

# January 2015 Meeting Minutes

## Greater Nocona Area Economic Development Corporation (Type A) & Nocona Municipal Economic Development Corporation (Type B)

### at the Tales and Trails Museum January 6th, 2015

#### Agenda items:

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

President Phil Staley called the Type B Board to order at 12:09 pm. Also present were Don Davis, Dan Fenoglio, Bob Herndon and Sandra Reynolds.

Vice President Tracy O'Neal called the Type A Board to order at 12:09 pm. Also present were Don MacLaughlin and Cassie Mitten.

Also present were Joni Coursey, executive director Nocona Chamber of Commerce; Syd Nowell, Keep Nocona Beautiful chair; and Tyler Thomas, Edward Jones and potential Type B Board member.

#### **1. Acceptance of December meeting minutes Type A & Type B**

Both Boards approved the December 2014 minutes.

#### **2. Acceptance of November Type A & Type B financials**

Both Boards accepted the November 2014 financials.

#### **II. NOCONA EDC STRATEGIC PLANNING**

The director noted that following last month's approval, staff was requested to put this item back on the agenda for further discussion. As explained last month, the director suggested beginning new strategic planning sessions to help the Boards further refine their vision following contracting tourism services to the Nocona Chamber. Some initial inquiries into a facilitator had been made. Although costs for such programs can be as high as \$25,000, the director noted he was making every effort to spend no more than \$5,000 from the capacity building budget line item.

The director indicated he had long suggested a minimum three-prong approach to Nocona's ED efforts. #1 -Retention of existing industries, #2 Tourism, and the third involves economic gardening from local resources, especially the young. Youth brain drain has long been recognized as a major impediment to rural economic development and would be addressed in the planning session. The director also suggested including the Saint Jo EDCs, since it does not require additional expenditures, but would help in a more expansive approach to development in North Montague County.

The director said he was in contact with the Federal Reserve Bank system and its rural development expert was from the Kansas City Federal Reserve Bank and could be made available to help facilitate the program. Costs would basically be limited to transportation currently under \$500, room and board, since there is not any consulting fee involved.

Board members asked if it wasn't just possible to do the entire session in-house, thus saving the monies. The director explained that it was beneficial to bring in expert advisors to educate Board members on current capabilities and trends and to possibly provide a new outlook on issues and opportunities. He understood there was some concern about the \$5,000, but that it was just a maximum amount, so staff did not have to come back to the Boards again for funds, but that it was not expected to be much over \$1,000 when all was said and done.

The Boards agreed to proceed with the planning session, aiming for the first week in February, preferably Wednesday, Feb. 54 from noon until 4 pm.

#### **III. KEEP NOCONA BEAUTIFUL TRASH CAN PROPOSAL**

Ms. Syd Nowell, chair for Keep Nocona Beautiful was present to request up to \$1,500 to purchase two trash cans for the downtown area. She explained that other organizations, including the city are also contributing trash cans, culminating in approximately 15 trash cans total. KNB and the city will be

responsible for its upkeep and emptying. The director noted this is a Type B project, unless the Type A Board wants to request permission from the City Council to participate.

The Type B Board requested it be placed on the 60-day clock. The Type A Board requested it be placed on the City Council agenda for permission to participate. The public hearing will be held at the February meeting and the final vote on the project will be made in March.

#### **IV. TEXAS/NEW MEXICO POWER PROPERTY PROPOSAL**

A letter from TNMP was expected, before the meeting, however it had not been received yet. Staff recommended and the Boards approved deferring the proposal until the letter was received. Staff also explained that the property appraisal would probably run around \$3,500 to \$4,000 per acre, between \$10,500 and \$12,000 total. The director spoke with city staff about interest in the TNMP current location. Although having the property next to the water plant would be convenient, it's not a priority for the city. Additionally, the survey of the new tracts was due to be picked up by staff Wednesday.

#### **Staff Updates and Travel**

##### **1. Opening on the Type B Board**

The director said that Martha Underwood has indicated her desire to resign and the official letter had been received. The director introduced Tyler Thomas and indicated Mr. Thomas had submitted an application earlier and is still interested in participating. Mr. Thomas gave a brief introduction to the Boards and said he looked forward to the opportunity to serve. The director told Board members if there was anyone else the Boards think would be interested, have them pick up an application from the NEDC office by Friday, January 9. The director will submit all applications to the City Council for a decision at its January meeting.

##### **2. Creative Technologies Booster Club Concept Update**

The director noted he had published a meeting for Dec. 23, but no one attended. He would like to host one more meeting in January to see if there is any interest in continuing to pursue this effort. This group would be responsible for organizing a Nocona Kamp Hollywood and other youth summer camps.

##### **3. Branding/Marketing Committee Update**

The director explained this is now a Nocona Chamber of Commerce program. According to the new contract, which has been signed, the Chamber will report quarterly on its efforts. The director is submitting a series of articles to the Nocona News to inform people about the Boards, who is serving and some of the rules involved in accepting proposals. Future articles will also explain about past projects, the procedures for new proposals and what will probably come out of the planning session.

##### **4. TexasOne Quarterly Meeting Update**

The director and Type B Board member Brandi Shipman attended and met Gov.-elect Abbott as well as many others at the dinner. The director also attended the luncheon where Gov. Perry gave his farewell. Staff is still working with the TexasOne staff and Fenoglio Boot Company about boots for its members. He took three samples to show the TexasOne staff, but has not heard back yet on any decision. The director explained that there was still little known about how the new state leadership would pursue economic development. There was a new 23-member board of fortune 500 CEOs being proposed and he has brought back a top ED professional that was recently working for Gov. Chris Christy in New Jersey. However, specifics are vague. The same is true on the legislative side of the ED coin. There are expected to be changes, but nothing specific has been laid out yet.

##### **5. Texas Travel Industry Association Legislative Conference Update**

No one knows for sure how the new leadership will evolve during the upcoming session. There have been campaign promises of tax reductions, but what form they will take is still unknown. One bill introduced so far would mandate a roll back of local government's ability to increase taxes from a maximum 8 percent to only 4 percent, but there is little support for it on the local level.

**6. Leadership Montague County Ethics Class, Jan. 16, Montague**

**7. Gov. Abbott Inauguration, Jan. 20, Austin**

Expectations are that the TexasOne program will have some participation, but nothing has been sent out as of this meeting.

**V. Items of community interest**

January 8-10 Montague County Youth Fair

**VI. Adjourn**

**The Type A and Type B Boards adjourned at 12:29 pm.**