



The City of Liberty
Liberty Community Development Corporation

1829 Sam Houston Liberty, TX 77575 www.cityofliberty.org

Meeting

April Gilliland City Secretary 936-336-3684

~ Minutes ~

Tuesday, October 21, 2025

6:00 PM

City Council Chambers

I. CALL TO ORDER

This meeting was called to order on October 21, 2025, in the City Council Chambers, 1829 Sam Houston Street, Liberty, Texas at 6:00 p.m. by President Michael Dorsett.

Table with 5 columns: ATTENDEE NAME, PRESENT, ABSENT, LATE, ARRIVED. Rows include President Michael Dorsett Jr., Vice-President Kathrine McCarty, Secretary Betty Runkle, Board Member Barbara Norwood, Board Member Mark Campbell, Board Member Dan VanDeventer, and Board Member Craig Vansau.

II. ACKNOWLEDGEMENT OF GUESTS AND VISITORS / PUBLIC COMMENT

Public Comment is reserved for members of the public who would like to address the Liberty Community Development Corporation Board regarding agenda and non-agenda items. Please be aware that, under Texas Law, the Board may not deliberate or take any action during Citizen's comments on items not on the agenda.

President Dorsett welcomed guests and visitors in attendance, opening the floor for public comment to those individuals wishing to address the board. There were no comments.

III. PRESENTATIONS / REPORTS

A. General Manager's Report - Bryan Kendrick - Includes various updates of interest to our community.

City Manager Bryan Kendrick reported on the following updates:

- Business Facade and UPS Grant Program updates
• Commercial Projects
• Faux Real Trade Days
• Introducing the new Economic Development Coordinator, Stephen Joyce

IV. CONSENT AGENDA

All consent items listed are considered routine by the Liberty Community Development Corporation and will be enacted by one motion. There will be no separate discussion of these items unless a Board Member so requests, and if such a request is made, the item will be removed from the Consent Agenda and considered in a normal sequence on the agenda.

A motion was made by Vice President McCarty to approve all items on the consent agenda. The motion was seconded by Board Member Norwood. The motion passed 7 to 0.

A. Minutes Approval

1. September 16, 2025

V. REGULAR AGENDA

A. Regular Session

1. Discussion and approval of General Economic Development Grant Program

City Manager, Bryan Kendrick and Economic Development Coordinator, Stephen Joyce went over the proposed new General Economic Development Grant Program guidelines.

The top discussion topics were as follows:

- Minimum estimated cost
- Timeline for work to begin
- Timeline for work to be completed
- Applicant present at meeting for discussion and questions
- Quotes need to meet state requirements
- Eligible Categories for grant application
- Eligibility Limitations

After the discussion, a motion was made by Board Member VanDeventer to approve the General Economic Development Grant Program Guidelines as discussed and seconded by Board Member Campbell. The motion passed 7 to 0 with all present voting yes.

2. Consider partially funding the Wayfinding assessment and City Branding program with MERJE Design in the amount of \$8,900.00

The City of Liberty has prioritized the development of a cohesive identity and improved navigation throughout the community. A well-planned wayfinding and branding program supports economic development, enhances civic pride, and creates a consistent visual language across City assets, facilities, and communications.

After evaluating several qualified firms, and allowing MERJE to present to City Council at our Strategic Planning Session, staff recommends engaging MERJE, a nationally recognized design firm that specializes exclusively in community wayfinding and branding initiatives. MERJE has completed over 150 such projects nationwide, including numerous Texas cities such as Frisco, Anna, and Midland.

The Wayfinding Assessment will serve as Phase I of a multiphase approach, establishing design concepts, identifying key destinations, and preparing a roadmap for future fabrication and installation. The Branding Program complements this work by developing a unified logo, tagline, and visual identity that will extend across signage, vehicles, uniforms, and communication materials.

The combined approach ensures that Liberty's new brand and physical wayfinding system are integrated from the start, achieving both efficiency and visual continuity.

Combined cost for both projects: \$58,900 with Hotel Occupancy Tax Funds (\$50,000) and LCDC Funds (8,900).

A motion was made by Board Member VanDeventer to approve the funding of the wayfinding assessment and City Branding program with MERJE Design in the amount of \$8,900. The motion was seconded by Board Member Norwood. The motion passed 7 to 0.

3. Consider transferring \$35,000 to the Airport Fund for the city's local match for the Airport Layout Plan Project.

The City of Liberty intends to make certain improvements to the Liberty Municipal Airport, and the general description of the project is described as an Airport Layout Plan. The City intends to request financial assistance from the Texas Department of Transportation for these improvements and total project costs are estimated to be \$350,000 and the City will be responsible for 10% of the total project costs currently estimated to be \$35,000.

The City names the Texas Department of Transportation as its agent for the purposes of applying for, receiving and disbursing all funds for these improvements and for the administration of contracts necessary for the implementation of these improvements. This project will help with the future layout, planning and development for the airport.

This project was listed in the Fiscal Year 2025 Community Development Capital Improvement Program that was approved in the August 20, 2024, meeting. A copy of the FY2025 CDCIP was attached to the agenda for review.

A motion was made by Vice President McCarty to approve the transferring \$35,000 to the Airport fund for the city's local match for the Airport Layout Plan Project. The motion was seconded by Board Secretary Runkle. The motion passed 7 to 0.

VI. ADJOURNMENT

A. Motion To: Adjourn

With no further business to discuss, President Dorsett adjourned the meeting at 7:03 p.m.

Michael Dorsett, Jr., President

ATTEST:

Betty Runkle, Board Secretary