

June 2013 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum, June 4th, 2012

Agenda items:

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

Chance Dinger called the Type A Board to order at 12:18 pm. Also present were Don MacLaughlin, and Tracy O'Neal.

President Suzanne Storey called the Type B Board to order at 12:41 pm. Also present were Martha Underwood, Don Davis and Sandra Reynolds.

Also present from the Nocona Chamber of Commerce were Randy Duckworth and Wanda Wood, Business Manager for Nocona General Hospital Colt Hatcher, and Boot Store of Nocona representative Michelle Fenoglio.

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

Both Boards approved the May minutes.

2. Acceptance of April Type A & Type B financials

Both Boards approved the April financials.

II. VICARI BIDDING WARS TELEVISION PROJECT

The director advised that the Pete Vicari's program Bidding Wars will air on Velocity Television (a branch of the Discovery Channel that targets the automotive market) beginning the fourth quarter of 2013. The filming of the Nocona auction and cruise for the first episode seemed to go very well. Cost for the lead sponsor was \$117,000. Pete Vicari had offered to spend \$30K. The Nocona Chamber had committed itself to raising at least \$30K. The City of Nocona had also committed \$30K. The project requested the Type A and Type B Boards commit the remaining \$27K, \$13,500 per Board. There were no adverse comments at the public hearings.

The Boards approved the \$13,500 each (total of \$27,000) and requested that the director place it on the city council agenda for authority to expend the funds.

III. YOUTH ENGAGEMENT: MOVING IMAGE SUMMER CAMP SCHOLARSHIPS

The director reminded the Boards that through our Texas Film Commission contacts we've found three summer camps in July in the DFW area that could benefit Nocona students exploring this industry. The three are Kamp Hollywood (\$600); iD Tech (\$900) and KD Studio (\$700). The iD Tech was more expensive because it is video game development, versus production. The Type A Board approved the scholarships in April and the City Council has approved expending the Type A monies. There were no adverse comments at the public hearing. Additionally, staff is asked to include these summer camps in the annual budget for the foreseeable future.

The director said he had the three students from the middle school selected and was waiting to hear from the high school.

The Type B Board approved up \$2,200 for three moving image summer camps and requested that the director place it on the city council agenda for authority to expend the funds.

Both Boards agreed to include the summer camps in the annual budget.

IV. LEADERSHIP MONTAGUE COUNTY BUDGET SUPPORT

The director announced that the Leadership Montague County celebrated its first graduation this month. The program went well and showed potential to have very positive impact across the county and for Nocona equally. Staff was requesting to include \$1,000 per Board (\$2,000 total) per year in the annual budget for the foreseeable future. The monies would be earmarked for support of the Austin visit on legislative years. Additional monies would also be collected for this very valuable experience.

The Boards approved the \$1,000 each (\$2,000 total) annually as a budget item.

V. NOCONA HOSPITAL EDUCATIONAL SUPPORT PROPOSAL

The director said that the Nocona General Hospital was seeking assistance in developing 3 RNs. Total cost was expected to be \$24,000. The RN program would be two years, so amounts might be split into next year's budget. The hospital was inquiring into a 50 - 50 split of the costs, which would help keep the program active for other educational opportunities in the near future.

The floor was handed over to Business Manager, Colt Hatcher. Colt explained to the Boards in more detail the proposal that was handed out to each Board Member. The program would allow current employees to further their education while still being employees of NGH. He was asked about contracts with those that would receive the assistance, and he advised that assistance was never given out without a contract being signed that they would continue to work at NGH. It was usually a year for year agreement. The current individuals seeking assistance would take classes at either NCTC, Weatherford or online. B Board asked if Colt had looked elsewhere for funds. Colt said that he was in the beginnings of the process but had already researched grants and was looking into ways to be eligible in the future.

After some discussion the B Board, though they believed that the hospital was vital for a strong community and supported this proposal, decided to not participate and the Type A Board accepted it as its project.

The Type A Board approved the \$12,000 and requested that the director place it on the city council agenda for authority to expend the funds.

VI. THE COWBOY BOOTS RETAIL STORE PROPOSAL

The director reported that there was an effort to bring back western wear retail to Nocona. The owners of the Boot Store of Nocona Texas were asking for assistance in setting up internet presence and sales capabilities.

Jon Perry from Fort Worth would be building the site itself as well as spending time training as to how to maintain and manage the site after it was completed. The amount for all of his service should not be greater than \$3,000 nor less than \$1,000. The store owners would appreciate assistance with a grant to cover the setup and training. The boot store would be responsible for the monthly fee of \$ 275, which would cover maintenance to the website. The site also would have information about the town of Nocona and things it had to offer and would not only advertise for the store.

Michelle Fenoglio was present to represent the store and to answer any questions. She explained that the store would allow the Montague Boot Company to produce their own line of boots to be sold separately from the Larry Mahan line that was only sold through Cavendar's. The Type A Board asked if the boot line would have different designs. Michelle explained that they would and that designs were already being produced and sold. The lines were named James Montague and Jamie Montague. They could be made with personal designs and leather. The Type A Board pointed out that using the idea of having a 'personalized boot' would be a great attraction on the Nocona website as well for tourism. The director also said that this gives Montague Boot Company a method for sales revenue for the manufacture, so it would increase manufacturing, jobs and sales tax.

The Boards did ask the staff to determine who owned the store, and what was the relationship between the store, the new line of boots and boot company.

The Type A Board approved the monies, up to \$1,500 and requested that the director place it on the city council agenda for authority to expend the funds. The Type B Board requested to begin the 60-day clock.

VII. STAFFING DISCUSSIONS

The director announced that Joni had been offered a well-paid part-time work on the weekends in the Metroplex. They would limit the number of days per week, but not the total hours, to accommodate this opportunity. She was not sure how long the opportunity would last, or if it would work out for her, but wanted to at least see about this opportunity for improving her income in the short term.

VIII. Staff Update

1. Chamber Contract Modification Request

Randy Duckworth and Wanda Wood of the Nocona Chamber of Commerce requested a modification to their contract with the Type A Board concerning FunFest. They explained that FunFest was moving from being a Chamber event to becoming an event put on by the VFW and Rodeo Committee. To help alleviate scheduling pressure of multiple events at the beginning of the year, the VFW and Rodeo Committee will be moving FunFest to the Fall, and the Chamber would be moving the Vicari Car Auction to May in lieu of FunFest. **The Type A Board approved the changes, and asked the director to make those changes.**

2. Texas Rural Intern Program

The director introduced Lindsey Bushnell, Sam Houston State University, who would be assisting with creating a support group for the community swimming pool and Michael Soohoo, Texas Tech, who would be assisting with further development of the Leadership Montague County program.

3. Connected Texas Broadband Survey

The director said the Montague County Commissioners approved the survey at the May 13 meeting after hearing from Connected Texas Executive Director Don Shirly. Staff was assisting with planning for the survey. The first community meeting was set for Wednesday, June 26 at the Montague County Annex community room. They will be letting the Boards know exact times as they finished the details.

4. Nocona EDC Roundup

The director reported that the community planning meetings held on May 16th were extremely informative and a great initial step towards developing Nocona's future. They received good feedback from both our leaders and community members. Next step was to take that information, evaluate it and come up with a game plan and strategic steps for moving forward. Cheryl Hudec, our facilitator from Sam Houston, was impressed and eager to come back (for only room and board) and be a part of our process and progress.

5. Firearms/Ammunition Recruitment

The director handed out a prospect lead sent to them by the Governor's Economic Development Office. He explained that this looked like a perfect match for Nocona with not only the firearms/ammunition recruitment but the prospect's interest in television and radio production as well.

Staff was directed to follow up with this lead and invite the prospect for a hosted visit to Nocona.

6. The Center for Innovation

The director explained that they had hosted a visit by two members from the Center. Both were impressed with the many positive aspects Nocona offers. They are continuing discussions about how they will interact on a variety of levels, including education, product manufacturing and commercialization opportunities. The chairman for the Center is also planning a visit to Nocona.

The Boards determined Thursday, July 11 for the visit and asked staff to coordinate the schedule.

7. Swimming pool

The director said the work was completed and the pool opened Monday, June 3. He thanked, especially Martha Underwood, for helping procure the pool company that did the work.

8. Texas Economic Development Council Summer Meeting, June 5 - 7, Frisco

James would be attending two committee meetings on June 5, but the agenda didn't seem to warrant full registration and participation.

9. International Economic Development Council Basic ED Course, June 10 - 14, Colorado

This was the next step in Joni's education. Total cost was about \$1,800 including class \$600; airfare, hotel and car \$800; and meals. Colorado was the closest course this summer, and was the same cost as the one in Texas would have been. It would also allow Joni to hear about efforts in other states than Texas.

10. Texas Rural Challenge, June 18 - 19, San Marcos

Staff and the Interns attend this each year. Joni has even been asked to participate in one of the programs on rural leadership.

IX. Items of community interest

Red River Valley Tourism Association Meeting, June 5, 10 am

Nocona Rodeo, June 7 & 8

HWY 82 Garage Sale, June 7 - 8

X. Adjourn

The Type A and Type B Boards adjourned at 1:27 pm