



City of Keller

Economic Development Board

Meeting Minutes

Keller Town Hall
1100 Bear Creek Parkway
Keller, TX 76248
817-743-4000
www.cityofkeller.com

Monday, March 24, 2025

REGULAR MEETING 6:00 P.M.

A. CALL TO ORDER

Councilman Tag Green called the Keller Economic Development Board to order at 6:03 p.m.

The following board members were present.

Ashley Hernandez

Bob Stephenson

Kingsley Fregene

Loren Whitten

Nate Bernklau

Tag Green

Administrative personnel present were:

Aaron Rector, City Manager

Melanie Boykins, Economic Development Specialist

B. PRESENTATION

1. [Receive a presentation on the results of the 2025 Restaurant & Retail Survey.](#)

Ms. Melanie Boykins gave a presentation regarding the results of the 2025 Restaurant and Retail Survey and plans for the Economic Development Department to utilize the results going forward.

C. MINUTES

1. [Consider the approval of the minutes of the regular meeting of the Economic Development Board on February 24, 2025.](#)

Attachments: [Draft KEDB Minutes 2.24.2025](#)

Mr. Bob Stephenson motioned to approve the minutes as presented. Mrs. Ashley Hernandez seconded, and the motion passed unanimously.

D. WORK SESSION

1. [Discuss updating the City of Keller Economic Development Strategic Business Plan.](#)

Councilman Tag Green lead a discussion surrounding Recruitment, a current Objective of the Strategic Business Plan.

E. ADMINISTRATIVE COMMENTS

1. [Receive an Economic Development update.](#)

Ms. Melanie Boykins provided the Economic Development Board with an update which included new business openings, businesses coming soon, closed businesses ongoing commercial developments, the status updates being made to Keep It In Keller website, and updates regarding the marketing plan.

F. ADJOURN

Mr. Bob Stephenson motioned to adjourn the meeting, Mrs. Ashley Hernandez seconded, and the motion passed unanimously. The meeting adjourned at 7:26 pm.

Chairperson

Staff Liaison