

## September 2014 Meeting Minutes

Greater Nocona Area Economic Development Corporation (Type A) & Nocona Municipal Economic Development Corporation (Type B) at the Tales and Trails Museum, Sept 2, 2014

### Agenda items:

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

Kyle Reynolds called the Type A Board to order at 12:08 pm. Also present were Chance Dingler, Tracey O’Neal and Cassie Mitten.

Phil Staley called the Type B Board to order at 12:08 pm. Also present were Robert Herndon, Sandra Reynolds, Brandi Shipman, Dan Fenoglio and Martha Underwood.

Also present were Tommy Yowell and Suzanne Storey.

- 1. Acceptance of July meeting minutes Type A & Type B**  
**Both Boards accepted July’s minutes**
- 2. Acceptance of July and August Type A & Type B financials**  
**Both Boards accepted July and August financials.**

#### **II. INTRODUCTION OF NEW TYPE B BOARD MEMBER**

The directory introduced new Type B Board member Dan Fenoglio. Dan had been appointed to the Type B Board for a two year term. He attended Sales Tax Training in Lubbock the previous month.

#### **III. TYPE B BOARD ELECTION OF OFFICERS**

The director informed that with the resignation of the Type B Board president recently, the Board needed to elect a new president, and if a current officer was selected replace that position as well. Just as a reminder, Phil Staley was vice president, Brandi Shipmen secretary and Sandra Reynolds treasurer.

**They Type B Board elected Phil Staley as President, Robert Herndon as Vice President.**

#### **IV. ART GALLERY ASSISTANCE PROPOSAL**

The director presented the request from Jim Rogers, former Nocona ISD superintendent and publisher. He was looking for assistance with a new art gallery using the Klement auto property. The proposal was attached. Since that was a retail operation the Type B Board had primary opportunity. But the Type A Board could also request City Council permission to participate.

After some discussion around the attached proposal, the Type A Board deferred to the Type B Board. Neither Board felt comfortable with the request for the Advertising that was listed. There were also some questions the Boards had that would require the presence of Jim Rogers.

The Boards needed to decide which, if any, Boards wanted to participate. If the Type B Board wanted to participate, they needed to place it on the 60-day clock. If the Type A Board also wanted to participate, they needed to have staff place it on the September City Council meeting agenda.

**The Type B Board agreed to place the request for signage on the 60 day clock, with the understanding that there are pending questions.**

#### **V. CHAMBER OF COMMERCE CONTRACT RENEGOTIATION**

The director said the current contract was due to expire in April. With the change to a tourism versus business retention based proposal and the expected approval of the monies in next year’s budget for both Boards, this needed to be placed on the 60-day clock and the Type A Board needed to request City Council permission to participate. Previously under business retention only the Type A Board was the only contracting agent. The new proposal staff suggested to the Boards would equalize the commitment from Nocona EDCs and help delineate tasks for the executive assistant in her role as Chamber executive

director. As noted later a meeting of the Chamber officers and the Nocona EDCs' officers was being planned for next week.

The Type B Board needed to place it on the 60-day clock. The Type A Board needed to have staff place it on the September City Council meeting agenda for permission to participate.

**The Type B Board agreed to place it on the 60-day clock. The Type A Board agreed to have it placed on the City Council meeting for permission to participate.**

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

### **1. Still Photography Summer Camp Update**

The director said Todd Peterson was expected to give a short presentation on the camp, however he was unable to attend the meeting.

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

The director informed that while attending the Texas House Select Committee on Economic Development, he had coined the Creative Technologies phrase for much of the work being done in moving image, still photography, performing arts and other similar skills. Staff would like permission to help create a local booster club around that concept that might help with establishing summer camps in Nocona around these programs. This would especially be helpful with The Movie Institute Kamp Hollywood program that we had been exploring. Staff had spoken to possible interested persons, but would need to prepare and hold community meetings to see if the concept had merit. Staff would like to provide beverages and snacks from the Boards.

**The Boards were ok with providing beverages.**

### **3. Rebirth Leather Loan Decision**

The director explained that this was a long term loan that was done prior to current staff. The term of the contract ended this year but, as previously discussed, there was a shortfall of about \$1,100 on the \$15,000 note due to missed payments during the 5-year project. Staff sent a certified letter earlier asking about completing the payments, but no response. Staff suggests getting this off the books before the annual audit. Staff also realizes any legal approach to the remaining payments would be billed to Nocona EDCs at the regular rate and would probably come close to the amount owed, if not more. He asked how the Boards would desire to approach the issue.

**The Boards would like staff to try one more time with a letter stating that the EDC was taking off the miscalculated funds and explain that the account was being closed.**

### **4. Marketing/Wayfinding Signage Update**

The director stated that the highway banners were on hand and the Chamber was working to have them put up. Additionally staff was proposing a meeting of the branding/marketing committee for Tuesday, September 9 at 10 a.m. Brandi Shipman had volunteered to serve from the Boards. Other members included City Councilman Bob Ferguson; Pharmacist and downtown business owner, Rusty Fenoglio; Museum staff Nell Ann McBroom and a Chamber volunteer with a branding and marketing background.

### **5. Type A, Type B and Chamber Officers' Meeting, Monday, Sept. 8, noon**

The director said that a meeting with the Officers from the Chamber and EDC Boards would be held to discuss roles and functions for Joni, as well as the responsibilities shared by each board particularly regarding Tourism and Marketing.

**6. Texas Economic Development Council Annual Community Economic Development Award Nomination and Annual TEDC Meeting in Houston, Oct. 1 - 3**

The director informed that the staff was contacted by the Texas Economic Development Council about not having any nominations for the 5,000 and under population category and asked Nocona to consider applying. In conversation with James Fenoglio it was determined the sale of the boot Company occurred in the appropriate time frame to be nominated. NEDC was in competition with Tye and Lindale. The director was one of the many judges for the awards and will have a better understanding of the nomination's chances by the time of this meeting. However, as a nominee, staff suggested inviting at least one member of the Fenoglio Boot Company to the awards luncheon, October 2 in Houston. Details of the expenses involved should be available by the time of this meeting.

**The Boards agreed to invite at least one member of the Fenoglio Boot Company to the awards luncheon.**

**7. Leather Experience Update**

The director updated that through coordination with the Fenoglio Boot Company and Nokona Baseball Glove officials, the downtown old Nocona Boot Company building will house the museum style venue. Efforts are underway to begin construction of the venue and necessary equipment. The Type B Board had already allocated monies for this. Expectations were to have it open by the end of October.

**8. Grapevine Mentoring Efforts Update**

Staff said the meeting went extremely well and was very informative. Members of the Grapevine CVB, including its president PW McCallum, covered branding/marketing, visitor center operations, event planning and media promotions. They provided affirmation of what Nocona had been doing well at and practical steps to move forward in each area. More than 20 people attended and there was a follow up meeting planned on September 3.

**9. Texas House Select Committee on Economic Development Hearings Update**

The director stated that after watching the first Austin meeting via computer, he had attended the other two meetings held so far. Nocona had been the only rural community in attendance at the meetings and the area's Rep. Drew Springer served on the committee. The director thought it had been very beneficial to keep rural Texas represented as others claiming to be rural are really urban in size, no less than 25,000 population and located near metro centers. The director had spoken at both meetings attended about more resources needed for smaller communities and considers committee members are listening. The next meeting was in Houston, but will deal with Energy, space opportunities and port operations. The director did plan to attend the Oct. 15 meeting in Austin since it would deal with major rural resources like Texas Department of Agriculture and the USDA.

**10. TexasOne Quarterly Meeting**

The director was attending. This was the up-scale economic development organization representing many of the major businesses and organizations in Texas. Staff had asked if these meetings could be made available to a Board member as well, and at least for this one there was an opportunity. Robert Herndon had been approached previously about being interested in attending and has agreed to attend this first opportunity. Since other opportunities may become available, staff would like Board members to indicate their interest in attending.

**11. Oilfield Expo, Oklahoma City, Oct. 1 and 2**

Staff had been contacted by the organizers of this trade show about purchasing a booth (\$1,500 usually for a 10 x 10). After discussion with Tracey O'Neal, NEDC staff informed them they were

not sure of the benefit for Nocona. They have provided free tickets to the Oklahoma show. The director asked if any Board members would be interested in attending and bringing back a recommendation from the experience since staff would be in Houston for the CEDA awards as mentioned earlier. None of the Board members were interested in attending.

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

Sept 9<sup>th</sup> – Blood drive at Central Christian, co-sponsored by the Lion's Club 12 pm – 6 pm

Sept 20<sup>th</sup> – Lion's Club Twilight Golf Tournament (Indian Oaks Golf Course)

Sept 26<sup>th</sup> – NHS Homecoming

Sept 27<sup>th</sup> – Grandma Mary Day, dinner & movie

Suzanne Storey informed the Boards that Wes Morton was closing shop and would have an auction on Oct 2<sup>nd</sup>.

## **VIII. Adjourn**

**Boards adjourned at 1:12 pm**

**Type B)**