

**November 2012 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum, November 6, 2012**

Agenda items:

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

President Kyle Reynolds called the Type A Board to order at 12:13 pm. Also present were Chance Dingler, Tracy O'Neal, Don MacLaughlin and Sandra Storey.

President Suzanne Storey called the Type B Board to order at 12:13 pm. Also present were Don Davis, Phil Staley, Martha Underwood, and Sandra Reynolds.

Also present were Patty Fenoglio, President of Nocona Chamber of Commerce, Wanda Wood, Executive Director of Nocona Chamber of Commerce, and Wayne Wood.

1. Acceptance of October meeting minutes Type A & Type B

Both Boards approved the October 2012 minutes.

2. Acceptance of September financials Type A & Type B

Both Boards approved the September 2012 financials.

II. NOCONA LEATHER EXPERIENCE PUBLIC HEARING

The director advised that the project Texas Department of Agriculture Intern Erica Alexander had presented in July about the "Leather Experience" tourism venue was attached to refresh everyone's memories. He explained to the Type B Board that since the previous month, conversations with Bill Williams of Montague Boot and Jeff Beraznik of Nokona Glove had indicated there may be additional opportunities to use the Nocona Boot Company building on the highway. In past explorations for monies, the U.S. Economic Development Administration mentioned grant monies available if there were several entities using the building. This would possibly be an opportunity to use the structure for a variety of entities including the Leather Experience, Nokona Glove, retail, and a high tech incubator as mentioned later in the agenda. He mentioned again, that by moving the Leather Experience forward they will be able to begin cementing a full use of the Hwy 82 structure at the same time. No action was necessary at the meeting, but the director said the interest by the boot and glove companies had gained momentum.

The director informed the Type B Board that the public notice in the newspaper was headed incorrectly, stating that there was a box header that said Injection Well Notices. Therefore he advised that another public hearing be scheduled for the December meeting. The Board agreed.

III. CHAMBER OF COMMERCE MARKETING UPDATE

The director explained that Wanda Wood had asked to have her presentation at November's meeting, due to a conflict the previous month. He handed the floor over to Wanda and Wayne Wood, and Patty Fenoglio from the Nocona Chamber of Commerce.

Wanda presented to the Boards a packet (attached) that included the Chamber's marketing expenses for the year. She explained that there were also invoices for monies that had already been spent. Wanda went through the list of organizations the Chamber were members of as well. She went on to give an update of the Chamber's new website, saying that it was looking good and efforts are now being made to ensure it is corresponding with the new Nocona website. She then asked if anyone had or ever has any suggestions to please let her know.

Wayne Wood made mention that the Chamber had won \$1,500 worth of ads from TTIA, which would give them possible national promotional exposure.

Patty Fenoglio updated the Boards regarding upcoming Chamber events. She reminded them about Christmas in Nocona, and informed that this year there would be a temporary ice skating rink. The Boards asked about the car show next year. Patty explained that the event would be in April and the main events are to be held in the downtown area. Promotions will be handled by Pete Vacari, and vendors and activities are being worked on by the Chamber.

The Boards congratulated the Chamber on its efforts and voiced their appreciation for the updates.

IV. BUSINESS E-MAIL MARKETING LISTS

The director advised that he had received a proposal, (it was attached), on data listings for potential industries for Nocona. Previously when the director had spoken with such companies, there had been little available on the creative arts that would enhance Nocona's reputation as a center for creative, handmade products. This possible would be a viable approach to the moving image industry, that could be a potential high tech local industry. He was not impressed with this particular proposal because it targets Texas contacts, which means they are already established in the state. He said he would think it would be more worthwhile to look at neighboring states, national or even international prospects that possible would be drawn to Texas and Nocona. The questions were: Would the Boards like to pursue this further and how much would the Boards be willing to spend for such a product.

The Boards agreed that it is great that the NEDC is doing something like this but had a couple of concerns. They were not sure we knew enough of our capabilities to attract high tech interest and asked staff to do further research around the concerns of the Boards.

V. YOUTH ENGAGEMENT STRATEGY SESSION IV

Rural Community Vitality Conference Update - Joni

Joni Coursey explained that she had attended the Helping Small Town's Succeed conference in Nebraska the week of Oct 22nd that covered three basic topics; Building Community & Branding, Youth Engagement, and Social Media.

She said the Youth Engagement was by far the biggest take away. However all topics covered materials that would be beneficial in all aspects of working with the community moving forward.

She first reviewed Building Entrepreneurial Communities. It was discussed how to identify the strength and weaknesses of our community to know what areas to be aware of, focus on and improve upon, as well as celebrate the strengths. She explained that it would be an exercise that would be valuable for the Boards to do at some point. Then she talked about Branding Communities. She discussed what a brand was, how to start the process of creating one for a community, and how to market and advertise. The exercise mentioned above would be a great start to help be more successful in branding Nocona if and when that time comes. Additionally, it happens that the Leadership Montague County class she is attending is working to brand Montague County, so the material is also beneficial for it.

She informed the Boards that the discussion of Social Media was fairly basic due to a group of people who had never even used Social Media. She explained that there was a lot of great discussion about what worked and didn't work among the participants as well, such as, photos would always have more interaction, it was important to be yourself, have fun and be consistent. She did learn of some new social outlets that will be useful to tap into.

Youth Engagement was what she discussed with the Boards in further detail. She stated that the NEDC has had great ideas for programs and people to work with. She felt with the strategy model she learnt at the conference she had potentially a great tool to help put the vision into action.

She believes they can effectively work with youth by engaging with them, equipping them and then supporting them. Joni then discussed what that could look like, and how it might be accomplished.

(Attached was a suggested strategic plan for steps moving forward.)

Joni presented a four step strategy to form what she called a 'Community Youth Council.' The council would consist of students 6-12th grade who would gather on a regular basis to discuss issues concerning the community. The students would have to identify strengths and weakness, come up with a program or

project that would involve the community, form a team and execute the program or project. The four stages they would go through were: Discover, Dream, Design and Deliver. Each stage would require the students to do critical thinking, collaboration and communication. Joni explained that she had discussed this idea with Rob Norman and Mr. Herrera from the Middle and High school, and both gentlemen felt the idea was great and would like to be part of the committee to get it started.

The Boards suggested that Joni contact Norman Waters and possibly Ms. Gearhart. Sandra Reynolds offered to help any way she can as well. Next steps would be to contact community members and entities, like the City Council, Chamber, Ministerial Alliance and the school to see who else would want to be involved. There will be an opportunity to take a group of people for youth engagement training December 4th in Plainview and she will start to make arrangements to organize this trip.

The Boards thought it was a good idea to move forward on it and agreed to provide possible members for the adult advisory committee.

VI. Staff update

1. City Water Line Replacement Leverage Proposal - James

The city secretary contacted the director after the October Board meeting. The city is applying for grant money to replace the water line system from the lake. They wanted leverage monies of \$13,750 from the EDCs to earn extra points on the grant application. After consulting with both Board presidents the director provided a letter on behalf of both Boards to meet the application needs. The decision though is to wait until the grant is approved before formally requesting the monies. The city staff understand the 60-day clock requirements for the Boards to approve funds, but feel there will be ample time if the grant is awarded before the monies would be needed.

The city also informed the staff they did **NOT** receive the solar panel grant the Type A Board had pledged \$25,000 of leverage funds for in July 2012.

2. Video Gaming Summit Update - James

After attending this international conference in Austin, the director began research on possible opportunities that might benefit Nocona. He thinks a video game development and animation incubator could be a viable industry to try and lure knowledgeable industry insiders, lawyers, designers and venture capitalists to help game and animation startups. Each class could last several months. The focus could be on the hottest area of the business, the mobile, social and emerging game markets and even tie into the youth engagement strategy being developed. The companies can be game developers, animators and platform makers. Besides our local youth, the focus could be on college students starting their own companies or the one-person garage-style developers and animators. The service is needed because three-fourths of these type startups fail in their first year and nine out of ten will wind up failing. The program could follow a formal incubator process, where participants will meet with the board of advisors in their first month, meet with investors in the second month, and hold some kind of public demo in their third month. There could be five to ten companies per round. There are already game development incubators. Joystick Labs is aimed at accelerating startups in the Research Triangle Park region of North Carolina, while IGN has an incubator in San Francisco that is co-located with its game industry publications. The Canadian government has various programs to help startups, as do some U.S. cities such as New Orleans. The game and moving image industries are hot, with lots of companies chasing the success of social game darlings such as Zynga and mobile game successes such as Ngmoco.

Much of the director's information was adapted from <http://venturebeat.com/2011/04/27/yetizen-starts-an-incubator-for-game-startups-exclusive/#BxSPeFSqOMGU84e8.99>

A major concern of the Boards concerned the quality of internet available in town. They are aware that the library uses a T1 line but it was made available by the school, so chances of it having

enough extra band width would be a potential problem. The director said he would do more research regarding what would be needed for this sort of opportunity. Another concern was if Nocona would be the best location, considering most high tech industry is based around a college that already has a big computer science department and interest, and most often that is not in a rural area. The director advised that he would be looking at working with colleges such as NCTC, SMU and UNT, but this would be in an additional effort to help develop opportunities for future jobs for the young people of Nocona to stay for or come back to.

3. Street Banner Update - James

The director noted the city and Chamber had agreed on using 5-foot banners downtown. Dan Fenoglio had contacted a manufacturer in Muenster and was working with them to obtain the brackets at a similar cost, but more rapidly than the original manufacturer. The city had also suggested just doing the downtown brackets first, before putting them on HWY 82.

4. December Meeting Date - James

The director said other activities are scheduled for Dec. 4, the normal meeting date, and the following Tuesday, Dec. 11. He suggested having the meeting Thursday, Dec. 6 if that worked with everyone. The Boards agreed to the Dec. 6 meeting date.

5. Rural Community Vitality Conference Update - Joni

This was part of the Youth Engagement presentation explained in section V. of the minutes.

6. Nocona Webpage Update - Joni

Joni said the website and Facebook activity had been consistent and proven to gain results.

7. Texas Downtown Association Annual Meeting, Nov. 6 - 9, Wichita Falls - Joni

The director advised that Joni would be attending.

8. Leadership Montague County Class Government, Nov. 9, Montague - Joni

The director informed that him and Joni would be attending.

9. Rural Advisory Committee Meeting, Nov. 14, Austin - James

The director explained this was the Texas Department of Agriculture initiative they had been attending, and he would attend again this session.

10. Texas Downtown Association Assistance at Texas Municipal League Conference, Nov. 15, Grapevine - James & Joni

The director stated that the TDA had asked for NEDC's assistance at the TML annual conference. Both staff will assist for that day.

11. Ogallala Commons Community Partners Training, Dec. 4, Plainview - Joni

The director explained that this was a free training program offered through Joni's participation at the Heartland Center last month. It would serve as a starting point for the youth engagement committee and also part of the Youth Engagement Strategy presentation, mentioned in section V.

12. Texas Travel Industry Association Policy Forum, Dec. 4, Austin - James

The director said this was the annual preparation for tourism promotion efforts with the legislature.

13. TexasOne Quarterly Meeting, Dec. 11, Austin - James & Joni

The director informed that this would be a good opportunity to introduce Joni to the organization and what it does.

VII. Items of community interest

Keep Nocona Beautiful Chili Cookoff, Saturday, Nov. 17, 5:30 - 8 pm

VIII. Adjourn

The Type A and Type B Boards adjourned at 1:13 pm.