

June 2015 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum June 4th, 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 12:28 pm. Also present were Cassie Mitten and Tyler Thomas.

Type B Board Vice President Brandi Shipman called the meeting to order at 12:14 pm. Also present were Dan Fenoglio, Billy Henley and Bob Herndon.

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

Both Boards approved the May minutes.

b. Acceptance of April Type A & Type B financials

Both Boards accepted the April financials.

II. SENIOR CENTER PAVING PROJECT

As a reminder, the director noted 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 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). The City Council approved the Type A Board participation at its April meeting. There were no negative comments at the Public Hearing in May.

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

III. JUSTIN BUILDING COMMUNITY CENTER PROPOSAL

According to a letter from the City Manager, the city is applying for a \$350,000 grant from the Texas Community Development Block Grant, Community Enhancement program for the Justin building remodel. To assist with its application the city is requesting assistance from Nocona EDCs with a pledge of \$17,500 in leverage funds. They are also asking for a pledge to use the facility for various functions including workforce development, community gatherings and public health and safety events. (Letter attached)

The director explained this is similar to the support the Boards have given in the past for other CDBG grant applications. The monies would only be applied if and when the grant is approved.

The Type B Board placed the proposal on the 60-day clock and the Type A Board requested staff place its request on the June City Council agenda for approval to participate in the proposal.

IV. PEARSON LIVESTOCK EQUIPMENT DISCUSSION

The director acknowledged the Boards had been informed that Pearson is working with another community that has provided a very generous proposal of a grant of \$100K and a very low fixed interest rate loan on a building. He also explained this is the same issue the Texas legislature was facing about economic development incentives. It is not a level playing field when other states/communities are willing to be very generous. This is one of the primary reasons the director has suggested the economic gardening approach seems better suited to Nocona's efforts. It allows the Boards to concentrate on assisting local businesses and our youth in further developing local assets.

The director noted one such program is Lemonade Day. The program originates from a foundation in Houston. Elementary and/or middle school children learn business skills through creating and running a

lemonade stand. It is a competitive process with accolades for the most sold, best marketing, best tasting, etc. The program includes 14 business lessons the children complete. This could even be a north Montague schools program. Initial conversation with Nocona ISD is positive, according to the director. The cost will be around \$5,000 for the program materials and foundation assistance. Wichita Falls held its first Lemonade Day in May. This would be in preparation for the May 2016 school year. If the Boards are interested, the Small Business Development Center at Midwestern State University was involved last month and would be available to discuss at a future meeting.

Both the Type A and Type B Boards requested more information on programs for stimulating local business and youth retention growth and directed staff to provide additional details at the next meeting.

V. Staff Updates and Travel

a. Rooting Opportunity ED Conference Update

The director explained he was greatly impressed with the conference and the models provided. He noted the Wealth Works model especially offered a viable approach to further developing economic growth in the area. The Wealth Works website suggests:

To build a region's wealth, WealthWorks considers not just financial assets, but includes the stock of all capitals in a region. This approach takes into account all the features of a city, town, countryside or region that make it a good place to live, work and visit. These might include:

Strong sense of community

Good infrastructure (e.g., affordable broadband, good roads, health care)

Well-trained workers with the right skills to be productive in local businesses

Unspoiled natural beauty (e.g., lakes, streams, hiking trails, parks) or natural assets like wetlands that control flood waters

Inclusive, open government

A few strong sectors with well-paying jobs and career possibilities

Each of these represents a component of a type of capital. Some components of capital—like the ones listed above—are more immediately recognizable than others. Some are less visible because they are in disrepair, not used, or taken for granted. Such “underutilized resources,” if identified and invested in, could contribute more to the region's wealth. For example, a vacant lot considered an eyesore today could, with imagination and investment, become a productive community garden or recreational space tomorrow. Under skilled but willing workers could, with investment in training programs for skills that local firms need, become the region's strongest asset.

The director explained that there was also a Wealth Works video game about economic development and creating value chains within the community. He would forward a link to the game to the Board members.

b. Director hernia pre-op, June 5, Dallas VA

c. Director hernia surgery, June 9, Dallas VA

d. Sales Tax Training for new members, June 25 – 26, Richardson

e. Economic Development Research Partnership Council, June 30, TBD

VI. Items of community interest

a. June 5 – 6 Hwy 82/287 Garage Sale

b. June 12 – 13 Chisholm Trail Rodeo

c. June 15 – 19 Tales 'n' Trails History Mystery Camp

VII. The meeting Adjourned at 12:57 pm