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, November 17, 2025

REGULAR MEETING 6:00 P.M.

A. CALL TO ORDER

Councilman Tag Green called the Keller Economic Development Board to order at 6:02 pm.

The following board members were present:
Ashley Hernandez
Bassel Korkor
Kingsley Fregene
Nate Bernklau
Tag Green

Administrative personnel present were:
Aaron Rector, City Manager
Sarah Hensley, Director of Development Services
Ana Erwin, Assistant Director of Economic Development
Melanie Boykins, Economic Development Specialist

B. MINUTES

1. Consider the approval of the minutes of the regular meeting of the Economic Development Board on October 20, 2025.

   Attachments: KEDB Minutes 10.20.25

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

C. WORK SESSION

1. Discuss launch of Keller Open Rewards Program.

   Mrs. Ana Erwin led the discussion about the launch of Keller Open Rewards Program. The Economic Development Board shared feedback about their experience distributing marketing materials to local businesses in preparation for the launch.

D. ADMINISTRATIVE COMMENTS

1. Receive an Economic Development update.

   Mrs. Ana Erwin provided the Economic Development Board with an update which included new business openings, businesses coming soon, incentivized project statuses, Keller Open Rewards, Restaurant Week, Shop Small Scavenger Hunt, and a summary of Broker's Luncheon.

E. ADJOURN

Mr. Bassel Korkor motioned to adjourn the meeting, Mr. Nate Bernklau seconded, and the motion passed unanimously. The meeting adjourned at 6:40 pm.

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Chairperson

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Staff Liaison