



Community Development Corporation Meeting Minutes

Monday, November 03, 2025 at 6:00 PM

City Hall – 520 East Ocean Blvd. Los Fresnos, TX 78566

<https://cityoflosfresnos.com/meetings>

NOTICE OF SAID MEETING IS HEREBY GIVEN BY THE CITY OF LOS FRESNOS PURSUANT TO CHAPTER 551, TITLE 5 OF THE TEXAS GOVERNMENT CODE, THE TEXAS OPEN MEETINGS ACT.

A. CALL MEETING TO ORDER

President Enrique Juarez called the meeting to order at 6:00 p.m.

PRESENT

President Enrique Juarez
Place 2 Pedro Maldonado
Place 3 Leo Casanova
Place 4 Marco Huerta
Place 5 Gordon Cappon
Place 6 Claudia Villarreal
Vice President Daniel Alvarez (remote)

B. INVOCATION AND PLEDGE OF ALLEGIANCE

Mr. Milum gave the invocation and led the audience in the Pledge of Allegiance.

C. VISITORS REMARKS

To speak, you must sign in with the City Secretary prior to the meeting. You have a limit of 5 minutes to speak.

Rogelio Nunez from the Narciso Martinez Cultural Arts Center delivered a brief presentation on the outcomes of the Conjunto Festival.

D. ACTION ITEMS

1. Consideration and ACTION to approve the minutes from October 6, 2025.

Motion was made and seconded to approve the minutes from October 6, 2025.

Motion made by Place 6 Villarreal, Seconded by Place 4 Huerta.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

2. Consideration and ACTION to acknowledge the September 2025 Financial Report A. Monthly
B. Year to Date Report C. Sales Tax Report

Mr. Milum presented the financial report, noting that 15 checks were disbursed totaling just over \$66,000, including four payments to Mario Mejia Jr. for completed work and a final payment for street construction. The sales tax revenue budget was \$670,800, with actual collections of \$661,391, representing 98.6% of the budget. Expenditures were under the budget of \$571,690 by \$100,510, leaving approximately \$100,000 in reserve. Year-end performance reflected a 5% increase in sales tax receipts compared to the previous year, amounting to an additional \$61,000 and bringing year-to-date receipts to \$661,391, a 4.38% increase over last year.

Motion was made and seconded to acknowledge the September 2025 Financial Report.

Motion made by Place 2 Maldonado, Seconded by Place 5 Cappon.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

3. Consideration and ACTION to approve a sign grant for Busy Bubbles Laundromat located at 680 E Ocean Blvd. Suite 6.

Board member Marco Huerta presented the submitted application and advised the board the committee approved the lowest bid in the amount of \$2,700 with the CDC portion being \$1,350.

Motion was made and seconded to approve a sign grant for Busy Bubbles Laundromat located at 680 E Ocean Blvd. Suite 6 to the lowest bid in the amount of \$2,700 with the CDC portion being \$1,350.

Motion made by Place 6 Villarreal, Seconded by Place 3 Casanova.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

4. Consideration and ACTION to approve sign grant for Glam Artistry Hair & Beauty Studio located at 218 N. Arroyo Blvd. Suite A.

Board member Marco Huerta presented the submitted application and advised the board the committee approved the lowest bid in the amount of \$1,390 with the CDC portion being \$695.

Motion was made and seconded to approve a sign grant for Glam Artistry Hair & Beauty Studio located at 218 N. Arroyo Blvd. Suite A with the lowest bid in the amount of \$1,390 with the CDC portion being \$695.

Motion made by Place 3 Casanova, Seconded by Place 4 Huerta.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal

5. Consideration and ACTION to approve a website for the Community Development Corporation.

Mr. Milum presented a proposal and addressed questions from the board regarding the development of a dedicated website for the organization. He emphasized the need for a modern, independent platform to showcase business opportunities, resources, community quality of life, and demographic data, as well as to include photography, videography, and professional profiles of leadership to enhance transparency and attract investment. The management company, Triggers, will oversee the site, with content provided primarily by Jeffrey and staff. The website will focus on economic development, property availability, trade area demographics, and other relevant data, with limited inclusion of community events.

Motion was made and seconded to approve a website for the Community Development Corporation.

Motion made by Place 6 Villarreal, Seconded by Place 2 Maldonado.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

6. Consideration and ACTION to approve social media video production

Mr. Milum presented a proposal for a social media video production initiative aimed at promoting business development and community engagement. The project includes the creation of eight short-form videos (2–4 minutes each) optimized for platforms such as TikTok, Instagram, and Facebook. These videos will highlight local businesses, events, and opportunities, incorporating professional branding, royalty-free music, and consistent messaging to position Los Fresnos as a community of opportunity. The production will be managed by Triggers, the same company hosting the website. The board discussed the

importance of social media in economic development, potential future maintenance needs, and examples of similar projects completed by Triggers.

Motion was made and seconded to approve social media video production.

Motion made by Place 2 Maldonado, Seconded by Place 6 Villarreal.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

7. Consideration and ACTION to partner with Workforce Solutions Cameron for a High-Demand Job Training Grant program delivered through Texas Southmost College.

Mr. Milum presented a proposal for a high-demand job training program in partnership with Workforce Solutions Cameron and Texas Southmost College. The program will train Los Fresnos residents in Patient Care Technician and Pipe Fitting Level 1, providing industry certifications and career pathways. Funding includes \$150,000 from the CDC and \$150,000 from Workforce Solutions.

Mr. Milum, Ricardo Trevino with Texas Southmost College and the board discusses eligibility requirements, vetting processes, quarterly reporting, and community outreach.

Motion was made and seconded to partner with Workforce Solutions Cameron for a High-Demand Job Training Grant program delivered through Texas Southmost College.

Motion made by Place 4 Huerta, Seconded by Vice President Alvarez.

Voting Yea: President Juarez, Place 2 Maldonado, Place 3 Casanova, Place 4 Huerta, Place 5 Cappon, Place 6 Villarreal, Vice President Alvarez

E. REPORT BY GENERAL MANAGER

1. City Manager Report

A. Veteran's Memorial B. Pool C. Economic Development Coordinator Report 1. Business Engagement & Events 2. Regional Collaboration & Workforce Development 3. Strategic Planning & Funding

Mr. Milum reported that the Veterans Memorial event will be held Saturday at 10:00 a.m., noting the absence of a flyover due to the government shutdown, and highlighted recent upgrades to the city pool to improve quality of life.

Mr. Jeffrey Rosas provided updates on economic development activities, including successful Business Circle meetings fostering collaboration and leadership development, ongoing business engagement, regional workforce initiatives, and strategic planning for future projects. He also discussed outreach efforts, marketing strategies, CRM implementation, and exploration of funding opportunities to support local businesses and enhance city attractions.

F. ADJOURNMENT

The meeting was adjourned at 7:29 p.m.

Enrique Juarez, President

ATTEST:

Jacqueline Moya, City Secretary