



AGENDA
JANUARY 25, 2025
LAVON CITY COUNCIL
LAVON ECONOMIC DEVELOPMENT CORPORATION
CITY HALL, 120 SCHOOL ROAD, LAVON, TEXAS
SPECIAL JOINT MEETING
12:00 PM

1. MAYOR TO CALL THE MEETING TO ORDER AND ANNOUNCE THAT A QUORUM IS PRESENT

2. PLEDGE OF ALLEGIANCE AND INVOCATION

3. CITIZENS COMMENTS

Citizens may provide comments (3-minute time limit/person). The response regarding items that are not on the agenda may be to request items be placed on a future agenda or referred to city staff.)

4. WORK SESSION - LAVON CORRIDOR BRANDING CHARRETTE

Collaborative and hands-on activities aimed at defining the current identity of Lavon and envisioning its future branding, particularly along State Highways 78 and 205. Led by project manager Abra Nusser and her team, the charrette will feature brainstorming exercises designed to shape the branding strategy for these key roadways and gateways into the city. This is an opportunity to help steer the future of Lavon's visual identity and its representation along these major routes in accordance with the City's Strategic Plan goals.

City of Lavon Strategic Plan

Two-Year Goals

Distinguish Ourselves from the Rest

Create a Branding and Marketing Strategy

Lavon is a fast-growing city, and we have opportunities to continue to distinguish our community from neighboring cities. How we market and present Lavon to others, through our physical features, at conferences, to developers, to potential residents, and more, is essential to implementing our envisioned future. To do this effectively, we must create a Branding and Marketing Strategy that includes messaging, our creative selling strategy, visual elements, and theming for physical improvements, new developments, economic development efforts, and public art (among other purposes). It can help exhibit the City's businesses, values, assets, and competitive market positioning through a distinct and meaningful lens.

5. MAYOR TO ADJOURN THE MEETING

This is to certify that this Agenda was duly posted on the City's website at www.cityoflavon.com and at City Hall on or before 6:00 PM on January 17, 2025.

/ Rae Norton /

Rae Norton, City Secretary

1. Notice is hereby given that members of the City Council, Economic Development Corporation Board, Planning and Zoning Commission, and Parks and Recreation Board may attend the meeting.

2. The body reserves the right to meet in Executive Session closed to the public at any time in the course of this meeting to discuss matters listed on the agenda, as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551, including §551.071 (private consultation with the attorney for the City); §551.072 (discussing purchase, exchange, lease or value of real property); §551.074 (discussing personnel or to hear complaints against personnel); and §551.087 (discussing economic development negotiations). Any decision held on such matters will be taken or conducted in Open Session following the conclusion of the Executive Session.

Lavon City Hall will provide reasonable accommodations for persons attending meetings. Please contact the City Secretary at 972-843-4220 no later than 48 hours prior to a meeting if you require special assistance | WiFi: Select Guest Portal