

**SANTA FE ECONOMIC DEVELOPMENT CORPORATION
MEETING OF THE BOARD OF DIRECTORS
DATE: March 26, 2024, AT 7:00 PM
SANTA FE CITY HALL COUNCIL CHAMBERS
12002 HWY. 6, SANTA FE, TEXAS**

A G E N D A

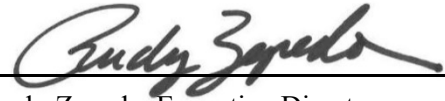
1. Call to Order
2. Roll Call
3. Invocation and Pledge of Allegiance
4. Citizens' Comments
5. Reports:
 - a. Approval of Board Minutes from the Regular Meeting of February 27, 2024
 - b. Current Budget Update & Financial Statements, period ending February 2024
 - c. Sales Tax Report February & March 2024
 - d. Quarterly Investment Report October-December 2023
 - e. Current Economic Development Status Report
6. Old Business
 - a. Discussion with possible action regarding the branding and logo for the Economic Development Corporation.:
 - i. Introduction and Purpose
 - ii. Research and Inspiration
 - iii. Engagement
 - iv. Design Requirements
 - v. Designer Selection and Concept Development
 - vi. Feedback
 - vii. Professional graphic designer
 - viii. Finalization and Refinement
 - ix. Testing on products
 - x. Legal and Trademark
 - xi. Launch and Promotion
7. New Business
 - a. Discuss the different avenues of branding the EDC would like to explore including:
 - i. SEO(Search Engine Optimization)
 - ii. Social Media:
 1. Showcasing the Logo on Free Social Media Platforms:
 - a. LinkedIn, Facebook, Twitter, Website, etc..
 - b. Presentation by Bay Area Houston Economic Partnership (BAHEP)
 - c. Consider with possible action on the approval of the final pay application for FM1764 Project

8. Citizens' Comments and Announcements

9. Adjournment

The Santa Fe Economic Development Corporation will make every reasonable effort to make its meetings accessible to persons with disabilities. Requests for accommodation services must be made prior to the meeting by contacting the City Secretary of the City of Santa Fe at (409) 925-6412.

I hereby certify this agenda was posted at Santa Fe City Hall on or before March 22, 2024, by 12 p.m.



Rudy Zepeda, Executive Director

