

# November 2013 Meeting Minutes Greater Nocona Area Economic Development Corporation (Type A) & Nocona Municipal Economic Development Corporation (Type B) at the Tales and Trails Museum, November 5<sup>th</sup>, 2013

## 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 12:14 pm. Also present were Chance Dingler, Don MacLaughlin and Tracy O'Neal.

President Suzanne Storey called the Type B Board to order at 12:14 pm. Also present were Phil Staley, Martha Underwood, and Sandra Reynolds.

Also present was Randy Duckworth, VFW Commander.

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

Both Boards approved the October minutes.

#### 2. Acceptance of September Type A & Type B financials

Financials were deferred to next month due to they are not ready in time.

### II. VFW MARKETING ASSISTANCE REQUEST

The director told the Boards that Randy Duckworth, as VFW Commander, had approached NEDCs about assisting with marketing for the Grand Opening Nov. 22. The marketing was with Ranch Radio in Fort Worth and included KKAJ in Ardmore, OK. Cost would be \$1,113. VFW was trying to attract a broader audience than just members, or locals, thus promoting tourism.

The director handed the floor over to Randy Duckworth. Randy explained the Boards that the VFW Grand Opening would start at 4:30 pm and end at 1 am with performances by Richard Beverage, Tin Rivers and headliner Sammy Kershaw. The night also included a meal. Randy said he hoped to bring outside visitors to Nocona and wanted to promote other attractions in the community.

The Boards liked the idea of supporting this event and promoting the community. The concern was if there were exclusive attractions (i.e. hotels or businesses) being promoted over others. The B Board pointed out that if they promoted one they need to promote all. An A Board member did feel the car museum was under utilized as an attraction and guest would need a place to stay, but then another A Board member added that they had to be politically correct in promoting all businesses. The B Board suggested that the VFW could say and promote what ever they liked on their website but the radio ads themselves needed to be more generic. The A Board agreed that the ad needs to list everything Nocona has, or it needed to be generic.

The A Board then asked the director if the Boards are responsible for this sort of event marketing. The director responded that if the advertising was outside the county and it had a tourism effect then it would fall under the EDC marketing budget.

The Boards needed to decide which Boards wanted to participate in the marketing and, if so, they would need to request that staff place it on the City Council agenda for approval to expend the funds.

Both Boards agreed to split the marketing ads at \$556.50 each, and they requested that it be put on the City Council agenda.

### III. TOURISM SIGNAGE CONTINUING DISCUSSION

The director explained that there were ongoing TXDOT changes to signage. They had started removing current wayfinding signage, such as the Jack Crain Stadium sign. The director thinks TXDOT was looking at signage as a new revenue generator and would require payment for any signage along a roadside, but it could also be because they wanted out from under the responsibility of maintaining it.

He informed the Boards that Joni would be attending that week a meeting on wayfinding signage and will report back what she discovers. Don MacLaughlin said he was talking with Darla Womack regarding existing signs in the community to see who owns them and if those could be changed as well.

The director concluded with saying the EDC was in talk with the Chamber regarding the possibility of using the banner brackets down Hwy 82 and putting up wayfinding banners on those.

#### **IV. SMALL GROUP MEETING RECRUITMENT DISCUSSION**

The director stated that there was an upcoming small group meeting exposition, Jan. 23 in Austin. An Industry Supporter (8 of 10 Left) was \$1,250 and included:

- Pre-Registration Selection of booth placement (includes \$100 booth credit)
- Sponsor Recognition at Booth
- 1 additional booth personnel
- Premium Marketing Package
- Name branding on signage, print and online

He asked if the Boards were comfortable with beginning to promote Nocona for small group professional and educational meeting recruitment?

**The Boards both agreed that Nocona was ready for this sort of promotion.**

#### **V. Staff Update**

**The director updated the Boards on the following items:**

##### **1. Most Fun Small Town in America Update**

Although Nocona wasn't the winner, the community gathered together and it will be a great launching point for next year's race.

##### **2. State Fair Nocona Displays Update**

Nocona again had two days promoting the community at the State Fair. It was a great experience and there were community and business volunteers which really made a difference.

##### **3. Chamber of Commerce Director Position Update**

The NEDCs' Presidents meeting and discussion with Randy Duckworth, Chamber President, will be rescheduled.

##### **4. TDA Conference, Nov 5-8, Bastrop**

Joni would be attending.

##### **5. Wichita Falls Economic Forum Luncheon, Nov. 13**

James and Joni would be attending. It would be the first opportunity to meet the new Wichita Falls ED.

##### **6. Invest in Texas Reception with the State of Texas - Mexico NAFTA Office, Nov. 20, Dallas**

This was a free opportunity to promote Nocona as an investment and business locations for Mexican business leaders. It would be close to home, so he wanted the Boards' assessment about participating. The B Board suggested that the director find a Spanish speaking representative. The A Board brought up the concern that Mexico is still somewhat of a 3<sup>rd</sup> world country so it might be hard for business connections to work out. The director said that if anything this might be a good opportunity to connect with the community's Spanish speaking group.

##### **7. TAB Higher Education Conference, Dec. 10, Austin**

Since Joni was already heading to Austin for the TexasOne meeting and this conference was only \$75 it sounded like a good opportunity as they looked at youth engagement in Nocona.

##### **8. TexasOne Quarterly Meeting, Dec. 12, Austin**

Joni would be attending.

#### **VI. Items of community interest**

**Leadership Montague County class, Nov. 8**

**Keep Nocona Beautiful Chili Cook-Off, Nov. 9**

**Veterans' Day, Nov. 11**

**Nocona Nights, Nov. 16**

**VFW Grand Opening, Nov. 22**

**Thanksgiving, Nov. 28**

#### **VII. Adjourn at 1:00 pm**