

October 2013 Meeting Minutes Greater Nocona Area Economic Development Corporation (Type A) & Nocona Municipal Economic Development Corporation (Type B) at the Tales and Trails Museum, October 1st, 2013

Agenda items:

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

President Suzanne Storey called the Type B Board to order at 12:18 pm. Also present were Phil Staley, Martha Underwood, and Sandra Reynolds.

President Kyle Reynolds called the Type A Board to order at 12:33 pm. Also present were Tracy O'Neal, and Don MacLaughlin.

Also present were Shekar Rao and Ben Herbig from the Center For Innovation.

1. Acceptance of September meeting minutes Type A & Type B

Both Boards approved the September 2013 minutes.

2. Acceptance of August Type A & Type B financials

Both Boards approved the August 2013 financials.

II. THE CENTER FOR INNOVATION PROPOSAL

The director reminded the Boards that they had been in conversation with The Center for Innovations for several months. Located at the Arlington Chamber of Commerce The Center offered the opportunity to network with major economic development players internationally. Although Retention and Tourism had been the NEDC focus, this was a great resource to add the third leg of Economic Gardening to Nocona's efforts. The Center would talk about several programs they thought would benefit Nocona and would bring resources difficult to accumulate as a rural community. The Center operated on an annual contract basis of \$25,000 per year. Looking at the programs, each of those efforts would normally have cost more than \$25K each. For example, in researching companies to help brand Nocona, the least amount was around \$25K. Add the networking on an international scale and the value of The Center was apparent. Shekar Rao from The Center would be present to talk more about their programs and to answer questions.

The director handed the floor over to Shekar and Ben.

Shekar explained to the Boards who they were, and what they do. They were a non-profit that would provide access to technology, capital and talent. They had created a way to match up available technology with the needs of a city in order to create jobs or solve issues.

After some discussion amongst the Boards as to whether or not it would be worth the monies spent especially since this was such a new Economic concept, they felt the CFI was a good idea, and worth looking into, however Nocona might not be ready for this yet.

The director then asked the Boards what they felt comfortable doing next moving forward. The A Board suggested that what would be needed in the community was skilled labor force, affordable housing and getting the word out about what they had to offer. The Boards presented some ideas, comparing the tourism driven model of Fredrickburgs as a potential example, and pointing out the efforts by Henrietta to provide affordable housing. The A Board asked if there were the resources to have a tech training facility, and if they could partner with a college and do technology or skills training at a community college level. The director said there were some possibilities with the entertainment arena via the movie industry. The idea of short-term training for the oil field was mentioned, however it was pointed out that if they did that sort of training those individuals would most likely go outside of the county and state to work.

The director would continue to research these possibilities.

III. NOCONA CHAMBER OF COMMERCE DIRECTOR PROPOSAL

Joni explained that the Chamber Board had proposed hiring her as its executive director. Details of how that would work were being discussed between the NEDC and Chamber Boards' representatives. The director requested that the Boards give their presidents freedom to work out the terms on their behalf.

The Boards agreed to allow presidents Kyle Reynolds and Suzanne Storey to represent them as they work the details out with the Chamber.

IV. TOUCH OF MAGIC RELOCATION PROPOSAL

The director said due to the deconstruction of the Justin Building, Touch of Magic was being forced to move. They were assisting with trying to find an available 6,000 sq. ft. building at a reasonable cost or rent. One of the real challenges though was the actual cost of moving her merchandise. She estimated that it would cost a minimum of \$4,000, not including the labor for packing and unpacking items. Since Touch of Magic had been one of the few Saturday afternoon retailers, staff was wondering if the Boards would be interested in helping with moving costs. She had not requested assistance, but staff had been approached by local citizens about being able to help.

After some discussion the Board's concerns were if she was planning on staying in Nocona or not, and if they did assist they would need to reimburse her for something she had already paid, not pay a bill directly. The Boards were willing to possibly do a relocation amount and help find potential moving sites if she is staying in Nocona. The director suggested setting up a general fund for potential assistance.

The Boards agreed to set aside \$1,250 each for the general fund.

V. LED COMPUTERIZED SIGNAGE PROPOSAL

The director stated that while at the technology symposium in Austin, he had ran across a company with LED outdoor signage. The off-the-cuff cost estimated at the show was about 1/2 of other products they're aware of. The actual estimated was still below standard costs, but was not quite as good as the original number. The company's e-mail said:

After working on some numbers here was what they can do-

They could provide a 13.44' x 15.12' P 16 for \$ 48,261.82.

They could provide a 16.8' x 15.12' P 16 for \$ 55,000.

Looking at the cabinet sizes they weren't able to get close enough to 10x10 at \$25,000 but the director was hoping the larger screens and prices would work.

These were not billboards, so the rules are different for placing them. One thought was to have one facing east at the museum and another facing west at the Community Center (especially when they were quoting only \$25K). The Museum Board was working on getting right-of-way authority from TXDOT to have a new sign. The signs were computer generated images and what was at the show was very impressive.

Don MacLaughlin of the A Board would be willing to bring a truck into town to have signs placed on both sides. The Boards discussed using other similarly sized vehicles as long as it looks attractive. The director reminded the Boards that the issue was finding someone that would want to be responsible for the signing on-going. Don suggested a community member and will inquire as to whether or not they would be interested in over-seeing the signage.

VI. Staff Update

The director updated the Boards on the following items:

1. Rebirth Leathers Contract Completion

The contract with Rebirth Leathers would end Nov. 1, 2013. However, there was an outstanding balance from the 2001 contract for two reasons. First, the \$100 a month for 12 years was only \$14,400, not the \$15,100 loan amount. Additionally, a few payments were missing over the years. They were requesting the balance, but wanted the Boards aware of the contract issues involved.. They'll keep the Boards informed of future discussions.

2. Most Fun Small Town in America Update

Nocona was named one of the top five finalist in the Rand McNally Best of the Road, for the category "Most Fun Small Town in America." They had to submit a video and essay by Sept 27th showcasing why Nocona was suitable for this recognition. They combined old and new footage of the community and events to create a FUN video. Dave Woodbury complimented it with an exceptional essay. To watch the video go to YouTube at <http://youtu.be/GdimcdS69Pw>

They will announce the winner of the contest Oct 7th.

3. State Fair

They had signed up to participate on Monday, Oct 14th, and were waiting to hear back on an additional time slot. If anyone was interested in helping man the booth please let Joni know.

4. TDA Conference, Nov 5-8

This was the annual Texas Downtown Development and Revitalization Conference and Awards Gala held in Bastrop this year. After looking over the agenda, there possibly would be interest in attending only one of the days, but they would know more certainly closer to the conference in November. The full conference was \$300, but would only be \$175 for the one day, including the Awards Gala.

5. Vicari Car Auction Bidding Wars Update

Since the program doesn't start now until the first quarter of 2014, they had time to work with Vicari staff and the Chamber on the Nocona ads.

6. NCTC Foundation Board Retreat, Sanger, Oct. 3

The director was part of the Board and planned on attending.

7. Texas Economic Development Council Annual Meeting, San Antonio, Oct. 15 - 18

Although this was the annual meeting, the \$500 registration fee (normally in the past TEDC registrations were \$300-\$350) and the agenda didn't impress staff for that larger expense. Plus with the director being gone, it would leave the office vacant for almost the entire week.

8. Association of Rural Communities in Texas Summit, Caldwell, Oct. 25

This was a more reasonable and efficient program. ARCIT is bringing together a multitude of state and federal agencies to update on programs and funding. Joni would attend. Caldwell is between Austin and College Station.

9. Director's Italy vacation, Oct. 7 - Oct. 31

Judy had promised that she can get the director back on an airplane to Texas. He'll see. 😊

VII. Items of community interest

Oct. 6 – Nocona Senior Citizens' Center Annual Fund Raiser: **"Celebrity Chef & Waiters Evening"** at 6pm. Enjoy a gourmet dinner served by your own "celebrity" waiter, a food demonstration by popular Chef Michael Esquibel, and listen to the soft rock, jazz & swing music of the Dave Alexander Quartet.

Oct. 12 – **100-Year Anniversary Celebration of the Montague County Courthouse**

Oct. 13 - **Youth Rodeo Finals**

Oct. 24 - 27 – Redneck Halloween 2013 at Rednecks with Paychecks in Saint Jo

Oct. 25 - 27th – **Plein Air Event at Davis & Blevins Gallery in Saint Jo** (benefiting the Montague County Child Welfare Board)

Oct. 26 – **Gala at the Don Miller Ranch**, featuring Michael Hearne and Shake Russell in concert (benefiting the Montague County Child Welfare Board – Tickets must be purchased in advance)

Oct. 31 – Tales 'n' Trails Museum's **Night at the Boo-seum**

Nov. 2 – NCTC **"Taste of Montague County"** and Dave Alexander in Concert at the Bowie Community Center

VIII. Adjourn

The Type A and Type B Boards adjourned at 1:29 pm.