City of Seguin

210 E. Gonzales Street
Seguin TX, 78155

Public Meeting Agenda

Seguin Economic Development Corporation

Thursday, November 19, 2026 | **12:00 PM** | **Seguin City Council Chambers**

NOTICE OF MEETING

The Seguin Economic Development Corporation (SEDC) Board of Directors will hold a regular meeting on Thursday, November 19, 2026, at 12:00 p.m. at the Seguin City Council Chambers, 210 E. Gonzales Street, Seguin, Texas 78155. This meeting will be open to the public and is subject to the open meeting laws of the State of Texas.

MEETING AGENDA

1. Call to Order
2. Moment of Silence
3. Pledge of Allegiance
4. Roll Call
5. Public Comments
6. Approval of the minutes of the Seguin Economic Development Corporation Regular Meeting held on October 27, 2026 – SEDC Board President
7. Presentation and approval of the SEDC Financial Report as of September 30, 2026 –Susan Caddell
8. Presentation and approval of the SEDC Investment Report for the period between July 1, 2026, and September 30, 2026 – Susan Caddell
9. Action on a Resolution adopting the SEDC Fiscal Year 2026 Annual Report – Alora Wachholz
10. Presentation and discussion on SEDC Monthly Staff Report – Alora Wachholz

    a. Lead Generation and Marketing Activities Update

b. Business Retention & Expansion (BRE) and Workforce Development Activities Update

c. Staff Professional Development Update

11. Closed Session: The Seguin Economic Development Corporation Board of Directors will meet in Closed Session pursuant to the Texas Government Code, Chapter 551, to discuss the following:
Section 551.087 – Deliberation Regarding Economic Development Negotiations: (1) to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations. (2) to deliberate the offer of a financial or other incentive to a business prospect.

i. Project Bruce Springsteen

12. Reconvene into Open Session

13. Possible discussion and action related to Project Bruce Springsteen – Alora Wachholz

14. Requests by Board Members to place items on a future SEDC Board Meeting agenda

15. Adjournment

Certificate

I certify that the above notice of meeting was posted in the Display Case in front of the Municipal Building, 210 E. Gonzales Street of the City of Seguin, Texas on or before Friday, November 13, 2026, at or before 5:00 P.M. Said place is readily accessible to the general public at all times.

Alora M. Wachholz, Executive Director
Seguin Economic Development Corporation

The City of Seguin is committed to compliance with the Americans with Disabilities Act (ADA). Reasonable accommodation and equal access to communications will be provided to those who provide notice to the City Secretary at (830) 401-2468 at least 48 hours in advance. This meeting site is accessible to disabled persons as there are two (2) parking spaces reserved for the disabled on the east side of the Municipal Building.