



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, February 20, 2023

REGULAR MEETING 6:00 P.M.

A. CALL TO ORDER

Mayor Armin Mizani called the meeting to order at 6:00 PM.

The following Board Members were present:

Mayor Armin Mizani

Councilman Tag Green

Clay Starling

Ashley Hernandez

Jim Fletcher

Kingsley Fregene

Loren Whitten

Nate Bernklau

Bob Stephenson (arrived at 6:18 PM)

Administrative personnel present were:

Mark R. Hafner, City Manager

Mary Culver, Economic Development Director

Siale Langi, Economic Development Specialist

B. MINUTES

1. [Consider the approval of the minutes of the regular meeting on November 21, 2022.](#)

Mr. Clay Starling motioned to approve the minutes as presented. Mr. Nate Bernklau seconded, and the motion passed unanimously.

C. WORK SESSION

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

Economic Development Director, Mrs. Mary Culver, gave a presentation highlighting suggestions provided by the board for updating the strategic plan.

Additional recommendations by the board included:

- Creating a sub committee within the board to assist city staff in the rebuild of the Keep It In Keller website with the goal of improving user experience and creating a more dynamic marketing tool for local businesses.
- Establishing a practice of regular review of the KIIK website, social media and other marketing analytics.

City staff received direction from the board to

- Update the current strategic plan's work plan to reflect board recommendations.
- Update the Focus Areas to reflect adopted policy changes since the previous update.
- Revisit a complete strategic plan update by a third-party consultant in 2025.

E. ADMINISTRATIVE COMMENTS

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

Mrs. Mary Culver provided board members with an economic development update which included new business openings, business retention, recruitment, and expansion efforts, business relocations and status updates on business and current commercial developments.

F. ADJOURN

Mr. Bob Stephenson motioned to adjourn the meeting, Mr. Nate Bernklau seconded and the motion passed unanimously. The meeting was adjourned at 7:12 PM.

Chairperson

Staff Liaison