

September 2015 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum September 1st, 2015

Agenda items:

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

Type A Board Vice President Chance Dingler called the meeting to order at 12:03 pm. Also present were Tracey O’Neal, Yesika Rodriguez and Tyler Thomas.

Type B Board President Phil Staley called the meeting to order at 12:03 pm. Also present were Dan Fenoglio, Billy Henley and Robert Herndon.

Also in attendance were Mayor Robert Fenoglio, City Manager Lyn Henley and John Padalino with Kemp Smith Law.

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

Both Boards approved the August minutes.

b. Acceptance of July Type A & Type B financials

Both Boards approved the July financials.

THE BOARDS OPENED THE PUBLIC HEARINGS AT 12:05 PM

II. NOCONA LEMONADE DAY TYPE A PUBLIC HEARING

The City Council did not meet in July so the Type A Board participation request was approved at the August City Council meeting. The 60-day clock for the Type A Board started then.

THE BOARDS CLOSED THE PUBLIC HEARINGS AT 12:08 PM

III. NOCONA LEMONADE DAY TYPE B PROJECT

While the director is gone he explained, two Nocona residents will distribute materials to the schools for students, parents and interested others after Labor Day and host a North Montague community meeting Sept. 16 at the Nocona Community Center. There will also be advertising in North Montague publications. Based on this response, there should be a better consideration of interest. Approving half of the monies today, will allow enrollment in the Lemonade Day program upon the director’s return. Otherwise it will be the second week of October before enrollment (\$2,500) can take place. Paid enrollment in the foundation’s program would still not occur until after the Sept. 16 meeting.

The Type B Board had its public hearing last month and can either decide whether to approve the project and request staff request City Council approval to expend funds or defer to October with the Type A Board decision.

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

IV. FIBER OPTIC NETWORK CONSULTANT PROPOSAL

John Padalino explained his proposal of \$3,000 per month (with some additional costs for travel to Nocona at prevailing rates) with a four-month window to put a project proposal together. It would include community assessment, research and community planning meetings during the first month; considering development options and sources in month two; and a written plan for leadership approval in month three. The fourth month would be to assist with implementation of the plan.

The director considers the cost extremely affordable. Most assessment and plan development programs like this start at more than double this cost as a minimum. Some programs cost as much as \$50,000, not

the \$12,000 proposed. This is a monthly proposal, so if there is no community determination on its need the first month would be the only expense.

Since this is an administrative consultant fee, no 60-day clock is necessary. However, since it is NOT a budgeted item, City Council approval to expend the funds is necessary. The consulting would start Oct. 1, after the director's return.

Both Boards had a variety of questions and thoughts about the proposal.

THE BOARDS WENT INTO EXECUTIVE SESSION AT 12:42 PM

THE BOARDS CLOSED THE EXECUTIVE SESSION AT 1:07 PM

The Type A and the Type B Boards approved the proposal provided specific targets were set for each month and transportation costs were previously approved by staff and only included travel cost of \$320 for round trip transportation. Both Boards requested staff place it on the City Council agenda for the authority to expend the funds.

V. RETAIL BUSINESS INQUIRIES

The director explained he has been approached by two retail proposals, neither of which require any decision at this time, which the Boards should be aware of.

Retail 1: The director and local leaders have been working with a custom boot maker who would like to bring his operations and a western retail outlet to downtown Nocona. Bruce Bowers has put together a proposal (available from the director) on his project and community leadership met with his proposed investors last week to discuss the proposal. The director, Phil Staley (Type B Board President) and Tyler Thomas (Type A Board representative, along with Dan Fenoglio (who owns the potential location) and others discussed opportunities and recent efforts by the Boards to assist with business development. Conversation centered on revolving loans and ties to job creation. There was also emphasis on the efforts Nocona has made towards becoming a destination location and the benefits retail development of craft industries like this would add. No request for specific assistance has been made yet.

Retail 2: The director was contacted by a professional site location company earlier in the month about interest from a national retail organization. Last week the developer called with additional questions but also with insight into the retail company. The company is Shop Ko, its primary market is 3,000 to 8,000 population without a Walmart within 15+ miles. Shop Ko has been in business since 1962 and now has a national presence (the closest stores are Red Oak and Palmrya). It sells brand name merchandise and serves a market between "Dollar" concepts and Walmart. They are looking at a couple of properties in town and the director has provided background on the availability of each. The primary location would be the original Sonic and the Hill family property between Family Dollar and the car wash next to Dairy Queen. Again, no specific request for assistance has been made as of this writing. Any changes will be reported at the meeting.

VI. TYPE A BOARD OFFICERS

Yesika Rodriguez was appointed at the August City Council meeting for a two-year term. Cassie had served as Secretary, so a replacement needs to be determined. The officers serve as signators on the checking account.

The Type A Board approved a motion for Yesika Rodriguez to serve as the Secretary position and request staff make necessary arrangements for inclusion on banking documents.

VII. Staff Updates and Travel

a. 2015-2016 Budget Discussions

There has been some concern voiced about the deficits over the past two years. The director put together expenditures for the last five years for comparison. The major contributors to the deficits originates mostly from the projects funded. Last year, the major contributor was repaying USDA the revolving loan fund monies. The year prior it was the major resurfacing of the community swimming pool. Beginning this year, the two Boards have split the Chamber contract

costs. Expectations are that this year's audit will give a good indication of adjustments that might be considered in the immediate future.

The new budget is expected to be approved at the City Council meeting Sept. 8. It includes new computer equipment. One of the old computers is an Apple laptop that Joni has always used. She would appreciate being able to keep it, even if she needs to pay something for it. Previously older computers were donated to some agency or program. The director recommended donating it to Joni in appreciation for the time and service she has contributed to Nocona. Board members did not voice any objections to donating the equipment as recommended.

b. Small Business Development Center Visits Update

SBDC had its second round Aug 27 and visited 3 businesses (a fourth postponed again, this time until September). Business owners were very receptive to ideas and opportunities. It is also giving staff ideas for future assistance concepts that might be made available. It will probably be 2016 before staff is comfortable that the concepts are viable and workable.

c. CDFA Intro Rural Finance Training Course Update

Although not a lot of new information, new networking within Texas and the US with rural communities and resources was valuable. Especially located opportunities with industrial bond financial institutions and possible assistance with destination venue development.

d. Retail Live! Conference Update

According to the director, there was really extensive representation from national brands. As expected, mention rural and they got a "deer in the headlight" look. For majority Nocona just needs to paint a zero at the end of our population to get their attention, although there were some that were looking for 500,000 plus populations. Might put this on the calendar for every five years just to keep current. It's a lot less expensive than the other retail venues where registration can be \$1,500 or more.

e. Texas Economic Development Council Annual Meeting, Oct. 14 – 16, Dallas

The director noted he usually attends the annual meeting and this time it is in Dallas, which should help with costs. Registration is \$500, which has become pretty standard for TEDC conferences.

f. Director's Vacation September 1 – 28

Director and wife are leaving following the meeting. Nell Ann has schedule and will handle the phone, mail, bills and checks. The director will be out of country Sept. 4 -13 only. The rest of the time he's available on his cell phone.

VIII. Items of community interest

- a. Sept. 19 Tales 'n' Trails Museum Shebang
- b. Sept. 24 - 26 Wheels & Grills BBQ/Chili Cook Off

IX. Adjourn

The meeting adjourned at 1:19 pm.