

August 2015 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum August 4th, 2015

Agenda items:

I. Roll call and call to order: Type A & Type B – Confirm Quorum for Type A & Type B

Type A Board President Kyle Reynolds called the meeting to order at 12:11 pm. Also present were Chance Dingler and Tyler Thomas.

Type B Board President Phil Staley called the meeting to order at 12:11 pm. Also present were Dan Fenoglio, Billy Henley and Sandra Reynolds.

Also in attendance were Joni Coursey, Executive Director, Nocona Chamber of Commerce and Yesika Rodriguez, General Manager, Tres Ninos Mexican Food and applicant for the Type A Board vacancy.

a. Approval of Type A and Type B June meeting minutes

Both Boards approved the July minutes.

b. Acceptance of May Type A & Type B financials

Both Boards accepted the June financials.

The director also noted that following last month's meeting the director reviewed the 2014 audit and found besides the \$13,500 for the golf course, \$6,934 for the community swimming pool projects that year, additionally \$13,750 for the city raw water line and the \$68,600 repayment to USDA contributed to the loss. A careful look will be made during the 2015 audit process to consider if the 2016 budget should be adjusted.

THE BOARDS OPENED THE PUBLIC HEARINGS AT 12:14 PM

II. NOCONA LEMONADE DAY PUBLIC HEARING

The director noted as explained last month, the Lemonade Day program originates from a foundation in Houston. Elementary and/or middle school children learn business skills through creating and running a lemonade stand. It is a competitive process with accolades for the most sold, best marketing, best tasting, etc. The program includes 14 business lessons the children complete. This could even be a north Montague after schools program aimed at 5th grade students. Initial conversation with Nocona ISD is positive. The AgriLife Extension agents are also interested in assisting with the program. The director expects cost will be no more than \$6,000 annually for the program materials, marketing and foundation assistance. This would be in preparation for the May 2016 program.

According to the director the question has been asked about why other ISDs are included: it will cost the same for the licensing up to a population of 50,000 so making it available in the area expands its impact, without additional licensing cost. The first community meeting is scheduled for Thursday, Aug. 6, 5 pm in The Veranda Inn meeting room. There has been some interest already. The key is to organize the community effort to ensure the project has necessary support to succeed, prior to spending any funds.

The Type B Board placed it on the 60-day clock last month. The City Council did not meet in July so the Type A Board participation request is pending for the August City Council meeting.

THE BOARDS CLOSED THE PUBLIC HEARINGS AT 12:20 PM

III. NOCONA CHAMBER OF COMMERCE QUARTERLY UPDATE

Joni Coursey presented the marketing financials and reviewed each of the events and programs involved. She noted there was an effort to make events more self-sustaining in the future. A question was asked about the Ladies Day Out book and Joni explained the author was waiting on a couple of ad completions, but would revisit the publication date and let the Board members know. Mention was also made about signage for the community and Kyle Reynolds and Billy Henley noted they were looking at both sites and appropriate sized electronic signage and would come back with a proposal later on. There

was also mention made of the highway signage for the Horton Museum not looking as professional as anticipated. Dan Fenoglio and Tyler Thomas volunteered to work with the Chamber President and TXNMP representative Scott Politakis to straighten the signs.

IV. JUSTIN BUILDING COMMUNITY CENTER PROJECT

The director noted the city is applying for a \$350,000 grant from the Texas Community Development Block Grant, Community Enhancement program for the Justin building remodel. To assist with its application the city is requesting assistance from Nocona EDCs with a pledge of \$17,500 in leverage funds, \$8,750 per Board.

The Type B Board placed it on the 60-day clock in June. And the City Council approved the Type A Board participation at its June meeting. There were no adverse comments at the July public hearing.

The Type A and the Type B Boards approved the project and requested staff place it on the City Council agenda for the authority to expend the funds.

V. TYPE A BOARD VACANCY

According to the director, Cassie Mitten is moving back to Dallas and had submitted her resignation and the director has received two applications for the vacancy. Yesika Rodriguez is a long time resident of Montague County and Nocona. She works as the general manager for Tres Ninos restaurant. She has served on the Chamber Board in the past and her husband also has a local business. Christie Halbardier is a Nocona native and serves as the Judge for the City of Nocona. Both had been invited to the August meeting. **It is the jurisdiction of the City Council to make the replacement appointment.**

With again having two applicants for a position, the director had been asked if the size of the Board could be changed. According the Government Code the Board of Directors of a Type A Corporation consists of **at least** five (5) directors who are appointed by the City Council. Seven (7) directors serve on the Type B Board. The Articles of Incorporation for the Greater Nocona Area Economic Development Corporation (Type A) state, “The affairs of the Corporation shall be managed by a Board of Directors consisting of five (5) in number who shall be appointed by and shall serve at the pleasure of the City Council of the City (the “Council”)” Therefore any change to the membership would need to be approved by the City Council and require an amendment to the Articles of Incorporation. **Upon consideration the Type A Board determined not to seek a change to the Articles of Incorporation.**

VI. Staff Updates and Travel

a. Small Business Development Center Visit Update

The first visit took place Thursday, July 30. The director noted they had visited with Womack Printing and Dr. Ben Anderson, DDS. Both were appreciative of the visit and several ideas generated during the discussions with SBDC’s Lynda Cannedy and the director. The SBDC will return August 27 for additional business meetings. The director will develop an article for the Nocona News about the program. If there is a common area of interest like social media and marketing the SBDC will plan a program in Nocona. SBDC has also agreed to visit more than once a month if the need arises.

b. Cross Plains Rural Transportation Council Meeting Update

According to the director, who serves as the city representative to the council, the news is basically good, but depends on the November ballot for implementation. Even with approval though new monies probably won’t be available until 2018. By the same token, Wichita Falls is already allocating funds next fiscal year for the Hwy 277 project in Vernon (Number 1 priority) which means monies for a four-lane Hwy 82 between Nocona and the Clay County line could come as soon as 2017, but more likely 2018. Technical work for the project is already underway, so once monies are released the project can move forward.

Also, the Super-2 project in Clay County is almost complete.

TXDOT in Wichita Falls has also worked to transfer some right of way property to the city for placing signage at the Tales ‘n’ Trails Museum.

c. Economic Development Research Partnership Council Update

The director explained this is a TexasOne event and Nocona's presence helps keep the conversation about rural Texas economic development vibrant and valued. He also said he thought this was really a beneficial visioning effort on how the new TexasOne leadership will market Texas in the future. With the presence of about three rural communities among about 35+ attendees, the rural communities were still able to ensure rural needs were heard and considered.

d. Texas Rural Challenge Steering Committee Meeting Update

Also a very good meeting, according to the director. This is the beginning of next year's planning for this important conference. It was interesting to be a part of its evolution from basically just informative to actionable. The director is already having conversations about how the conference can help shape the next legislative session's positive impact on rural Texas. It was noted efforts on Growing Your Own (like the Boards are developing) were the biggest hit in June. Efforts are underway to make the 2016 conference even more "how to" in such areas.

e. CDFA Intro Rural Finance Training Course, August 11 - 15, St. Louis, MO

According to the director for this inaugural class, leaders in rural and agricultural development finance will discuss how to develop and establish long-term financing within rural communities by highlighting successful programs. Topics discussed during the course include targeted financing programs available at the federal, state, and local levels for rural communities, along with best practices for employing these financing programs. The director has made arrangements to attend.

f. Retail Live! Conference, August 20, Austin

The director thinks with this conference that in less than a day, participants get a chance to network directly with retailers actively expanding in Texas, Oklahoma, Colorado, Louisiana, New Mexico, Mississippi, and Arkansas. This would be Nocona EDCs' first retail event in several years. With the progress in Nocona's development, it seems a good time to update opportunities for retail expansion. The director has made arrangements to attend.

g. Director's Vacation September 1 – 28

The director will be assisting his wife on a group cruise from Puerto Rico to the Eastern Caribbean and then to Tennessee for a travel class.

VII. Items of community interest

- a. August 8 Grandma Mary Day
- b. August 29 Youth Rodeo

VIII. The meeting Adjourned at 12:53 pm