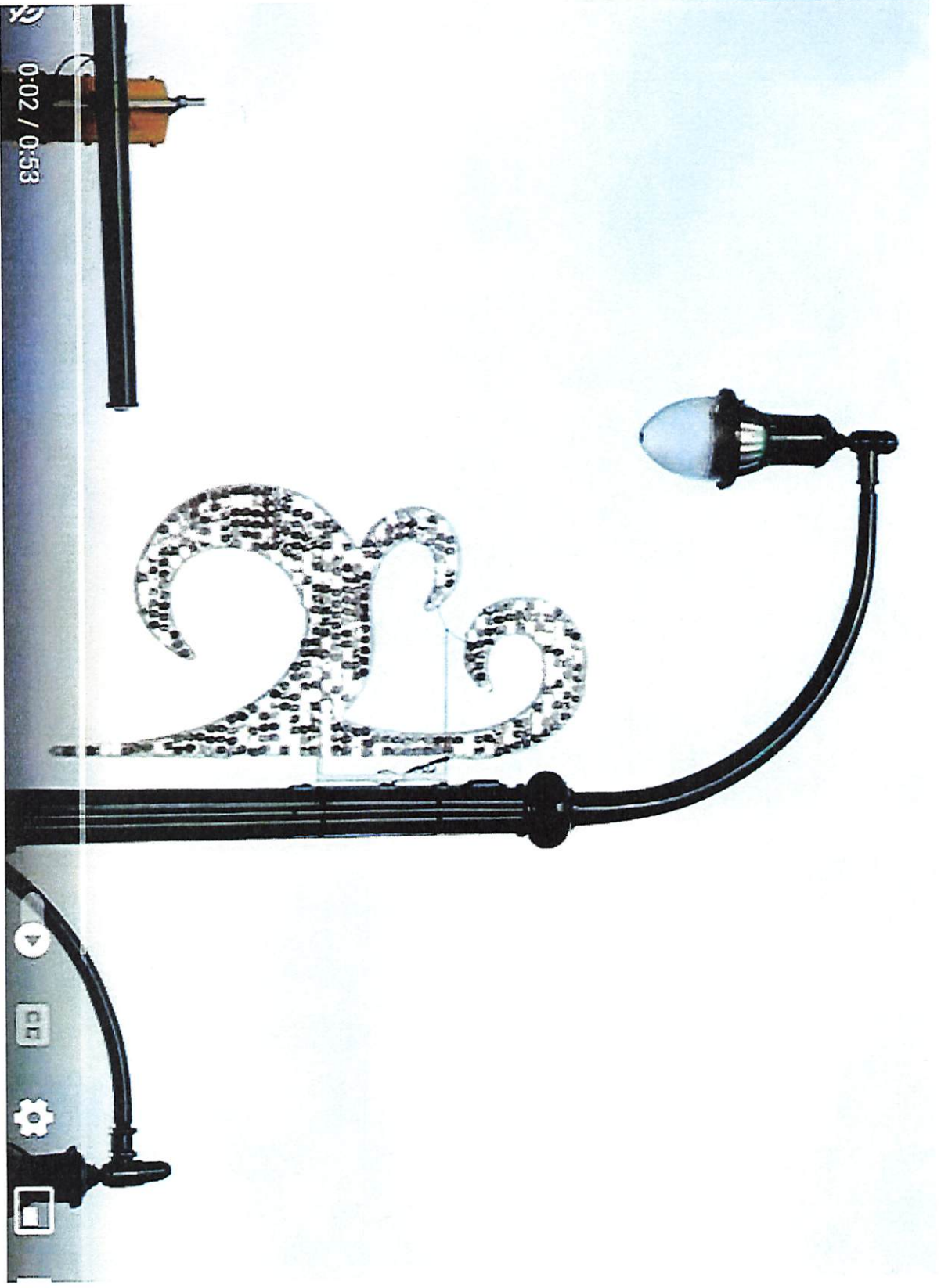
Average cost of red bows= \$0.70 per unit x100= \$70

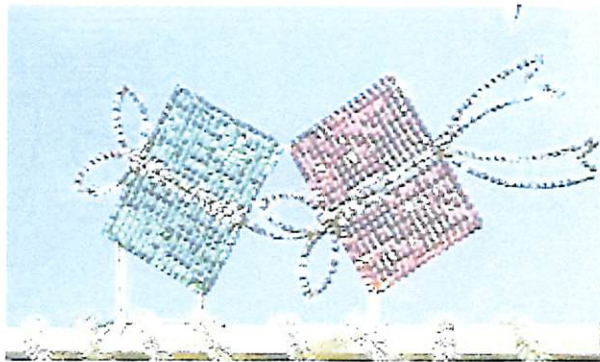
Total = \$32,975.63

Average cost of flag banners (Blue) = \$104.50 x 34 = \$3,553.00

Total of all = \$36,528.63









pole decorations

From: Jimmy Alexander <jalexander@downtowndecorations.com>
Sent: Tue, Apr 26, 2022 at 12:50 pm
To: lboyd@lavernia-tx.gov

[image001.jpg](#) (35.1 KB) [image002.jpg](#) (4.7 KB) [Flitter Disc designs.png](#) (185.6 KB) — [Download all](#)

Lindsey,

Good morning, I hope you are doing well. I just wanted to stay in touch and follow up with your pole decorations project, as the early season pricing will be ending soon. As always, just le

From: Jimmy Alexander
Sent: Friday, April 08, 2022 11:01 AM
To: lboyd@lavernia-tx.gov
Subject: pole decorations

Lindsey,

Thank you again for the opportunity to work with you on your holiday décor project, I enjoyed speaking with you again this morning. Your pricing as requested:

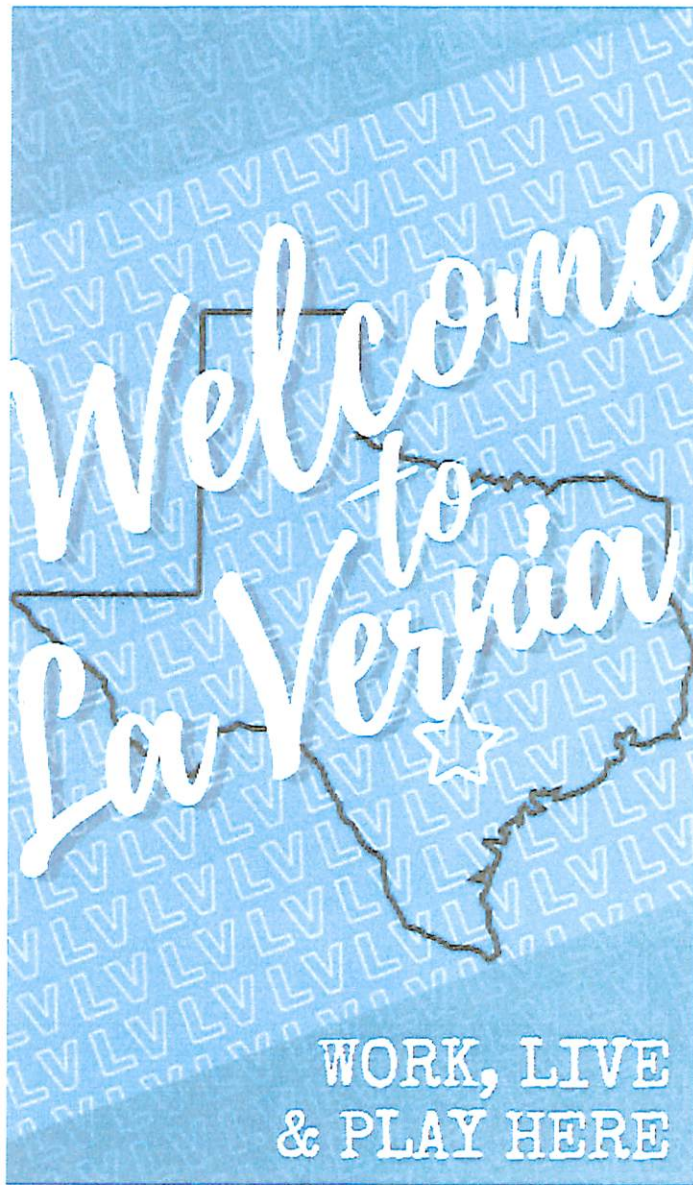
- Qty: (1) 5' Moravian Star Pole Decoration, Powder Coated Steel Frame w/ Flitter-Disc Both Sides, Unlit, Mounting Hdw. Included.....\$1055 ea.
- Qty: (1) 5' Twin Tree Pole Decoration, Powder Coated Steel Frame w/ Flitter-Disc Both Sides, Unlit, Mounting Hdw. Included.....\$1255 ea.
- Qty: (1) 5' Star with Ribbon Pole Decoration, Powder Coated Steel Frame w/ Flitter-Disc Both Sides, Unlit, Mounting Hdw. Included.....\$1045 ea.
- Qty: (1) 5' Gift Box with Ribbon Pole Decoration, Powder Coated Steel Frame w/ Flitter-Disc Both Sides, Unlit, Mounting Hdw. Included.....\$1185 ea.
- Qty: (1) 5' Poinsettia Pole Decoration, Powder Coated Steel Frame w/ Flitter-Disc Both Sides, Unlit, Mounting Hdw. Included.....\$1995 ea.
- Qty: (1) 5' Double Gift Box Pole Decoration, Powder Coated Steel Frame w/ Flitter-Disc Both Sides, Unlit, Mounting Hdw. Included.....\$1445 ea.

I was able to get the early season pricing extended for you and this represents your BuyBoard pricing as well as the early season pricing that is good through the end of April. Shipping is i

Thanks so much,
Jimmy

Jimmy Alexander
Account Representative
Downtown Decorations, Inc.
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Fredericksburg, TX 78624
830-307-9117 Direct
877-369-6332 ext.454
jalexander@downtowndecorations.com
www.downtowndecorations.com





Q

WORK, LIVE
& PLAY HERE





TEXAS

