City of Keller
Economic Development Board
Meeting Minutes

Monday, June 17, 2024

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:
Councilman Tag Green
Jim Fletcher
Ashley Hernandez
Nate Bernklau
Steve White
Bob Stephenson

Administrative personnel present were:
Aaron Rector, Interim City Manager
Mary Culver, Economic Development Director
Melanie Boykins, Economic Development Specialist
Nicole Smith, Economic Development Intern

B. MINUTES

1. Consider the approval of the minutes of the Regular Meeting of the Economic Development Board on April 24, 2024.

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

C. WORK SESSION

1. Discuss a marketing plan focused on dining experiences and restaurant recruitment.

   Mrs. Mary Culver presented a framework for a potential marketing plan focused on dining experience and restaurant recruitment. The plan included the creation of multiple business videos and would utilize the existing marketing budget for the Economic Development Department.

   The board discussed the plan and provided feedback to provide more market research, narrow the scope/focus, and explore other marketing activities.

D. ADMINISTRATIVE COMMENTS

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

   Mrs. Mary Culver provided the Economic Development Board with an update which included new business openings, businesses coming soon, closed businesses, council action on previous KEDB agenda items, and the status on updates being made to the Keep It In Keller website.

E. ADJOURN

Mr. Bob Stephenson moved to adjourn the meeting, Mr. Steve White seconded and the motion passed unanimously. The meeting was adjourned at 7:22 p.m.

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Chairperson

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Staff Liaison