

August 2013 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum, Sept 4, 2013

Agenda items:

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

Sandra Storey called the Type A Board to order at 12:17 pm. Also present were Don MacLaughlin and Tracy O'Neal, later joined by Chance Dingler and Kyle Reynolds.

President Suzanne Storey called the Type B Board to order at 12:17 pm. Also present were Chris Petty, Phil Staley and Sandra Reynolds.

Also present was Johnny Rowland, a firearms/ammunition recruitment prospect.

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

Both Boards approved the August minutes.

2. Acceptance of July Type A & Type B financials

Both Boards approved the July financials.

II. ENTREPRENUERIAL PROPOSAL

The director reminded everyone that they had been in conversation with Johnny Rowland for a little while. He and his family had visited and met a variety of local leadership. They approached him following a "prospect lead" from the Governor's Office of Economic Development and Tourism. He was a serial entrepreneur, with about six different concepts he was working on or trying to start. As noted in his bio, his current operations included a converter kit to increase muzzle velocity on a handgun and carbine. He was also a radio personality, former television personality and was a singer/songwriter. He had designed a new handgun to reduce recoil. He was also developing a new air gun competition industry that involved sound amplification. Finally, he was looking to market a health additive involving fulvic acid. The NEDC director had toured his operations in Tulsa and had continued efforts to determine Johnny's past, current and future operations.

Johnny had started discussing his financial needs to setup his headquarters and some operations in Nocona. He was talking about \$25K to move his family and his headquarters here. He had also mentioned an additional \$25K to help market his various projects. The director had asked for a written proposal, but had not seen anything as of this writing. Although the amounts being requested are not exorbitant, without a firm proposal and requesting permission to further research his background, the staff was unsure how a contract could be written and enforced. There was potential in each of these projects, but locally locating the resources to produce components for many of his projects would be very challenging.

However since the agenda went out Johnny had sent in an email proposal which the director handed out and Johnny was able to attend the meeting.

Johnny Rowland addressed the Boards. He appreciated the opportunity to talk to them and the possibility of moving his business and family to Texas. He went on to explain why he wanted to come to Texas followed by listing current and past projects he was involved with. Such as the .460 Rowland cartridge, radio, fulvic acid drink, and airgun sporting. He said he felt if he were to come to Nocona eventually some of the manufacturing of the gun projects might come as well. In his request for the monies needed he said he would be promoting Nocona through every project.

The Boards asked him questions concerning sales of his products and sponsorships. GOA was a sponsor mentioned and the sales of the .460 were in the millions however he later explained that manufacturing is hindered due to backorder of parts.

The Boards went into executive session at 1:13 pm.

The Boards went out of executive session at 1:25 pm

After further discussion of the Boards, both the Type A and Type B Board moved to decline the proposal.

III. STAFF COMPUTER EQUIPMENT UPGRADE

The director explained that Joni's computer was older and she had been having problems with it. They had talked about getting just a new CPU, but with the work in the moving image arena, it would be best to have an Apple, since that was the industry standard. They could still use Office software with it, and still have access to the Apple software. They were planning not to spend more than \$2,000. This was just an office expense, but wanted the Boards' approval before proceeding.

The Boards asked if Joni was familiar with Mac and she was. They asked what benefit it would serve, and the director stated for the video capabilities in particular.

The Boards agreed this was the new standard and that would be ok to purchase.

IV. TECHNOLOGY AND MARKETING PROPOSAL

The director said that this would also tie in with the Vicari Bidding Wars and the Apple computer. Pete Vicari had promised to help with the Bidding Wars ads, but staff was not sure how organized everything was, especially with the Chamber looking for a new director. Additionally, staff would still like to pursue getting recognition for our school programs in the area. The director met with Tyler Sharp (grandson to Condell Lowrie) in Dallas and he would be willing to help Nocona produce marketing materials, which could also be used in other media than Bidding Wars, and work with promoting the industry here. It would cost approximately \$6,000 for his services but that was a really reduced rate for this type of work. Besides the marketing materials and the school promotion, we could also benefit from his connections in the industry as we try to grow it here. There was enough monies in the marketing accounts to cover the expense.

The Boards asked questions concerning the original agreement. The director advised that Vicari was providing 2 ads for a 13 week series, so if they wanted more ads then just the 2 they would need to come up with the additional ads. Then it was asked, do we need any extra adds, and are they necessary. They asked if the Chamber would use some of the money the EDC already gave to pay for Tyler? And if they would be ok with this request? The director would have to ask.

Collectively the Boards would like to know who was doing what, who was responsible for what and is the already invested monies being used. However, the Boards are aware and willing to step up to take action if they deem it is needed. The director will talk to the appropriate entities to get more answers.

V. Staff Update

The director updated the Boards on the following items:

1. Vicari Car Auction Bidding Wars Update

For those who had not heard, Vicari's auction show Bidding Wars was not picked up by Velocity Television due to contractual issues with another company. However, Velocity did assist in getting Bidding Wars picked up by NBC Sports. That increased the coverage (30M for Velocity and 45M for NBC) additionally, NBC offered two years for the same price. Since this was Nocona's first venture onto the national stage, the staff considered it imperative to ensure quality marketing materials, thus the suggestion to contract Tyler Sharp.

2. Montague Boot Company Equipment Purchase Proposal Withdrawn

Prior to last month's City Council meeting, staff was informed by Bill Williams that they were seeking other financing for the equipment they needed.

3. Connected Texas Broadband Survey Update

A few forms had been submitted. After several follow ups they had not received the response or participation that they were needing. They will continue efforts, but any ideas on how to gather the info was welcome. The Boards suggested giving each Board member a packet to fill out.

4. Technology Summer Camps Update

The students all said they really enjoyed the camps. One family was even planning on returning their child next year on their own. Staff did notice though that KD College in Dallas, was much more acting driven, than production. Staff was looking at replacing it with a robotics camp in Dallas for next summer. We are also starting conversations about playing host to a regional moving image summer camp next year.

5. Texas Economic Development Council meeting, Austin, Sept. 6

The director planned to attend.

6. Texas One Quarterly Meeting, Austin, Sept. 12

The director planned to attend.

7. Texas Travel Industry Association Annual Conference, Corpus Christi, Sept. 22 - 25

Although THE major tourism event in Texas, staff really considers it a vital program to network the new Nocona Chamber director. Until a Chamber director is hired, most of what could be done at the conference wasn't really Nocona EDCs main focus at this point. If a Chamber director was hired in time, would the Boards be willing to offer to host the new Nocona Chamber director and an NEDC staff member? Cost for registration and room, board, and transportation would be about \$1,000 per person.

The Boards said they would make that decision at a later time and wait to see what the Chamber decides to do regarding a director.

VI. Items of community interest

Tales 'n' Trails Shebang Fund Raiser, Sept. 14

Nocona High School all classes reunion, Sept. 27 - 28

VII. Adjourn

The Type A and Type B Boards adjourned at 1:43 pm.