

# February 2014 Meeting Minutes

## Greater Nocona Area Economic Development Corporation (Type A) & Nocona Municipal Economic Development Corporation (Type B) at the Tales and Trails Museum, February 4<sup>th</sup>, 2014

### Agenda items:

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

President Kyle Reynolds called the Type A Board to order at 12:07 pm. Also present were Chance Dingler, Don MacLaughlin, Cassie Martin and Tracy O'Neal.

President Suzanne Storey called the Type B Board to order at 12:07 pm. Also present were Don Davis, Bob Herndon, Sandra Reynolds, Brandi Shipman, Phil Staley and Martha Underwood.

Also present was Jennifer Ramsey, author of "*A Lady's Day Out*" book series, Randy Duckworth, Nocona Chamber of Commerce President and James Fenoglio.

##### 1. Acceptance of January meeting minutes Type A & Type B

Both Boards approved the January minutes as presented.

##### 2. Acceptance of December Type A & Type B financials

Both Boards accepted the December Financials as presented.

#### II. LADY'S DAY OUT BOOK SERIES BY JENNIFER RAMSEY

The director introduced Jennifer Ramsey and explained that she had just approached Nocona about being in her next book, "*A Lady's Day Out in North Texas*", due to come out next year. Ms. Ramsey then gave an introduction to the book series and how she felt Nocona was developing into a wonderful destination venue and she would be interested in including it in the North Texas edition. She went on to explain there is a cooperative marketing program as part of the package. Generally, there is a \$1,500 fee for inclusion in the book for each entry, such as a hotel, restaurant, or retail outlet and is expecting between 10 and 15 entries for Nocona. Ms. Ramsey is willing to waive \$500, charge the business \$500 and the last \$500 would be asked from the Chamber and the EDC, meaning a total investment of \$5,000 to \$7,500 split between the two. Randy Duckworth indicated he thought the Chamber would be willing to participate, but would need to wait for its meeting before fully committing.

**Following several questions on distribution and process, the Boards approved up to \$3,750 (\$1,875 per Board) of marketing funds (which does not require the 60-day clock), splitting participation with the Chamber.**

#### III. NOCONA ISD SWIMMING POOL PROPOSAL

The Nocona ISD sent a request noting although the swimming pool is much improved the Nocona ISD finds itself needing assistance with some upkeep issues. It appears the saltwater filters need replacing, although it was thought by the director and other Board members that the filters should be lasting much longer, and there is a desire to replace one of the diving boards. According to the material sent by the NISD, they estimate about \$7,000. Board members asked what contribution Nocona ISD contributed to the swimming pool and the director noted they handled upkeep of the buildings, grounds and operations. There were also questions about the city's contributions and it was noted that the city mainly provided the water at no cost to the NISD.

**Following the discussion, the Type B Board approved starting the 60-day clock on the project and asked the staff to collect more details on the need for the replacements at this time.**

#### **IV. PROJECT BALLISTICS**

The Governor's Office of Economic Development and Tourism advised staff of an investment entity that is considering buying firearms manufacturing operations and accessory manufacturing operations and centralizing them in the North Texas area. Through discussions with the Governor's ED&T staff and assistance from new Board member Bob Herndon, staff learned the investment entity is out of Dallas and they are probably looking at the Remington Company. Staff submitted a proposal that would include the Nocona Boot Company building on HWY 82 and 50 – 150 acres of land behind the structure. The company would employ about 150 people. The director's meeting with the ED&T staff on the project went well, but Nocona is competing against communities like Denton, Wichita Falls and Decatur. The Nocona proposal mentioned accessing capital through the Texas Capital Fund for purchase and renovations of the building and property. As well as an Enterprise Zone project application, which refunds sales tax dollars spent, and willingness to work with Workforce Development programs to train employees. It also mentioned the leather industry foundation here for assistance with accessories, such as holsters and the like. Staff has contacted Rep. Springer's and Sen. Estes' staff and they have indicated interest in helping however they can. Staff continues to look at ways to entice the principals to visit Nocona. One idea was to offer to host the principals at the upcoming Friends of the NRA banquet in May. Although the event is about the time to make a decision, it was considered an opportunity to keep Nocona's name at the forefront.

**Following a discussion of how to propose the invitation and who else should be attending, the Boards approved the invitation and, if accepted, the purchase of an 8-person table at a cost of \$750. Staff was directed to contact the Governor's ED&T staff to extend the invite.**

#### **V. MONTAGUE BOOT COMPANY CONTRACTS**

**SINCE THIS SUBJECT INCLUDED PROPRIETARY INFORMATION ON ECONOMIC DEVELOPMENT NEGOTIATIONS, THE BOARDS ADJOURNED INTO EXECUTIVE SESSION AT 1:04 PM. THE BOARDS EXITED EXECUTIVE SESSION AND RESUMED THE REGULAR MEETING AT 1:11 PM.**

**Both Boards agreed to allow third party/parties to assume current contracts between Montague Boot Company and the NEDCs and would allow accelerated payoff of the contracts.**

#### **VI. Staff Updates and Travel**

##### **1. Wayfinding Signage**

According to Chamber records the approximate cost per banner on the highway was \$94. Board members thought the cost high, and Don MacLaughlin volunteered to check with local vendors about costs. There were also questions about maybe offering organizations and businesses to purchase banners that would promote them. Brandi Shipman agreed to work with Mr. MacLaughlin to develop a proposal for the next meeting.

##### **2. Chamber of Commerce Director Position**

Board Presidents have not met with the Nocona Chamber president.

##### **3. Impact Texas Conference Review**

According to the director, who attended, this was a high-powered group looking at entrepreneurship, especially social entrepreneurship, in urban Texas. Although urban-centered, discussions with some of the sponsors indicated an interest in rural development as well. Staff will continue to strengthen relationship with the organization and its sponsors.

#### **4. Film Commission Director Visit Review**

The executive assistant had shown a Nocona ISD product to the film commission director last year, shortly after she assumed her job. The director met with her and an assistant while in Austin at the Impact conference. She is very impressed with what Nocona ISD is doing and our efforts in hosting summer camps in Nocona. She is excited to assist our efforts in the moving image industry. She is hoping to visit Nocona in the near future with staff to document what's here and see how the commission can be of more assistance.

#### **5. Entrepreneurship Conference Review**

Another high-powered event, sponsored by *Entrepreneur magazine* that the director attended. Although held in Louisiana, many attendees hailed from Texas. As always, some great networking and future opportunities to develop resources. The director was especially impressed with the lead speaker, Erik Wahl a famed artist. His message he delivered, while painting a number of famous portraits, centered on staying creative, not being afraid to take chances (the person who took a chance in the presentation, walked away with one of Wahl's paintings), being thankful to those who serve, especially the military, and to be willing to look at things differently (he painted a portrait of Einstein, upside down).

**6. Site Selectors Day, Feb. 3 – 4, Austin, executive assistant**

**7. Community Development Institute Training, March 3 – 6, The Woodlands, executive assistant**

**8. TEDC Spring Conference, March 5 – 7, Dallas, director**

**9. Sales Tax Training, May 16, Richardson, director, executive assistant, new Board members**

### **VII. Items of community interest**

**Feb 8: Nocona Nights/Paul Nelson/Kevin Deal**

**Feb 15: Nocona Boot Company Reunion, Tales 'n' Trails museum  
Photography Classes, Tales 'n' Trails museum  
Nocona Hills Valentine Dance, Nocona Hills**

**Feb 20 – 22: Mardi Gras**

**May 16: Friends of the NRA Banquet**

### **VIII. The Boards Adjourned at 1:25 pm**

“The Nocona Economic Development Corporations (Type A & Type B Boards) reserve the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), 551.087 (Deliberations regarding Economic Development Negotiations), and 321.3022 (Confidential Sales Tax Information).” In accordance with the Texas Open Meeting Act, this notice will be posted at the Nocona City Hall no later than January 31, 2014.