



Venus Community Service Development Corporation

Tuesday, April 7, 2026 - 6:30 PM

Regular VCSDC Meeting
210 S. Walnut Street
Venus, Texas 76084

AGENDA

1. Call to Order, Roll Call, Invocation, Pledge of Allegiance, Pledge to Texas Flag:

2. Citizen Public Comment Period:

3. Consent Agenda:

3.1. Approval of meeting minutes from the special meeting called on March 10, 2026.

4. Discussion and Consideration Items:

The Venus Community Service Development Corporation 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, pursuant to authorization by the Texas Open Meetings Act TEXAS GOVERNMENT CODE, Chapter 551.071 (Private consultation with attorney for the city).

4.1. Discuss and consider VCSDC funding and expenditures and ratifying the monthly report for February 2026.

4.2. Discuss and consider consolidating the Pinnacle Bank account into the TexPool account.

4.3. Discuss and consider the content for the Venus Community Service Development Corporation website.

4.4. Discuss and consider adoption of a logo for the Venus Community Service Development Corporation.

4.5. Discuss and consider a Mission Statement for Venus Community Service Development Corporation.

4.6. Discuss and consider a strategic plan for Venus Community Service Development Corporation.

5. Executive Session:

IN ACCORDANCE WITH TEXAS GOVERNMENT CODE, SECTION 551.001, ET SEQ. THE VENUS COMMUNITY SERVICE DEVELOPMENT CORPORATION WILL RECESS INTO EXECUTIVE SESSION (CLOSED MEETING) TO DISCUSS THE FOLLOWING: 551.072-Deliberation regarding real property

5.1. Discuss the potential purchase of real property generally located in downtown Venus and inside the City limits of the City of Venus.

- 5.2. Discuss the potential purchase of real property generally located along FM 1807 in the City limits of the City of Venus.
- 5.3. Discuss the potential purchase of real property generally located along CR 110 in the City limits of the City of Venus.
- 5.4. Discuss the potential purchase of real property generally located in the La Chaussee Subdivision in the City limits of the City of Venus.
- 5.5. Any action to be taken on Executive Session.

6. Adjournment:

The VCSDC 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, pursuant to authorization by the Texas Open Meetings Act, TEXAS GOVERNMENT CODE, Chapter 551.071 (Private consultation with attorney for the city). This is to certify that a copy of this Notice of Meeting was posted on the bulletin board at City Hall, 700 W. Hwy 67 Venus, Texas and at a place readily accessible to the public at all times and to the City's website www.cityofvenus.org, on Tuesday, March 31, 2026.

Callie Driggars, TRMC
City Secretary

For more information or a copy of the Open Meetings Act, please contact the Attorney General of Texas at 1-800-252-8011. This building is wheelchair accessible. Any requests for Interpretive Services must be made 48 hours in advance of the scheduled meeting. To make arrangements, please call 972-366-3348.

Removed: _____

Time: _____

VENUS COMMUNITY SERVICE DEVELOPMENT CORPORATION

MEETING MINUTES
Special Called VCSDC Meeting
MARCH 10, 2026

1. Call to Order, Roll Call, Invocation, Pledge of Allegiance, Pledge to Texas Flag:

Chair, Joe Russell called the meeting to order at 06:33 PM, gave the Invocation, and all led the Pledge of Allegiance and Pledge to the Texas Flag.

Boardmembers present: Joe Russell, Jeannie Prazak, Raymond Jackman, Katie Drambareanu, Michelle Crane and Elisabeth Livingstone.

Staff present: Callie Driggars, Melissa Westen, Scott Williams and Oscar Ortiz.

2. Citizen Public Comment Period:

No public speakers.

3. Consent Agenda:

3.1. Approval of meeting minutes from the regular called meeting on January 6, 2026.

I make a motion to approve the consent agenda item 3.1 meeting minutes for the regular called meeting on January 6, 2026.

Moved by: Raymond Jackman

Seconded by: Jeannie Prazak

For: Unanimous. Motion carried Yes 6, No 0, Abstained 0.

3.2. Ratify the monthly report for February 2026.

I make a motion to remove 3.2 from the consent agenda.

Moved by: Raymond Jackman

Seconded by: Jeannie Prazak

For: Unanimous. Motion carried Yes 6, No 0, Abstained 0.

4. Discussion and Consideration Items:

The City Council 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, pursuant to authorization by the Texas Open Meetings Act TEXAS GOVERNMENT CODE, Chapter 551.071 (Private consultation with attorney for the city).

4.1. Discuss and consider amending the Venus Community Service Development Corporation meeting time from 6:00 pm to 6:30 pm.

I make a motion to approve amending the Venus Community Service Development Corporation meeting time from 6:00pm to 6:30pm.

Moved by: Michelle Crane

Seconded by: Elisabeth Livingstone

For: Unanimous. Motion carried Yes 6, No 0, Abstained 0.

- 4.2. Discussion regarding the content for the Venus Community Service Development Corporation web hosting and domain acquisition such as layout, structure, page flow, logo, colors, newsletter, accessibility, and email accounts.

Oscar Ortiz presented. Boardmember Jackman asked about a roadmap for months 1-3 and asked if Ortiz was going to do this himself or use a company for the website. Asked for a write-up with proposal of cost. Boardmember Drambareanu doesn't see a need for individual emails but rather one as a whole for the board. Thanked Oscar for his work so far on the layout. Boardmember Prazak would like a separate logo different from the city and Boardmember Jackman would like to see the colors match the city with blue and yellow/gold.

- 4.3. Future Agenda Items.

Oscar Ortiz mentioned maybe a strategic plan.

5. Adjournment:

Chair, Joe Russell adjourned the meeting at 07:06 PM.

City of Venus
 Revenue And Expense Report
 As of February 28, 2026

3/12/2026 10:57 AM

30 - VCSDC	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
Revenue Summary							
00-Special Rev Dept/Vcsdc	50,037.46	206,831.40	508,725.00	301,893.60	59.34%	205,105.10	464,588.11
Revenue Totals	<u>50,037.46</u>	<u>206,831.40</u>	<u>508,725.00</u>	<u>301,893.60</u>	<u>59.34%</u>	<u>205,105.10</u>	<u>464,588.11</u>
Expense Summary							
00-Special Rev Dept/Vcsdc	10,511.18	54,234.11	560,780.00	506,545.89	90.33%	26,477.98	118,501.97
Expense Totals	<u>10,511.18</u>	<u>54,234.11</u>	<u>560,780.00</u>	<u>506,545.89</u>	<u>90.33%</u>	<u>26,477.98</u>	<u>118,501.97</u>
Revenues Over(Under) Expenditures	<u>39,526.28</u>	<u>152,597.29</u>	<u>(52,055.00)</u>	<u>(204,652.29)</u>	<u>75.59%</u>	<u>178,627.12</u>	<u>346,086.14</u>

City of Venus
 Revenue and Expense Report
 As of February 28, 2026

3/12/2026 10:57 AM

30 - VCSDC Department Revenue	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
00-Special Rev Dept/Vcsdc							
<u>Interest</u>							
00-40360 Srf/Vcsdc Interest	550.91	3,019.16	10,070.00	7,050.84	70.02%	3,459.06	8,245.22
Total Interest	550.91	3,019.16	10,070.00	7,050.84	70.02%	3,459.06	8,245.22
<u>Licenses & Permits</u>							
00-40365 Sales Tax Revenues	49,486.55	203,812.24	498,655.00	294,842.76	59.13%	201,646.04	456,342.89
Total Licenses & Permits	49,486.55	203,812.24	498,655.00	294,842.76	59.13%	201,646.04	456,342.89
Total Special Rev Dept/Vcsdc	50,037.46	206,831.40	508,725.00	301,893.60	59.34%	205,105.10	464,588.11
Total Revenue	50,037.46	206,831.40	508,725.00	301,893.60	59.34%	205,105.10	464,588.11

City of Venus
 Revenue and Expense Report
 As of February 28, 2026

3/12/2026 10:57 AM

30 - VCSDC Department Expense	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
00-Special Rev Dept/Vcsdc							
<u>Travel & Training</u>							
00-50416 Training	0.00	0.00	10,500.00	10,500.00	100.00%	0.00	0.00
Total Travel & Training	0.00	0.00	10,500.00	10,500.00	100.00%	0.00	0.00
<u>Supplies</u>							
00-50420 Uniforms	0.00	0.00	500.00	500.00	100.00%	0.00	0.00
00-50421 Office Supplies	0.00	0.00	500.00	500.00	100.00%	0.00	0.00
00-50429 Department Supplies	0.00	506.30	2,000.00	1,493.70	74.69%	73.24	282.96
Total Supplies	0.00	506.30	3,000.00	2,493.70	83.12%	73.24	282.96
<u>Utilities</u>							
00-50430 Cell Phone & Mifi	0.00	0.00	600.00	600.00	100.00%	40.75	40.75
00-50432 Utilities	1,261.18	4,283.15	12,000.00	7,716.85	64.31%	5,533.53	12,640.31
Total Utilities	1,261.18	4,283.15	12,600.00	8,316.85	66.01%	5,574.28	12,681.06
<u>Small Equipment</u>							
00-50433 Small Equipment	0.00	0.00	2,500.00	2,500.00	100.00%	0.00	0.00
Total Small Equipment	0.00	0.00	2,500.00	2,500.00	100.00%	0.00	0.00
<u>Maintenance & Repairs</u>							
00-50442 Building R&M	0.00	178.50	5,000.00	4,821.50	96.43%	226.00	3,822.98
00-50444 Economic Dev. Incentives	0.00	0.00	50,000.00	50,000.00	100.00%	0.00	0.00
Total Maintenance & Repairs	0.00	178.50	55,000.00	54,821.50	99.68%	226.00	3,822.98
<u>Contracted Services</u>							
00-50459 Audit Services	0.00	5,000.00	5,000.00	0.00	0.00%	2,666.00	4,000.00
00-50462 Legal Expenses	250.00	1,250.00	3,600.00	2,350.00	65.28%	1,000.00	2,750.00

City of Venus
 Revenue and Expense Report
 As of February 28, 2026

3/12/2026 10:57 AM

30 - VCSDC Department Expense	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
00-50466 City Contr-Admin Costs	0.00	0.00	10,275.00	10,275.00	100.00%	0.00	9,060.00
00-50469 Liability & Property Ins	0.00	800.00	1,575.00	775.00	49.21%	672.50	1,345.00
Total Contracted Services	<u>250.00</u>	<u>7,050.00</u>	<u>20,450.00</u>	<u>13,400.00</u>	<u>65.53%</u>	<u>4,338.50</u>	<u>17,155.00</u>
<u>Departmental</u>							
00-50485 Marketing & Promotional	0.00	0.00	2,500.00	2,500.00	100.00%	0.00	71.99
00-50491 City Contr-Special Events	9,000.00	23,788.56	50,000.00	26,211.44	52.42%	16,265.96	39,782.93
00-50493 Miscellaneous	0.00	0.00	500.00	500.00	100.00%	0.00	0.00
Total Departmental	<u>9,000.00</u>	<u>23,788.56</u>	<u>53,000.00</u>	<u>29,211.44</u>	<u>55.12%</u>	<u>16,265.96</u>	<u>39,854.92</u>
<u>Capital Outlay</u>							
00-50677 Park Improvements	0.00	18,427.60	180,000.00	161,572.40	89.76%	0.00	44,705.05
Total Capital Outlay	<u>0.00</u>	<u>18,427.60</u>	<u>180,000.00</u>	<u>161,572.40</u>	<u>89.76%</u>	<u>0.00</u>	<u>44,705.05</u>
<u>Transfers</u>							
00-50720 Transfer (In) Out - Dsf	0.00	0.00	223,730.00	223,730.00	100.00%	0.00	0.00
Total Transfers	<u>0.00</u>	<u>0.00</u>	<u>223,730.00</u>	<u>223,730.00</u>	<u>100.00%</u>	<u>0.00</u>	<u>0.00</u>
Total Special Rev Dept/Vcsdc	<u>10,511.18</u>	<u>54,234.11</u>	<u>560,780.00</u>	<u>506,545.89</u>	<u>90.33%</u>	<u>26,477.98</u>	<u>118,501.97</u>
Total Expense	<u>10,511.18</u>	<u>54,234.11</u>	<u>560,780.00</u>	<u>506,545.89</u>	<u>90.33%</u>	<u>26,477.98</u>	<u>118,501.97</u>

CITY OF VENUS
VENUS COMMUNITY SERVICES DEV
700 W HIGHWAY 67
VENUS TX 76084-3361

Managing Your Accounts

-  Online Banking www.pinnbanktx.com
-  Mailing Address 220 E US 287
Midlothian, TX 76065
-  Phone 469-672-8100
-  Customer Service 1-800-227-7715

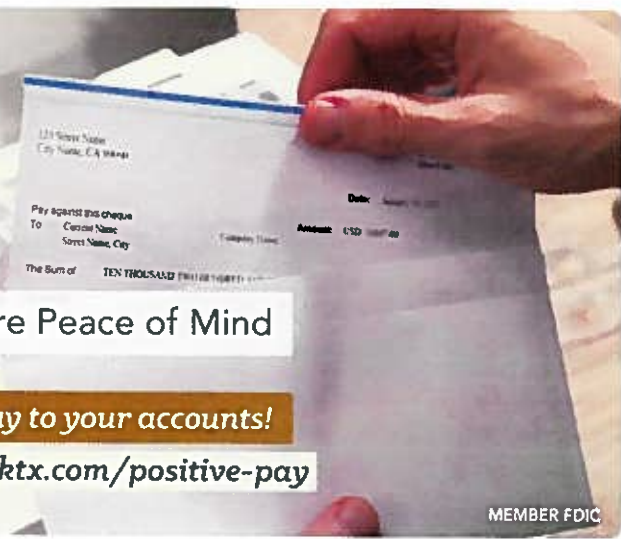
Protect Your Business from
Check & ACH Fraud
with Positive Pay

Additional Oversight • Decreased Risk • More Peace of Mind



Ask your banker about adding Positive Pay to your accounts!

SCAN TO LEARN MORE AT pinnbanktx.com/positive-pay



MEMBER FDIC

Summary of Accounts

Account Type	Account Number	Ending Balance
Public Funds Money Market	XXXXXX4828	\$307,630.79

Public Funds Money Market - XXXXXX4828

Account Summary

Date	Description	Amount
01/31/2026	Beginning Balance	\$307,336.08
	1 Credit(s) This Period	\$294.71
	0 Debit(s) This Period	\$0.00
02/27/2026	Ending Balance	\$307,630.79

Interest Summary

Description	Amount
Interest Earned From 01/31/2026 Through 02/27/2026	
Annual Percentage Yield Earned	1.26%
Interest Days	28
Interest Earned	\$294.71
Interest Paid This Period	\$294.71
Interest Paid Year-to-Date	\$610.14
Minimum Balance	\$307,336.08
Average Ledger Balance	\$307,336.08
Average Available Balance	\$307,336.08

Public Funds Money Market - XXXXXX4828 (continued)

Account Activity

Post Date	Description	Debits	Credits	Balance
01/31/2026	Beginning Balance			\$307,336.08
02/27/2026	INTEREST		\$294.71	\$307,630.79
02/27/2026	Ending Balance			\$307,630.79

Daily Balances

Date	Amount
02/27/2026	\$307,630.79

Overdraft and Returned Item Fees

	Total for this period	Total year-to-date	Previous year-to-date
Total Overdraft Fees	\$0.00	\$0.00	\$0.00
Total Returned Item Fees	\$0.00	\$0.00	\$0.00

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TexPool Participant Services
 1001 Texas Avenue, Suite 1150
 Houston, TX 77002



CITY OF VENUS
 VENUS COMMUNITY CENTER
 ATTN BECKY WILKINS
 PO BOX 380
 VENUS TX 76084-0380

Participant Statement

Statement Period 02/01/2026 - 02/28/2026

Customer Service 1-866-TEX-POOL
Location ID 000077847
Investor ID 000007386

TexPool Update

Stay informed with the latest market perspective from our portfolio managers and strategists by visiting the Insights page of TexPool.com.

TexPool Summary						
Pool Name	Beginning Balance	Total Deposits	Total Withdrawals	Total Interest	Current Balance	Average Balance
Texas Local Government Investment Pool	\$90,730.50	\$0.00	\$0.00	\$256.20	\$90,986.70	\$90,748.80
Total Dollar Value	\$90,730.50	\$0.00	\$0.00	\$256.20	\$90,986.70	

Portfolio Value

Pool Name	Pool/Account	Market Value (02/01/2026)	Share Price (02/28/2026)	Shares Owned (02/28/2026)	Market Value (02/28/2026)
Texas Local Government Investment Pool	449/1260600001	\$90,730.50	\$1.00	90,986.700	\$90,986.70
Total Dollar Value		\$90,730.50			\$90,986.70

Interest Summary

Pool Name	Pool/Account	Month-to-Date Interest	Year-to-Date Interest
Texas Local Government Investment Pool	449/1260600001	\$256.20	\$541.17
Total		\$256.20	\$541.17

Transaction Detail

Texas Local Government Investment Pool

Pool/Account: 449/1260600001

Participant: CITY OF VENUS

Transaction Date	Settlement Date	Transaction Description	Transaction Dollar Amount	Share Price	Shares This Transaction	Shares Owned
02/01/2026	02/01/2026	BEGINNING BALANCE	\$90,730.50	\$1.00		90,730.500
02/27/2026	02/27/2026	MONTHLY POSTING	\$256.20	\$1.00	256.200	90,986.700
Account Value as of 02/28/2026			\$90,986.70	\$1.00		90,986.700

Funding for Venus Community Service Development Corporation

The VCSDC derives its funding from 12.5% of the City of Venus sales tax allocation from the Comptroller’s office. Funds are distributed monthly and are 2 months behind. Your March payment is for January sales tax collected.

The VCSDC budget is currently funded based on prior year sales tax collections. Funds that are not expended in each budget year are added to the Fund Balance for Fund 30 VCSDC. Your 2025-26 budget is as follows:

Projected Revenues:	\$508,725.00
Budgeted Expenditures:	\$560,780.00

As of 02/28, your year-to-date revenue is \$206,831.40. You are projected to have a deficit for expected revenue totals due to some issues related to new sales tax in Venus. Your current expenditure totals are \$54,234.11. This is well below your budgeted expenditures.

Revenue	\$206,831.40
Expenses	\$ 54,234.11

Net	\$152,597.29
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If no additional revenue is posted, you still have 3x your current expenditure amount available as revenue. Your next major event is Freedom Fest and we are currently looking at a budget of around \$30,000 after Christmas on the Square expenses were recorded.

At some point in the past few years, the VCSDC made a decision to have a separate bank account and a separate investment account at TexPool.

Pinnacle Bank Account
\$307,630.79 as of 2/28/2026
1.26% interest rate

TexPool Investment Account
\$90,986.70 as of 2/28/2026
1.59% interest rate (prior month was 3.56%)

My recommendation is to consolidate the Pinnacle account into the TexPool investment Account to earn higher interest—with no additional risk. This will let you maximize your interest revenue.

Also, I would recommend that after fiscal year end, any fund balance remaining from your budget be swept to TexPool.

We will keep you posted on the sales tax situation and let you know when/if that is resolved and what the outcome will be.



Venus Community Service Development Corporation (VCSDC)

Item Report

April 7, 2026

Oscar Ortiz, EDC Director

972-366-32348 ext. 206

oortiz@cityofvenus.org

**DISCUSSION REGARDING CONTENT FOR THE VENUS SERVICE COMMUNITY
DEVELOPMENT CORPORATION WEBSITE PROGRESS**

1. **BACKGROUND/HISTORY:** Showing a continuous progress on the website
2. **FINDINGS / CURRENT ACTIVITY:** New website content will be presented.
3. **RECOMMENDATIONS:** Feedback from board members on content, you would like to see on the website.
4. **ATTACHMENTS:** www.venustxedc.com



**Venus Community Service Development Corporation (VCSDC)
Item Report
April 7, 2026
Oscar Ortiz, EDC Director
972-366-32348 ext. 206
oortiz@cityofvenus.org**

**DISCUSSION REGARDING LOGO ADOPTION FOR THE VENUS SERVICE
COMMUNITY DEVELOPMENT CORPORATION**

5. **BACKGROUND/HISTORY:** The VCSDC does not have a logo for representation.
6. **FINDINGS / CURRENT ACTIVITY:** Several logos will be presented.
7. **RECOMMENDATIONS:** Feedback from board members on the type of logo you would like to see for the VCSDC.
8. **ATTACHMENTS:** Logos.









Venus Community Service Development Corporation (VCSDC)
Item Report
April 7, 2026
Oscar Ortiz, EDC Director
972-366-32348 ext. 206
oortiz@cityofvenus.org

**DISCUSSION REGARDING MISSION STATEMENT THE VENUS COMMUNITY
SERVICE DEVELOPMENT CORPORATION (VCSDC)**

1. **BACKGROUND/HISTORY:** The VCSDC does not have a mission statement.
2. **FINDINGS / CURRENT ACTIVITY:** A mission statement will be discussed.
3. **RECOMMENDATIONS:** Feedback from board members on what kind of mission statement you would like to adopt.
4. **ATTACHMENTS:** Several Mission Statements.

Mission Statements

- "To cultivate a thriving local economy by leveraging Type B resources to empower small businesses, attract innovative industries, and invest in recreational and cultural amenities that strengthen the heartbeat of the City of Venus."
- "To enhance the quality of life for all Venus residents by fostering a vibrant, resilient, and sustainable local economy. We are committed to strategic placemaking that honors our community's character, the proactive retention and expansion of our local businesses, and the pursuit of long-term economic vitality through innovative and sustainable growth."
- "To enhance the economic vitality and quality of life in the City of Venus by investing in diverse business opportunities, parks and recreation, and entertainment and tourism initiatives that create a prosperous and sustainable community for all residents."
- "Promoting economic prosperity and community well-being in the City of Venus through the strategic development of business, tourism, parks, and entertainment."

Strategic Planning

Strategic Planning defines where a community wants to go and creates a road map for how to get there. By establishing attainable economic development goals and objectives, the VCSDC can achieve success.

It shapes a community's future, it defines the purpose of the community, it provides a realistic appraisal, it provides a framework for mutually accepted goals and a common agenda, it balances community goals with a realistic assessment.

Strategic Planning should be:

- Compatible with the city's vision;
- Feasible given the city's strengths and weaknesses;
- Implementable given the city's leadership and resources;
- Change-making for addressing the city's most urgent challenges;
- Innovative, enabling the city's to "move-forward" on its most promising opportunities.

Strategic Planning is a process, not an event. It is about engaging board members, inspiring them to work together, and providing them with a way to put their individual efforts toward the best benefit of the city.

Questions:

- Where is the VCSDC and what is its potential?
- What are the economic development needs and opportunities in the city?
- What is the city's specific situation?
- What is the city's vision and what are the development goals to address those needs and opportunities?
- What strategies and projects best utilize the VCSDC resources to meet those goals?
- What will success look like for the VCSDC?
- What are the metrics to use to continually improve strategic efforts?





Venus Community Service Development Corporation (VCSDC)

Item Report

April 7, 2026

Oscar Ortiz, EDC Director

972-366-32348 ext. 206

oortiz@cityofvenus.org

**DISCUSSION REGARDING STRATEGIC PLAN FOR VENUS COMMUNITY
SERVICE DEVELOPMENT CORPORATION (VCSDC)**

5. **BACKGROUND/HISTORY:** The VCSDC does not have a strategic plan.
6. **FINDINGS / CURRENT ACTIVITY:** A strategic plan will be discussed.
7. **RECOMMENDATIONS:** Feedback and comments from board members to formulate a strategic plan.
8. **ATTACHMENTS:** Strategic Plan.



Venus Community Service Development Corporation (VCSDC)
Item Report
April 7, 2026
Oscar Ortiz, EDC Director
972-366-32348 ext. 206
oortiz@cityofvenus.org

**DISCUSSION REGARDING VENUS COMMUNITY SERVICE DEVELOPMENT
CORPORATION (VCSDC) FUND BALANCE**

1. **BACKGROUND/HISTORY:** The VCSDC would like to get informed on the fund balance.
2. **FINDINGS / CURRENT ACTIVITY:** Fund balance report.
3. **RECOMMENDATIONS:** Questions on the fund balance.
4. **ATTACHMENTS:** None.



Venus Community Service Development Corporation (VCSDC)
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Oscar Ortiz, EDC Director
972-366-32348 ext. 206
oortiz@cityofvenus.org

DISCUSSION AND CONSIDERATION ITEMS

THE VENUS COMMUNITY SERVICE CORPORATION 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, PURSUANT TO AUTHORIZATION BY THE TEXAS OPEN MEETINGS ACT TEXAS GOVERNMENT CODE, CHAPTER 551.072. (PRIVATE CONSULTATION WITH ATTORNEY FOR THE CITY).

SEC. 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING. A GOVERNMENTAL BODY MAY CONDUCT A CLOSED MEETING TO DELIBERATE THE PURCHASE, EXCHANGE, LEASE, OR VALUE OF REAL PROPERTY IF DELIBERATION IN AN OPEN MEETING WOULD HAVE A DETRIMENTAL EFFECT ON THE POSITION OF THE GOVERNMENTAL BODY IN NEGOTIATIONS WITH A THIRD PERSON.



**Venus Community Service Development Corporation (VCSDC)
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April 7, 2026
Oscar Ortiz, EDC Director
972-366-32348 ext. 206
oortiz@cityofvenus.org**

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COMMUNITY DEVELOPMENT CORPORATION**

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6. **FINDINGS / CURRENT ACTIVITY:** Several logos will be presented.
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8. **ATTACHMENTS:** Logos.









Venus Community Service Development Corporation (VCSDC)

Item Report

April 7, 2026

Oscar Ortiz, EDC Director

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**DISCUSSION REGARDING MISSION STATEMENT THE VENUS COMMUNITY
SERVICE DEVELOPMENT CORPORATION (VCSDC)**

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Mission Statements

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- "To cultivate a thriving local economy by leveraging Type B resources to empower small businesses, attract innovative industries, and invest in recreational and cultural amenities that strengthen the heartbeat of the City of Venus."
- "To enhance the quality of life for all Venus residents by fostering a vibrant, resilient, and sustainable local economy. We are committed to strategic placemaking that honors our community's character, the proactive retention and expansion of our local businesses, and the pursuit of long-term economic vitality through innovative and sustainable growth."
- "To enhance the economic vitality and quality of life in the City of Venus by investing in diverse business opportunities, parks and recreation, and entertainment and tourism initiatives that create a prosperous and sustainable community for all residents."
- "Promoting economic prosperity and community well-being in the City of Venus through the strategic development of business, tourism, parks, and entertainment."

Strategic Planning

Strategic Planning defines where a community wants to go and creates a road map for how to get there. By establishing attainable economic development goals and objectives, the VCSDC can achieve success.

It shapes a community's future, it defines the purpose of the community, it provides a realistic appraisal, it provides a framework for mutually accepted goals and a common agenda, it balances community goals with a realistic assessment.

Strategic Planning should be:

- Compatible with the city's vision;
- Feasible given the city's strengths and weaknesses;
- Implementable given the city's leadership and resources;
- Change-making for addressing the city's most urgent challenges;
- Innovative, enabling the city's to "move-forward" on its most promising opportunities.

Strategic Planning is a process, not an event. It is about engaging board members, inspiring them to work together, and providing them with a way to put their individual efforts toward the best benefit of the city.

Questions:

- Where is the VCSDC and what is its potential?
- What are the economic development needs and opportunities in the city?
- What is the city's specific situation?
- What is the city's vision and what are the development goals to address those needs and opportunities?
- What strategies and projects best utilize the VCSDC resources to meet those goals?
- What will success look like for the VCSDC?
- What are the metrics to use to continually improve strategic efforts?

