



City regulatory rules were questioned. Mr. Haynes stated that the City of Junction is covered by state rules already in place. Mrs. Bierschwale made a motion to approve a licensing grant as part of the Performance grant with stipulations. Mr. Haynes seconded. All board members present approved.

**Updating Budget:** Mrs. Armes reviewed the current phone and telephone bill with HCTC. The JTEDC was still being billed for a rollover telephone line and minutes. Once updated, the phone bill was reduced to \$129.44; a savings of \$1,295.00 annually. Doug Haynes mentioned YouTube shows that highlight areas in Texas (ex: Expedition Texas). He commented that considerable advertising had been done by Gladewater, Texas, pointing out that maybe this is something the JTEDC and/or Tourism should consider. Mr. Robbins stated that we had a budget of \$25,000 for marketing. Other shows were discussed, like the Texas Reporter, Texas Bucket List, and Hunting shows. Junction does have a local citizen with drone footage. Mr. Murr advised that the Chamber and Tourism have a marketing budget of \$115,000 and \$90,000, respectively.

Mrs. Bierschwale made the motion to move funds in the amount of \$9,800 from Acct # 5999-02 Performance Grants to Acct #5999-03 Business Incentive. Mr. Haynes seconded the motion. All board members present approved.

**Texas Downtown:** Mrs. Armes advised the board to join the Texas Downtown Association. The membership fee for non-profit organizations is \$350 and allows 10 members. They offer webinars and message boards as part of their member benefits. Also, for additional fees, they will come to our town and do a study and give advice on revitalization efforts. Mrs. Armes also visited Kerrville EDC, and they highly recommended this association and the Texas Municipal League. Mrs. Bierschwale made a motion to approve membership; Mr. Haynes seconded the motion. All board members present approved.

**Chamber Nominee:** Mrs. Armes asked the board if they had a recommendation on nominees for the Kimble County Chamber of Commerce Board. No action was taken.

**Texas Adventure Riders:** Jeff Elliott contacted the JTEDC about hosting an event in Junction on April 30 -May 3, 2026. He needed help finding a venue and caterer. He asks if the EDC could supply lanyards and nametags and help with registration. Mrs. Armes spoke with Mrs. Bierschwale and Mrs. Heap, who both thought it was a good idea. This group has spent time in Kerrville, spending a considerable amount of funds in the community during their event. Mrs. Armes put him in contact with Cheryl Herring to apply for a Tourism Grant, Irma Williamson to reserve the Tree Cabins Venue, and Alex Gonzales for catering. The cost of 250 lanyards with plastic name holders is \$350.00. Mrs. Armes also spoke with teacher Tiffany Bierschwale, and her computer design class can make the nametags for community service hours. There was discussion regarding the role of the JTEDC versus the Tourism Board. Mrs. Armes presented this as an opportunity to meet people that might be business owners looking to establish something here in Junction. Mr. Robbins requested a mailing list of attendees. Dr Mike Gosney made the motion to spend up to \$350 on lanyards; seconded by Mr. Haynes. All board members present approved.

**Coordinator Responsibilities Updated:** Mrs. Bierschwale would like the JTEDC to make two posts weekly on the Facebook page to help with our exposure. There was discussion regarding

content and limiting comments on specific posts. All were in agreement to use discretion. Mr. Robbins commented that a calendar would help, so individuals are not posting the same thing. Mr. Robbins also wants a list of all grants current, pending, and closed. Mr. Haynes mentioned making a registry of properties to rent or buy for residential and commercial purposes. Possibly an inventory of vacant buildings.

**Annual Strategic Planning:** There was discussion regarding hosting a Strategic Planning meeting in January instead of our regularly stated meeting. All board members were in favor of this event. It was discussed inviting other boards including Chamber of Commerce, Tourism, City Council, Hospital Board, and County Judge Hal Rose. The date was set for Saturday, January 10, 2026, from 9 AM – 3 PM. The Heritage Building, part of the Kimble Hospital, will be reserved by Dr. Gosney. Mrs. Armes will have brunch type foods. Mr. Hayne will provide lunch. Mr. Robbins will put together the agenda.

**Update Investment Subcommittee:** Dr. Gosney presented the option of investing JTEDC unobligated funds in an investment account. He investigated two protected investment pools, TexPool and TexPool *Prime*, both approved for EDCs and other government entities. The money is insured and completely liquid. There is no minimum investment. Dr. Gosney suggested moving the money to TexPool with an interest rate of 3.9 -4.01 %. Mr. Robbins advised Dr. Gosney to discuss the current investment account at First State Bank. If the local bank can offer similar terms, they will be considered as well. Dr. Gosney made a motion to take the investment policy to Attorney Andrew Heap for review; seconded by Mr. Haynes. All board members present were in favor.

**Update Grant Subcommittee:** Mrs. Levien and Mrs. Heap had four grant applications to discuss with the board. Mrs. Levien presented:

1. A Performance Grant for the Junction Youth Baseball was reviewed. They are requesting funds to update the current fields, improve safety features, and update facilities. The board advised that edits need to be made to the application. No action was taken.
2. A Business Incentive grant for Radio Shack was reviewed. No action was taken.
3. A Façade grant for the Llano Motel aka Mid-Town Apartments was reviewed, and the board advised not to proceed.
4. A Performance grant for the Llano Motel aka Mid-Town Apartments was reviewed, and the board advised not to proceed.

**Update Marketing Subcommittee:** No updates

**Reports:**

- A. **EDC Coordinator:** Mrs. Armes visited with the Brady and Kerrville EDCs to gather information. The Eminent Domain Report was completed. Marie visited with County Judge Hal Rose about his role with the Concho Valley Workforce. Information was gathered regarding the Texas Municipal League, LCRA's grants for local EDCs, and Texas Department of Agriculture Grants. Marie commented that the website needs corrections and updates. A new computer has been ordered for the office. The 'office-manager' email address needs to be updated, but it is connected to a non-existent cell phone. Mr. Robbins will address these issues.
- B. **Tourism:** No report as there are no meetings in November and December.
- C. **City:** Mr. Haynes reported that the City received the legal opinion that individuals can serve on the Planning and Zoning board that do not reside in the city but are property owners. An offer was made to fill the Public Works Director.

**Meeting adjourned at 7:19 PM on December 2, 2025**



Carmen Bierschwale  
Carmen Bierschwale, Secretary