

October 2012 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum, October 2, 2012

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 12:06 pm. Also present were Jim Carpenter, Phil Staley, Martha Underwood, and Sandra Reynolds.

President Kyle Reynolds called the Type A Board to order at 12:06 pm. Also present were Chance Dinger, Tracy O'Neal, and Sandra Storey.

Also present were Ella Williams, President of the Senior Center, Jeana Pethel, representative of the Senior Center, and Bill and Jim Williams of Montague Boot Company.

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

Both Boards approved the September 2012 minutes.

2. Acceptance of August financials Type A & Type B

Both Boards approved the August 2012 financials.

II. NOCONA SENIOR CITIZEN CENTER A/C PROJECT

The director reminded the Boards that the project was for 4 A/C units and the installation that the Senior Center had submitted. The total cost was \$11,754, but the Senior Center had received a donation of \$5000, so they had requested from the Type B Board the remaining balance of \$6,754. No public comment had been made concerning the project at the September public hearing.

The director advised the Type B Board that they needed to decide if it would approve the \$6,754 for the project and, if they did, they needed to request the director place it on the City Council agenda for authority to expend the funds.

The director asked the Senior Center representatives, Ella Williams and Jeana Pethel if they had anything to add. Ella thanked the Board. Jeana reminded everyone of the Meals on Wheels event fundraiser coming up.

The Type B Board approved the monies for the project, and requested the director place it on the City Council agenda.

III. MONTAGUE BOOT NEW BOOT LINE PROPOSAL

The director advised that the Montague Boot proposal was a 4-month loan of \$75,000 at 6% simple interest which would help them get materials for a new line with Cavender's that would compete with Lucchese boots. He stated that they paid off their previous loan as agreed upon in the contract.

The director then handed the floor over to Bill and Jim Williams of Montague Boot Company. Jim and Bill presented to the Board samples of their new Cavender's Line. They explained that the line was a high fashion, higher quality product with expectations of doing well with the Christmas and rodeo seasons coming up. They thanked the Board for their previous help with getting the embroidery machine that had made doing this line possible. Bill also mentioned the boot company had purchased additional updated embroidery equipment to help with the new product line.

The director said that the Type A Board needed to decide if it would approve the \$75,000 for the project and, if so, they would need to request the director place it on the City Council agenda for authority to expend the funds.

The Type A Board approved the project and requested the director place it on the City Council agenda.

IV. NOCONA LEATHER EXPERIENCE PROPOSAL

The director reminded the Boards that the leather experience is the project Erica had put together to tell the ballglove and boot stories. He said he would like to start looking at how all this would go together, and that the Boards would probably need to consider ear-marking about \$20K for the setup. Having money set aside would assist with discussions and negotiations. He explained that generally, the idea was to put the experience in the Nocona Boot Company building on HWY 82, but he had thought about asking Jeff Beraznik, co-owner of American Original Ballglove Company, if he would be interested in other parts of the building, and if a deal could be worked out. The director also wanted to look at the Texas Capital Fund and a possible Economic Development Administration grant as possible sources to fund buying and renovating the building. The question was whether or not the Boards wanted to pursue this and the earmarking of the money to let people know it's not just speculation.

The director stated that the Boards needed to decide if they would approve the \$20,000 for the project, which accounts it would come from and, if approved, the Type B Board would need to request the director place it on the 60-day clock. If the Type A Board participated they would require City Council approval.

Discussions took place among the Boards with the Type A Board deferring to the Type B Board for the proposal. The Type B Board stated several concerns about ear-marking money without firm details about costs and participation. The director explained this was only starting the 60-day clock, and the details could be determined before the public hearing in November. He also noted that having earnest money being considered might help in conversations with the ballglove company.

Following intense discussion among the Board members the director was asked to place the proposal on the 60-day clock.

V. MEETINGS AND CONVENTIONS AD DEAL

The director explained that at a recent TTIA conference he was offered a 1/4 page ad in two magazines for meeting and convention planners in both the December and January issues for \$1,500. Normally these type ads would be \$2,000 each. He said with the new event center at The Veranda and Daddy Sam's rental hall, he suggested that this was a great offer to test the waters as a location for small group retreats and events. This was a new area of marketing and was not included in marketing monies for the Chamber.

The Type A Board agreed with doing this sort of marketing. After discussion, the Type B Board raised concerns as to whether or not this would be a worthy pursuit. They tabled the discussion and continued at the end of the meeting. At that time they suggested other avenues of marketing such as Facebook ads or other online possibilities needed to be looked at.

The Type A Board agreed to pay for half of the marketing cost, however the Type B Board declined approval to purchase half of the marketing cost, and requested that a marketing budget and plan be presented by January for review.

VI. YOUTH ENGAGEMENT STRATEGY SESSION III

The director explained that after the previous meeting both Rob Norman and Karla Hill were contacted to share their thoughts and interest on working with the NEDC Board on a Youth Engagement Strategy. Rob Norman attended the Board meeting and presented examples of the sort of projects he had been doing with the youth already. He showed pictures of the transformation he and his students have done in the classroom, with adding a green screen, sound and recording equipment, as well as props and a multi media ready studio. His videos displayed the endless possibilities and opportunities that the students had, with the potential of future projects that the NEDC could participate with.

In addition, after a phone conversation with Karla Hill, she felt a youth engagement program was a great idea and suggested contacting Mrs. Ice at the middle school for students 6th-8th grade. She stated that they seem to be the age group where there is nothing specifically for these students. Though there is available participation in One

Act Play and Band, there are no gifted and talented pull out programs. Instead they just go into honors. Mrs. Ice was also contacted and she was interested in working with the NEDC on a program. She mentioned that right now they were trying to do things that are technologically oriented, such as Rob Norman's projects which was the lead running project at the moment. So if the NEDC could do anything that would benefit the students in that area, that would be great.

The director will be contacting Rob Norman for further discussion on working together on a program/project.

VII. Director's update

1. Nocona booth at the State Fair,

The director informed the Boards that Go Texan once again offered free space to promote Nocona at the State Fair. He stated that the NEDC had been given Saturday, Sept. 29 and Monday, Oct. 8. He had also asked Go Texan to let him know of other dates they have unfilled. He requested assistance from the Board Members to help man the booth Monday, Oct 8th. It would include free entry and reserved parking.

2. NCTC Foundation Board Retreat, Oct. 4, Gainesville

The director explained that he was on the Board and would be attending.

3. Video Gaming Summit, Austin, Oct. 8 - 11, Austin

The director said this was an industry the NEDC was learning more about and was offered free registration through the TexasOne membership. The director would be attending.

4. Leadership Montague County Class Communications/Marketing, Oct. 12, Montague

The director stated that the retreat went well and the next class would be on Communications and Marketing, with the admin assistant attending and the director leading the class.

5. Rural Community Vitality Conference, Oct. 22 - 26, Nebraska City, NE

The director reminded the Boards the admin assistant was attending, and would be partnering with someone from Sam Houston State University to share costs.

6. Association of Rural Communities in Texas Annual Conference, Oct. 23 - 26, San Antonio

The director explained that the NEDC was active with ARCIT and had hosted one of its meetings in April. The director would be attending the upcoming conference.

7. Texas Downtown Association Annual Meeting, Nov. 6 - 9, Wichita Falls

The director said that although they had submitted three nominations for awards, none of them was a finalists. However, this would be the admin assistant's first opportunity to attend and learn more about the organization, so she would be attending.

8. Street Banner Update

The director explained that there was a mix-up with the company and the original order had been lost. They should have one to the NEDC hopefully around Oct. 8.

VIII. Items of community interest

Music for Meals program with Chuck Pyle, Oct. 5, Nocona Senior Center

Festa d' Italia, Oct. 20, The Veranda Inn Event Center

NCTC Foundation Taste of Montague County, Nov. 3, Bowie Community Center

IX. Adjourn

The Type A Board adjourned at 1:23 pm

The Type B Board adjourned at 1:29 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 September 28, 2012.