

Mandy Grant

From: Jody Weaver
Sent: Tuesday, December 5, 2023 4:32 PM
To: Mandy Grant
Subject: FW: VEDC Report for Council

Below is VEDC's monthly report.

Jody

From: Jonas Titas <jonastitas@victoriaedc.com>
Sent: Tuesday, December 5, 2023 4:30 PM
To: Jody Weaver <jweaver@portlavaca.org>
Cc: Sharon Barnard <sharonbarnard@victoriaedc.com>; Diane Drussell <dianedrussell@victoriaedc.com>; Mandy Grant <mgrant@portlavaca.org>
Subject: RE: VEDC Report for Council

Of course. Staff was at Transportation Conference all day and I just got back to the office now. Let me know if you have any questions or if I could or should add more to what is below. Best, Jonas

New VEDC Staff

- Diane Drussell joined VEDC in August with experience in downtown development and small business
 - Diane is beginning work to support Port Lavaca city staff and Chamber to add additional resources for local and small businesses
- Kynedei Ross joined VEDC in November as our new Coordinator
 - Kynedei will support Jonas' and Diane's efforts in Port Lavaca with research and administrative duties

Residential Incentives Draft

- VEDC Staff has created draft language for a residential housing incentive program to present at the January 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
- Staff has been meeting with website developers and has demonstration schedule for Friday 12/8
 - Developer may be entity that will help create new web page
- VEDC met with Placer.ai reps on Monday 12/4 and is securing pricing to add a valuable tool to support retail and commercial recruitment efforts for VEDC staff
 - VEDC will secure access to additional tools to support efforts in Port Lavaca

Projects

- VEDC is hosting site visit the week of 12/11 in Port Lavaca and Point Comfort for project that could result in substantial job creation and capital investments
- VEDC Staff is providing staff support for Lynas' near neighbors dinner and Community Open House the week of 12/4