

**August 2016 Meeting Minutes**  
**Greater Nocona Area Economic Development Corporation (Type A) &**  
**Nocona Municipal Economic Development Corporation (Type B)**  
**at the Tales and Trails Museum August 2nd, 2016**

**Agenda items:**

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

Type A Board Treasurer Tracey O’Neal called the meeting to order at 12:08 pm. Also present were Tyler Thomas and Yesika Rodriguez.

Type B Board President Phil Staley called the meeting to order at 12:08 pm. Also present were Dan Fenoglio, Billy Henley, Bob Herndon and Sandra Reynolds.

Also present was Kurt Lemley, Director Premier Player Sports.

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

Both Boards approved the July minutes as written.

**b. Acceptance of April Type A & Type B financials**

Both Boards accepted the June financials.

**II. CITY PAVING & JUSTIN BUILDING PUBLIC HEARINGS Opened at 12:10 pm**

The director reminded Board members and attendees that following discussions with the Mayor and City Manager, The Type B Board agreed to place \$12,500 on the 60-day clock for the city paving 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 June meeting. The Type A Board did not have a quorum in July and rescheduled the public hearing to this meeting.

Additionally, 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.

**No adverse comments were made during the public hearing.**

**Public Hearing Closed at 12:13 pm**

**III. CITY PAVING PROJECT**

The Type B Board agreed to place \$12,500 grant on the 60-day clock for the city paving project at the June meeting. The Type A Board had City Council approval to place \$12,500 on the same 60-day clock, also in June. The Public Hearings did not generate any negative comments.

**Both Boards approved the grant and requested staff place it on the August City Council agenda for authority to expend the funds.**

**IV. RODEO GROUNDS COMMITTEE PROPOSAL**

The director noted the Rodeo Committee Chair, Stephany Womack had requested the item be tabled until September. Rodeo Grounds Committee members had questions concerning the Nocona EDC process and has asked the director to attend its August 16 meeting. Generally, the Nocona Chamber of Commerce Rodeo Grounds Committee has reorganized and begun development of a 3 to 5 year plan for improvements. The initial efforts would include updating and adding lighting for the facility (\$3,750 lighting; \$7,000 labor). In order to begin looking at possible alcohol sales, the committee would also

need to complete fencing around the facility (\$12,000) (Will provide more details at the meeting). This would be a Type B project, but the Type A Board could request City Council approval to participate.

### **The Boards tabled the proposal until their September meeting.**

#### **V. Staff Updates and Travel**

##### **a. Fiber Optic Project Update**

The director explained the regional representative from the Economic Development Administration visited July 22 and, besides being impressed by his first visit to Nocona, strongly recommended applying to EDA for grant funding. He proposed asking for an 80/20 split of the full cost. Although the agency could require up to a 50/50 split. The 80/20 would mean only \$300,000 would be needed for the NEDCs' contribution. The application would be made through our NORTEX Council of Governments.

According to the director, once funding is in place, the next question is how the network would be organized. One concept would be for the Nocona EDCs to own the network and lease its operations to other entities. This could help control costs for access to the services. Another would be as an incentive agreement with someone to build and operate the system. Staff is researching RFP agreements for either system.

Board members discussed concerns about viability of a small community, like Nocona, being able to make such a network workable. They commented on larger communities, like Decatur, not having the assets and how could Nocona EDCs involvement have an impact. The director said it's because the Nocona EDCs are looking to contribute to installation of the network that could make it reasonable for a provider company to offer the services either through lease of the fiber lines or a contract for services on the lines.

The director noted that the city is not allowed to offer services on fiber optic, but that there's Texas legislative consideration of allowing electrical coops in Texas to lead the effort in rural communities. This also provides an incentive for current operations to be involved, before they have more competition.

**The Type B and Type A Boards approved applying for the EDA grant. And requested staff begin working with NORTEX on the application. At the same time the director was asked simultaneously to begin working on the implementation of a network.**

##### **b. TexasOne Quarterly Meeting Update**

According to the director, new leadership at TexasOne is working diligently to improve recruitment opportunities nationally and internationally. They will also take on special projects for Texas economic development. The first project is discovering opportunities to extend broadband capabilities throughout the state, not just the normal triangle development region. We continue to work closely to include Nocona and other rural communities in this effort and to understand that broadband means fiber optic not copper.

##### **c. Economic Development Marketing & Attraction Training Update**

The director was explained he was disappointed in this training for several reasons. Primarily, the International Economic Development Council, which sponsored the training, also doesn't understand what rural means. The case study of a small, rural community involved a city of 150,000 in Southern California. Additionally there was no introduction of who attended and no social networking. The director did learn about marketing and attraction tools that might be valuable in the future.

##### **d. Facebook Training Update**

The training was very informative and the director thinks set the stage for more social media presence once the fiber optic project finds funding.

**e. Nocona at the Texas State Fair, Oct. 1 and Oct. 10, Dallas**

Again this year, Nocona has an opportunity to promote itself. There is also discussion about a North Texas Hill Country presence and the Fenoglio Boot Company will also be featured as a GO TEXAN member, although the dates haven't been announced yet. Anyone who would like to help staff the booth should contact the Nocona Chamber of Commerce. Staff is also working on dates local wineries may also be attending.

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

The director plans on attending in preparation for next year's program.

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

The director plans on attending, especially since it's in preparation for next year's legislative session. He serves on the policy committee for ARCIT.

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

The director is not sure yet about this conference, but wanted to make the Boards aware of its possibility. If the funding and proposal for fiber moves along smoothly, this is probably not worth the expense. However, if challenges erupt on the project, this could be a valuable resource. The director will keep the Boards apprised of future developments and whether to attend or not.

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

The director has been offered a free pass to attend by the Texas Department of Agriculture. Efforts are also underway to have participation by local wineries at the Texas Department of Agriculture booth.

**VI. Items of community interest**

Kurt Lemley, Director Premier Player Sports was introduced and gave an overview of his efforts to bring a variety of sporting tournaments to Nocona, especially baseball. He is planning on presenting a possible upgrade of the Nocona baseball fields at the September Nocona EDCs' meeting as a future project.

August 6	Prairie Valley FCCLA Ranch Rodeo
August 7	4th Annual Youth Rodeo
August 20	Acoustic Jam and Potluck Meal at the Senior Citizen Center
September 3	Saint Jo Chisholm Trail Ranch Roundup Rodeo

**VII. The meeting adjourned at 12:55 pm**