

From: [Jody Weaver](#)
To: [Mandy Grant](#)
Subject: FW: VEDC Report for Council
Date: Wednesday, November 8, 2023 12:12:36 PM

From: Jonas Titas <jonastitas@victoriaedc.com>
Sent: Wednesday, November 8, 2023 11:56 AM
To: Jody Weaver <jweaver@portlavaca.org>
Cc: Sharon Barnard <sharonbarnard@victoriaedc.com>; Diane Drussell <dianedrussell@victoriaedc.com>
Subject: VEDC Report for Council

New VEDC Staff

- Diane Drussell joined VEDC in August with experience in downtown development and small business
- Diane will work closely with Port Lavaca merchants and the Port Lavaca Chamber to add additional resources

Residential Incentives Draft

- VEDC Staff has created draft language for a residential housing incentive program to present at November Council Workshop
- VEDC Staff is working with City Atty Anne Marie Odefey to ensure policy language complies with existing Ordinances and Resolutions adopted by Port Lavaca City Council

Marketing

- VEDC Staff is working on a one-pager marketing development flyer
- The new flyer will be folded into the new broader VEDC website and Port Lavaca/Calhoun County micro website being created

Database – Web Resources for Commercial / Retail Marketing

- VEDC is working with City Manager on acquiring a license for additional web based resources to promote opportunities in Port Lavaca
- VEDC is able to bundle multiple cities in the region for a reduced licensing fee

Jonas Titas, CEcD | President

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