

# September 2016 Meeting Minutes

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

### at the Tales and Trails Museum September 6th, 2016

#### **Agenda items:**

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

Type B Board President Phil Staley called the meeting to order at 12:06 pm. Also present were Dan Fenoglio, Bob Herndon and Brandi Shipman.

Type A Board President Kyle Reynolds called the meeting to order at 12:08 pm. Also present were Tracey O'Neal and Yesika Rodriguez.

Also present were Kurt Lemley, Director Premier Player Sports; Rob Norman and Todd Peterson with Red River Digital Media Summer Camps and Nocona ISD; Sarah Renfro, leading the Nocona Playground Project; and NellAnn McBroom, Executive Director for Nocona Chamber of Commerce.

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

Both Boards approved the August minutes as written.

#### **b. Acceptance of July Type A & Type B financials**

Both Boards accepted the July financials.

#### **II. NOCONA SUMMER CAMP UPDATE**

Todd Peterson and Rob Norman updated the Boards on their first Digital Media Summer Camps. They explained that most students were local, but thought the marketing materials not going out until after schools let out and the late July dates may have had an impact. For the photography camp, July 17 – 22, Todd Peterson had a handful of students creating a portfolio with several types of photography, including how to use artificial lighting. The movie production camp, July 24 – 29, wrote, produced, performed in and edited a 6-minute western tale video. Again, a handful of students participated, but all are wanting to participate next year, as were the photography class. Rob Norman and Todd Peterson thanked the Boards for helping with the marketing materials and are looking forward to next summer.

#### **III. JUSTIN BUILDING PROJECT**

The director noted the Type B Board agreed to place \$12,500 on the 60-day clock for the Justin Building leverage fund grant project. The Type A Board requested staff place \$12,500 on the City Council agenda for authority to participate in a Type B project. The City Council approved Type A Board participation at its July meeting. There were no negative public comments at the August public hearing.

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

#### **IV. PREMIER PLAYER SPORTS BASEBALL FIELDS PROPOSAL**

Kurt Lemley, Director Premier Player Sports Association gave a presentation on his efforts to bring a variety of sporting tournaments to Nocona, especially baseball. He plans on a possible upgrade of the Nocona baseball fields, including a tractor and field maintenance equipment, totaling just under \$23,500; renovation supplies, totaling just over \$25,000; and miscellaneous costs of \$7,500. The request to Nocona EDCs is for \$56,000. The equipment being purchased would actually belong to the Nocona Chamber of Commerce, but Premier Player Sports would control access. The funding request for 2016 does **NOT** include the additional fields he foresees for the future. He was asked to coordinate this proposal with the other baseball fields' stake holders, including the Sports Booster Club, Nocona ISD,

City officials and the Nocona Chamber of Commerce. The enclosed materials do not indicate income from any other entities.

**The Boards adjourned into executive session to discuss both the Baseball Field and the Playground proposals at 1:44 pm.**

**The Boards returned to the open meeting at 2:08**

Following return to open session, the Boards noted this is the first occurrence in Nocona for an private association involved with public property. Therefore, the Boards asked staff to have Mr. Lemley fill out a generic Nocona EDC loan application as part of the Nocona EDCs due diligence. The Boards also requested more financial involvement from the other organizations, even if only in-kind. Additionally, the Boards would like to know if there are not multi-year or leasing options for the equipment. Following receipt of the application and answers to the additional questions posed, the Boards will consider the proposal.

**V. NOCONA PLAYGROUND PROPOSAL**

Sarah Renfro presented this grassroots effort to improve the Miss Enid Justin Park and their fund raising efforts. Mrs. Renfro explained that the entire project needs to raise \$200,000 and that they have collected more than \$23,000 so far and have also begun seeking grants as well. They would appreciate \$15,633 (\$7,816.50 per Board) from the Nocona EDCs to pay for the structural plastic lumber used in the project.

Following return to open session, the Type B Board placed the proposal on the 60-day clock and the Type A Board requested staff place the proposal on the September City Council agenda to approve participation in a Type B project (public park). The Boards also asked that they receive more information at the public hearing in October on who will maintain the facility following its construction.

**VI. Staff Updates and Travel**

**a. Budget Adjustment**

The director explained the City Council has decided on a 3% pay raise, which impacts the director's pay as a city employee. The director explained the budget adjustments for the payroll; deleting the fiber optic line items for this upcoming year since even if the grant is approved, it would be a year before payments would be required; and changing the future project line items to reflect these other changes.

**Both Boards agreed to the budget changes.**

**b. Fiber Optic Project Update**

The director indicated that the NORTEX Council of Governments is willing to assist with the Nocona EDCs' application to EDA. The EDA representative that visited Nocona in August, suggested applying for an 80/20 split which would mean \$1.2 million from EDA and \$300,000 from the Nocona EDCs. However, the split could go as low as 50/50 which would mean \$750,000 each. Staff has researched a couple of long term opportunities to finance the necessary match, if approved.

Staff has also obtained two previous successful applications out of Virginia. They did a much larger project covering several counties, but the applications were for amounts similar to what Nocona is looking at. The central location for the application is Lebanon, VA with a population of about 3,500. The fiber optic project has really benefitted them by bringing in operations for technology companies like AT&T and Northrop Grumman, the aerospace giant.

Another location staff discovered is Red Wing, Minnesota, home to Red Wing shoes. Their population is a little larger, about 16,000, but their technology marketing is easily adaptable to what Nocona could do.

The director explained that the City Council will need to approve Nocona EDC monies being tied to the grant and staff would like to place this proposal on the City Council's September meeting for comment and agreement to pursue the EDA Grant.

**Both Boards agreed to have staff place the project on the September City Council agenda to determine viability of City Council support for the project.**

**c. Leadership Montague County 2016 Class Retreat, Sept. 9 – 10, The Veranda Inn**

The director said there are nine new class members. Four are from Nocona, including Yesika Rodriguez from the Type A Board. Bowie also has four members and 1 is from the Sunset area. The class will make its trip to Austin, Feb. 15 – 16. If any of the Board members would like to come along, space should be available. Full cost for accompanying the class is still being worked out, but should be close to about \$125 per person.

**d. Texas Workforce and Education Summit, Sept. 19 – 20, Austin**

The director noted this came up after last month's meeting and since the director is already scheduled to be in Houston that week, and the registration was only \$85, he would attend.

**e. Lemonade Day Conference, Sept. 21 - 23, Houston**

This is in preparation for this school year's budgeted project. The director is attending.

**f. Nocona at the Texas State Fair, Oct. 4 and Oct. 10, Dallas**

The Chamber is heading up this free marketing effort. If anyone would like to help out on either date, contact NellAnn at the Chamber.

**g. Texas Economic Development Council Annual Conference, Oct. 19 – 21, San Antonio**

This is one annual conference the director doesn't think provides a good return on the investment. The registration is \$500 and much of the current agenda is redundant with other conferences and programs already attended. For example the Texas Secretary of State is a speaker, but was also featured at the Texas Rural Challenge in June.

**h. Fiber for the New Economy, Oct. 17 – 20, Minneapolis**

The director is still not sure about the benefit of this conference, but should have an indication by the NEDCs' October meeting. Much depends on how the EDA application goes.

**i. Association of Rural Communities in Texas Annual Conference, Oct. 25 - 27, San Antonio**

The director is attending.

**j. National Wine Marketing and Tourism Conference, Nov. 7 – 10, Fredericksburg**

The director is attending by invitation.

**VII. Items of community interest**

September 17	Tales 'n' Trails Museum Shebang
September 17	Acoustic Jam and Potluck Meal at the Senior Citizen Center
September 22 - 24	Wheels & Grills Chilli/BBQ Cookoff
September 24	Ray Walker Memorial Softball Tourney
October 7 - 8	Nocona HS Alumni Reunion

**VIII. The meeting adjourned at 2:16 pm**