

February 2013 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum, February 5th, 2012

Agenda items:

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

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

President Suzanne Storey called the Type B Board to order at 12:12 pm. Also present were Don Davis, Phil Staley, Chris Petty and Sandra Reynolds.

Also present was Reece Berry from Cris Lemons CPA.

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

Both Boards approved the January minutes.

2. Acceptance of December Type A & Type B financials

Both Boards approved the December financials.

II. INDIAN OAKS GOLF COURSE PUBLIC HEARING

The director opened the public hearing for both the Type B and Type A Boards' projects of \$5,150 each totaling \$10,300 at 12:09 pm.

There were no comments and the public hearing was closed at 12:11 pm.

III. 2012 AUDIT

The director handed the floor over to Reece Berry of Cris Lemons CPA. Reece presented the annual audit. There were no questions or concerns from the Boards.

Both Type A and Type B Boards excepted the audit.

IV. NOCONA LEATHER EXPERIENCE PROJECT

The director explained that there were some proprietary information that required executive session. The Type B Board motioned to go into executive session. Executive session started at 12:20 pm and ended at 12:40 pm.

The director informed that the question was if the Type B Board wanted to approve the monies at that time and have it placed on the City Council agenda for approval to expend the funds or defer a decision to a later date. The director then suggested that the Type B Board could go ahead and request approval from the City Council, then once a plan has been created and reviewed they could then decide if and how it would be spent.

The Type B Board agreed to request approval to expend the funds from the City Council.

V. RODEO PROSPOSAL

The director informed that attached was the history of rodeo grounds projects since 2004. Until last legislative session the Type A Board could not participate without a public ballot. However, they had helped with marketing funds for the Chisholm Trail sign in 2004. The director reminded the Boards that

once the rodeo grounds had the fence and beams on the west side, the next steps would be to cover it so that other activities, such as family gatherings and gun shows could take place there.

Both Boards discussed and reviewed the minutes from the last meeting. The question came down to if the Type A and B Board wanted to split the remaining project balance of \$9,000.

Both Boards agreed to split the remaining balance, giving \$4,500 each for the fence and beams. The Type B Board requested the project be put on the 60 day clock. The Type A Board requested City Council permission to participate.

VI. SWIMMING POOL PROSPOSAL

The director said finding companies to assist with the community swimming pool had always been difficult. Even when they started assisting with repairs the only company available and willing was Westmoreland Pools in Wichita Falls. There had also been concern that a company out of the Metroplex or Oklahoma would have been more difficult to have respond to any issues that might come up later. He also stated that last year, through Martha Underwood's assistance, they obtained the new filters through Crystal Clear Pools. The quote from Absolute Pools was an associated company that does this type of repair work, versus filters and pool maintenance for Crystal Clear. Absolute Pools also resurfaced the Muenster pool recently. The director stated that they had not been ecstatic about the consistency of Westmoreland Pools, however they had now asked them for a quote on resurfacing. Although the project cost was higher than expected or preferred, Absolute Pools suggested doing the projects in tandem for a better finished product. For example, they would have needed to chip away some of the new mini-pebble if they added the tile at a later date. They have agreed that the NEDC could look at locally obtaining the sandblasting and draining and removing hydrostatic pressure, which would reduce the project slightly.

Although this had been a required Type B Board project in the past, like the rodeo grounds, the Type A Board did participate last year with the new filters. Generally speaking, this should be the last major repair work needed for the pool, which at \$40,000 (\$20,000 per Board) equated to less than \$5,000 per year of future use, at a maximum.

As for who owns the pool, no documentation had been discovered about how it transferred from the city to the Nocona ISD. However, the city had not been responsible for its operation for many, many years and therefore the Nocona ISD by default operated and maintained it. Although they do fund operations and general maintenance of the pool and grounds, they would be reroofing the facilities this year, their budget did not allow for such major repairs as had been accomplished or were needed now. Sandra Reynolds noted that the Nocona ISD had actually issued a bond for construction of the pool back in the mid-1950s. She suggested staff contact the Nocona ISD and have them research the minutes for the bond approval.

The staff is looking at using a Texas Department of Agriculture College Intern this year to create an organization to look at the future needs of the pool and its eventual replacement.

Both Boards discussed the future of the pool. They compared other pool projects done by Muenster, who had spent \$205K, and Jacksboro, who spent \$600K, suggesting maybe somewhere in between would be a good aim. The B Board suggested contacting Dr. Kabish, who helped with 'Friends of the Pool' about 10 years ago, as a resource for the intern to start a similar program.

Both Boards agreed to help with the project. The Type B Board requested the 60 day clock start. The Type A Board requested City Council permission to participate.

VII. MARKETING PROGRAM

The director reminded Board members that initially marketing efforts revolved around tourism events (about \$12,000) and opportunities (for example \$2,500 for the American Bus Association annual conference and the Texas Society of Association Executives annual meeting for \$1,500). They reissued the Nocona rack cards as needed costing about \$750 each time and had co-op advertised in the past with several associations costing about \$2,500 annually. Additionally, the Boards had funded, primarily TV, advertising for the Indian Oaks Golf Course at about \$1,700. They had also worked with local businesses to provide items such as Larry Mahan boots for the Texas Travel Industry Association's Annual Unity Dinner auction last month. (Attached was a listing of event marketing over the last couple of years. The list did not include conference participation such as ABA or TSAE.)

They had maintained an economic development presence in one or two trade magazines (usually about \$500 - \$1,000) and the Texas Governor's Wide Open for Business magazine (about \$3,500).

With the transfer of event marketing to the Nocona Chamber, the director suggested that now was a good time to reassess marketing efforts. Although available workforce issues still made it difficult to invest heavily in conventional industry recruitment efforts, there was much to be said about investing in smaller, high-tech opportunities to start creating Nocona's future.

The Type B Board asked what other opportunities would they look at. They discussed possibly game management. It was suggested to look at what Hunt County is doing with that. Also infrastructure including roads, housing, water, etc needed to be considered. It was recommended at looking at the possibility of a water desalinization plant as well.

The director suggested a workshop to discuss where Nocona should be in 20 years and begin mapping marketing efforts to work towards that goal.

The Boards agreed that a workshop was a good idea. The director recommended waiting till May to get the community together for discussion.

VIII. TEXAS DEPARTMENT OF AGRICULTURE COLLEGE INTERN PROGRAM

The director said it was time to apply for this year's program. As had been mentioned earlier the project proposed would be to establish a community swimming pool support organization to plan and prepare for the community asset. They would pay a \$1,000 stipend, plus room and board.

The Boards agreed to submit the application for the program.

IX. Staff Update

1. USDA RBEG Audit Update

The director informed that the USDA Federal Inspectors recently completed an audit of RBEG and other programs in the region. They also reinterpreted the conditions of the program. This was not a grant, but actually a loan. If not used in some manner, the \$68,000 needed to be returned to USDA. Until that took place they would need to conduct regular reviews of all loan recipients financials and employment records. There would also be annual inspections by USDA of the properties. The director suggested that they try to close out the loans as soon as possible and look at how else to use the monies. One idea would be to see if they could change the plan of work to look at a high tech incubator project, instead of the structural program they had. If USDA would allow it, the best use

would be a technical consultant's contract, where the monies were gone when the contract ends. If USDA doesn't like that idea, then they might could look at the equipment necessary for such an incubator.

The Boards suggested that the first step was to ask the recipients what they would like to do and move forward from there.

2. Leadership Montague County Austin Trip, Feb. 12 - 13

The director informed that both staff members were attending.

3. Assistant's Vacation, Feb. 14 - 18

Joni's will be taking some well-deserved time off.

4. TXDOT Transportation Forum, Feb. 17 - 19, Austin

The director said with progress on HWY 82 continuing, they didn't see an advantage to attending this year.

5. Texas Economic Development Council legislative Conference, Feb. 27 - March 1, Austin

Being a legislative session, the director said he planned on attending.

6. Game Developers Conference, March 25 - 29, San Francisco, CA

The director said GDC in Austin last year was where they began developing contacts for this high-tech industry. He didn't know if they were far enough along to necessitate going, but wanted the Boards to discuss the option. He believed that if the Boards were seriously interested about this type of development, it would be a reasonable investment. Although the full registration is \$2,000, the classes and exhibition pass was just over \$1,000. Surprisingly two people currently costs about \$1,000 in travel and one person is \$2,000, of course the two need to share a room.

After discussion concerning the Marketing Plan in section VII it was agreed to put this on hold to consider till after the workshop in May.

X. Items of community interest

The director reminded of the upcoming events:

Nocona Mardi Gras, Feb. 7 - 9

Nocona Nights, February 16

XI. Adjourn

The Type A and Type B Boards adjourned at 1:40 pm.