



AGENDA

Copperas Cove Economic Development Corporation

December 04, 2025 Board Retreat

Notice is hereby given that a Board Meeting and Retreat for the Copperas Cove Economic Development Corporation will be held on December 4th, at 9:00 a.m. in Room 244 at the Mayborn Science Theater, at 267 Bell Tower Drive, 6200 W Central Texas Expressway, Killeen, TX 76549, at which time the following retreat items will be discussed.

A. CALL TO ORDER

B. ROLL CALL

C. ITEMS FOR DISCUSSION

1. **Review strategic plan** and YTD Progress **Fred Welch**
2. **Review** Council priorities for Economic Development **Fred Welch**
3. Review/Discuss
 - a. Vision
 - b. Mission
4. **SWOT Analysis** – Review of Survey
5. **Discussion** – Business Development – BRE – **Sean, Fred**
6. **Discussion** – Entrepreneurial and Downtown Development - **Anne**
7. **Discussion** – Placemaking and Site Development – **Fred, Sean**

8. **Discussion** – Marketing and Branding – **Sheena**

9. **Discussion** – Workforce Development **Brittany Sanders**

10.**Discussion** – expanded relationship with CC Chamber of Commerce - **Beth**

11.**Discussion** – Review Plan of Work 2025-2026

12.**Board comments**

13.**Staff Comments**

14.**Update discussion** – Board training, conferences between now and end of
year

15.**Adjournment**

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Governing Body of the Copperas Cove Economic Development Corporation was posted at

9 a.m. November 26, 2025.

Fred H Welch Executive Director
Copperas Cove EDC

10:00 – 10:45 – Review Strategic Plan and Council Priorities

10:45- 11:15 – Discuss/ Review vision and mission

11:15-11:45 – Review SWOT Analysis

11:45 – 12:15 – working lunch

Discuss Business Development and Marketing calendar

12:15- 12:30 - Placemaking Site Development Discussion

12:45- 1:15 – Marketing and Branding Discussion

1:15- 1:45 Entrepreneurial Development and Downtown Development

1:45- 2:15 – Workforce Development

2:15-2:30 – Working with the Chamber

2:30 – 2:45 – Review Plan of Work 2025-2026

2:45 – 3:00 – wrap up and conclusion