



Keene Economic Development Corporation (Type A) Board Meeting Minutes

April 15, 2026 at 9:00 AM

Keene City Hall - Robert G. Cooper Council Chamber
1000 N. Old Betsy Rd., Cleburne, Texas 76031

Recorded Live Stream at <https://www.youtube.com/@cityofkeenetexas>

Members Present: Rolando Colindres-Bran, President; and Board Members Gwen Beeson, Efrain Castellanos, and Samantha Gillin

Members Absent: Cody Thornton, Vice President

Staff Present: Jonathan Seitz, Don Martin, Holly Russell, Keith Barrow

1. Call to Order, Invocation, Pledge of Allegiance

Board President Colindres called the meeting to order at 9:01 a.m.

2. President's Remarks

There were no remarks made.

3. City Administration Remarks

Don Martin, Director of Neighborhood and Development Services, shared that businesses are showing interest in Keene and building in the area.

Jonathan Seitz, City Manager, shared that the city continues to meet with and have conversations with TxDOT over the concerns of the city and community.

4. Public Comments

There were no comments made by the public.

5. Public Hearing

There was no public hearing scheduled for this meeting.

6. General

- A. *Review, discuss, and consider the special meeting minutes of the Keene EDC (Type A) Board held on March 26, 2026.*

A motion was made to approve the minutes as presented, and seconded. The motion carried unanimously.

Motion made by Gillin, Seconded by Beeson.

Voting Yea: President Colindres-Bran, Gillin, Beeson, Castellanos

- B. *Review, discuss, and consider the application of LeRoy Montoya for appointment to the EDC-A Board.*

Holly Russell, City Secretary, introduced this item and explained that Mr. Montoya meets all the eligibility requirements for appointment. A motion was made to recommend the

appointment of Mr. Montoya to the EDC- A Board for a term of two-years, and seconded. The motion carried.

Motion made by Gillin, Seconded by Beeson.

Voting Yea: President Colindres-Bran, Gillin, Beeson, Castellanos

- C. *Review, discuss, and consider action or give direction to staff on the revised version of the local business grant application and information.*

Mr. Seitz presented the updated version of the grant applications, guidelines, and resolution that will need to be passed should the program move forward. All documents have been reviewed by the city attorney. There was a need for direction on the minimum amount one may apply for, and the Board consensus was \$1,000. A motion was made to approve the resolution establishing a business improvement grant program for new or existing businesses located within the city limits of Keene.

Motion made by Gillin, Seconded by Beeson

Voting Yea: President Colindres-Bran, Gillin, Beeson, Castellanos

- D. *Receive a report from the City Manager regarding current marketing activities on behalf of the Keene EDC (Type A) Board.*

Mr. Seitz shared the recent marketing efforts on behalf of the Board. In the past, the budgeted funds for marketing were rarely used. With the City having hired a Digital Marketing Coordinator, there is a staff person that can focus on finding marketing opportunities for the Economic Development Boards. Recently, radio spots with 88.3 The Journey was secured to focus on business and community growth.

7. Executive Session

There was no Executive session held at this meeting.

8. Reconvene into Open Session

There was no action taken.

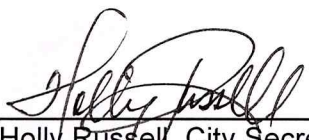
9. Requests for Future Agenda Items

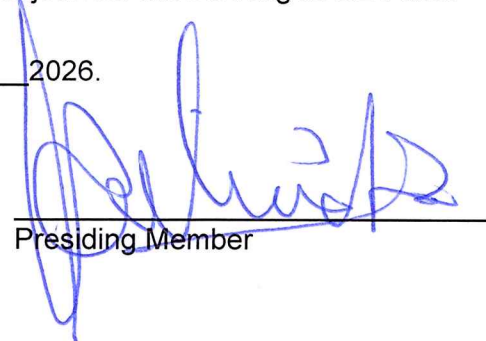
There was a request to look at bringing in a newspaper company and Mr. Seitz noted that staff are actively working on getting this information together to give the Board options. President Colindres would like to add a discussion on the general direction and goals for the Board.

10. Adjourn

There being no further business, President Colindres adjourned the meeting at 9:24 a.m.

Approved this the 15th day of April 2026.


Holly Russell, City Secretary


Presiding Member