

April 2015 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum April 7th, 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 12:08 pm. Also present were Cassie Mitten and Tyler Thomas.

Type B Board President Phil Staley called the meeting to order at 12:08 pm. Also present were Don Davis, Dan Fenoglio, Billy Henley, Bob Herndon, Sandra Reynolds and Brandi Shipman.

Also in attendance were Joni Coursey, executive director of the Nocona Chamber of Commerce; Jim Rogers, owner of the Texas Trails Art Gallery; Donna Culpepper, executive director of the Nocona Senior Center; and David and Joann Rater of Pearson Livestock Equipment Company.

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

Both Boards approved the March minutes.

b. Acceptance of February Type A & Type B financials

The director reviewed the adjusted expenditure budget, based on the resignation of the executive assistant, noting at this time, besides the revolving loan account (about \$25K that used to be at Citibank, but is now at Legend) there is not a loan fund account with either Board. Project funds can be obtained from any of the accounts, including marketing. Marketing funds can be returned to the general fund, but general funds cannot be allocated to the marketing account above the 10% currently allocated. Both Boards allocated about \$34,000 each for future projects.

Both Boards accepted the February financials.

THE BOARDS OPENED THE PUBLIC HEARINGS AT 12:15 PM

II. INDIAN OAKS GOLF COURSE PROJECT PUBLIC HEARING

The director reminded members this request included the second greens mower payment of \$5,000, 6 cart battery sets at \$600 apiece for \$3,600 and the Zeolite which has increased to \$6,000. For a total of \$14,600. The greens mower amount was the second payment of an approved three-year commitment and the payment was approved by the City Council at its March meeting. Therefore the \$5,000 mower payment had been made. The Boards agreed to split the costs leaving \$9,600 (\$4,800 per Board) remaining. The City Council also approved participation by the Type A Board at its March meeting.

III. RED RIVER PIZZERIA PROJECT PUBLIC HEARING

The director explained he contacted Mr. Dirker who agreed to a 10-year, 2% interest loan for \$25,000. The City Council approved participation by the Type A Board at its March meeting. There is approximately \$25,000 currently in the revolving loan fund.

**BEING NO PUBLIC DISCUSSION THE PUBLIC HEARING
WAS CLOSED AT 12:18 PM**

IV. NOCONA CHAMBER OF COMMERCE QUARTERLY UPDATE

The director noted per the Nocona EDCs' contract with the Nocona Chamber of Commerce, this will be their first quarterly report (Copy of new guide was included in Board packages). Staff has asked the Chamber director to plan for no more than 15 minutes. Since this is the first report, the directors were not sure what the Board expectations would be, so Board members were asked to please feel free to make recommendations as to the format and desired information following the presentation.

Joni Coursey, Nocona Chamber of Commerce executive director presented Board members with the Chamber's projected expenses and current expenditures for 2015. She also reviewed the advertising and marketing budget and expenditures for the year (see attached). Board members praised the new Visitor's

Guide and were pleased with the Chamber's efforts under the new contract. The Chamber director also noted she was collecting information about electronic signage and Type A Board member Kyle Reynolds and Type B Board member Billy Henley volunteered to assist with the project. It was also noted that a member of the Tales 'n' Trails Museum should be involved in developing the project.

V. SENIOR CENTER PAVING PROPOSAL

The director explained he had received a request for a grant of \$5,000 from the Nocona Carpenter Shop/Senior Citizens' Center to help concrete its parking lot. Donna Culpepper, Senior Center executive director explained the total cost for the project was bid at \$44,370. The Center had submitted grant requests to the Priddy Foundation and the Cooke County Electric Co-op Foundation and were awaiting results. The Center would also be contributing more than a third of the cost.

The EDCs director noted Nocona EDCs have assisted the Center previously with both equipment and structural needs. In 2011 a grant of \$9,304.24 (\$4,652.12 per Board) to assist with towards non-budgeted items including plumbing repair on the toilets, two computers and a new garage door. Earlier a \$8,800 grant for air conditioning work and kitchen equipment 8/2007, a \$4,545 grant to replace its kitchen venting hood 11/2007 and a \$4,450 grant for a freezer 2/2008. These grants were seen as a quality of life issue, especially supporting the Meals on Wheels program.

Board members were encouraged to visit the Senior Center, especially noting the new kitchen equipment.

The Type B Board placed the proposal for \$2,500 on the 60-day clock and the Type A Board requested staff place the proposal for \$2,500 on the City Council agenda to approve participation in a Type B project (quality of life).

VI. ART GALLERY LOAN PROJECT

Jim Rogers, Texas Trails Art Gallery owner had requested a loan of \$5,000 to assist with start-up of the gallery on US Hwy 82. The request was for an interest-free loan for three years.

The Boards approved moving the proposal forward. In February, the Type B Board requested staff place it on the 60-day clock and the Type A Board requested City Council approval to participate in a Type B Board project (retail). The City Council approved the Type A participation at its February meeting. The public hearing was held last month with no adverse public comment.

The Boards approved the \$5,000 (\$2,500 per Board) loan for the project and then requested staff place it on the City Council agenda for authority to expend the funds.

VII. RODEO COMMITTEE TRACTOR PROJECT

As background the director explained Scott Politakis, Nocona Chamber of Commerce president and Rodeo Committee chair, requested the NEDC contribute a grant of \$6,000 towards the purchase of a tractor costing \$12,000. The Type B Board approved moving the proposal forward and requested staff place it on the 60-day clock. The public hearing was held last month with no adverse public comment.

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

VIII. PEARSON LIVESTOCK EQUIPMENT DISCUSSION

Staff mentioned last month that the Pearson Livestock Equipment was interested in opening operations in North Texas. Part of the family that owns the company, David Rater and his wife Joann, met with the director, Mayor Robert Fenoglio and Matt Hackley, owner of the Hwy 82 Nocona Boot Company building, prior to the meeting to determine its capabilities to support operations. The director also discussed support opportunities and the company's comfort level with various programs prior to the Board meeting. This was a preliminary conversation, which included a phone conversation with Rick Rater in Nebraska. David and Joann discussed what they had seen at the Nocona Boot Company building and some of the discussions with their son Ricky. They indicated they were also talking to other communities, but were wanting to begin Texas operations fairly quickly. Type B Board members Dan Fenoglio and Bob Herndon volunteered to work with Matt and the Pearson company on necessary details to assist the company with a possible expansion in Nocona.

IX. Staff Updates and Travel

a. Leather Experience Update and Proposal

The director explained back in February 2013 the Type B Board allocated \$20,000 for creation of “The Leather Experience” to offer a full-time venue for tourists to learn about boot and glove making in Nocona. Staff has tried twice to move the creation of a video forward on the cheap, but had not succeeded in getting any useable final product. Nocona EDCs have been approached by a professional with an interest in putting this together with the quality the director thinks could be award winning. The people involved with putting the video project together are also willing to give a 25% discount to their services however, that would still mean a video project costing between \$20,000 - \$25,000. The director was waiting to hear from Tyler Sharp (a Nocona-native moving image professional) about his thoughts. He’s due back from Africa Sunday, April 5. The director proposes allowing the executive director to work at a contract for the video, spending no more than \$25,000. The director would also suggest the Type A Board request permission from the City Council to assist with the hardware necessary for the venue not to exceed \$20,000. Specific hardware purchases would be brought to the Board for final approval.

Both Boards asked the director to obtain additional bids for the project before making any decisions.

b. TexasOne Economic Development Roundtable, April 9, Austin

The director was attending and would also take time to meet with the new leadership for the Governor’s Office of Economic Development and Tourism.

c. Leadership Montague County Social Services Program, April 10

The director requested being told if anyone was interested in attending and he would forward the schedule.

d. Cross Plains Rural Transportation Council Meeting, April 16, Wichita Falls

The director serves as the City of Nocona representative and will be attending.

e. Texas Community Forum, April 21, Montague County Annex

The director received an email about this important county event. He asked Board members to contact the AgriLife Extension Office directly if they were attending. The director is also scheduled to attend.

f. Council of Finance Development Agencies Financing Roundtable, April 23, Austin

CDFA is the organization recently contracted by USDA to develop a rural-specific program for financing various rural programs. The director participated in the very first webinar and will continue to develop relationships to assist with Nocona projects. This roundtable will address this project and other CDFA resources. The director will attend.

g. Dallas Business Journal After Hours, April 30, Dallas

The director hadn’t decided if his attending back-to-back after hours is beneficial. This will be held at Edison’s in Dallas and the director would suggest an overnight, since cocktails are involved. No one else seemed interested in representing Nocona EDCs at this event.

h. Sales Tax Training for new members

New Board members Tyler Thomas and Billy Henley, and Cassie Mitten are required to attend training and the director asked if the Board members have been able to clear their calendars for this workshop (which is closest to Nocona)? The director will also attend. Attendees will overnight the night before since it normally starts at 8 am. The workshop finishes no later than 3 pm, so attendees will drive back afterwards. The director will have room for the others, or another attendee can volunteer to drive or individuals can go down on their own. Nocona EDCs cover registration, hotel, meals and transportation to and from. Billy Henley is unable to attend. Cassie Mitten could attend and Tyler Thomas needed to confirm his schedule.

Economic Development Sales Tax Workshop

Date: June 26, 2015

Location: Hyatt, Richardson, TX

X. Items of community interest

- a. April 8-11th: Little Dribblers
- b. April 14th: Texas Travel Center Council Tours Nocona Chamber of Commerce
- c. April 18th: Relay For Life Poker Run
Nocona Nights
War Pony at The V
- d. April 25th: Lucky Paws Fundraiser, Brunch and Style Show

XI. Adjourned into NOCONA EDC STRATEGIC PLANNING SESSION

The director quickly reviewed material about the Midwestern State University Small Business Administration being willing to provide resources in Nocona, instead of business owners needing to travel to Wichita Falls. The director had also made preliminary investigations into working with the Nocona ISD and North Central Texas College about resources for Nocona youth.