

April 2013 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum, April 2nd, 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 12:16 pm. Also present were Don MacLaughlin, and Tracy O'Neal.

President Suzanne Storey called the Type B Board to order at 12:16 pm. Also present were Phil Staley, Don Davis and Martha Underwood.

Also present were members of the Nocona Chamber of Commerce which included Randy Duckworth, Bob Ferguson, Patty Fenoglio, Wanda Wood, Trish Tettleton, Steve Tettleton, Michelle Fenoglio, and Mayor Robert Fenoglio.

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

Both Boards approved the March minutes.

2. Acceptance of February Type A & Type B financials

Both Boards approved the February financials.

II. CHISHOLM TRAIL RODEO GROUNDS FENCING AND BEAMS PROJECT

The director stated that this was both a Type A and Type B project. Both Boards had agreed to split the project for fencing and beams, giving \$4,500 each. The public hearing held the previous month did not raise any negative comments about the project.

The Boards needed to decide if they would approve the \$4,500 each (\$9,000 total) for the project and, if so, would need to request the director place it on the city council agenda for authority to expend the funds.

The Boards approved the \$4,500 each and requested that is be placed on the city council agenda for authority to expend the funds.

III. COMMUNITY SWIMMING POOL RESURFACING AND RE-TILING PROJECT

The director said this was both a Type A and Type B project. Both Boards had agreed to split the project for resurfacing and re-tiling the pool, giving \$20,000 each. The public hearing held the previous month did not raise any negative comments about the project. There were sample materials available at the meeting.

The Boards needed to decide if they would approve the \$20,000 each (\$40,000 total) for the project and, if so, would need to request the director place it on the city council agenda for authority to expend the funds.

The Boards approved the \$20,000 each and requested that is be placed on the city council agenda for authority to expend the funds.

IV. VICARI CAR AUCTION AND CRUISE PROPOSAL

The director explained that Pete Vicari had just landed a new program on Velocity Television (a branch of the Discovery Channel that targeted the automotive market). The Nocona auction and cruise would be the first episode. It would begin airing the fourth quarter of 2013, just in time to start promoting the 2014 event in Nocona. There was an opportunity for Nocona to be the lead sponsor for the program, all 13 episodes and additional reruns. Cost for the lead sponsor was \$117,000. Pete Vicari had offered to spend \$30K to help Nocona afford the opportunity. The Nocona Chamber committed itself to raising

\$30K. They requested the Type A and Type B Boards commit the remaining \$57K, \$28,500 per Board. The Nocona Chamber and City leaders were excited about this opportunity because it allowed almost a year of preparation before hitting the airwaves and was expected to advance the auction and cruise notoriety by probably 3 years. It would have the potential to make the Nocona event a premier tourism activity. The lead position would include two 30 second ads on Nocona itself and several quick references to the auction and cruise during each program, not just one episode.

The director handed the floor over to the Mayor and Chamber members present to address any questions from the Boards. The Chamber clarified to the Boards that their commitment to the \$30K would be funds they would raise themselves and not budgeted monies. It was also explained that Pete Vicari had made a verbal agreement to at least 3 years of holding this event in Nocona. The Boards expressed concerns as to whether there was a written contract. At this time there had not been one. The Boards also questioned as to whether the town is ready and if there is the infrastructure in place. The Chamber feels it's time to go for it and there would be a year to start getting ready for it. The Boards then asked if the City were or would be willing to participate in funding this endeavor. It was mentioned that that would be considered.

The Boards went into executive session at 12:56 pm.

The Boards went out of executive session at 1:20 pm.

The Boards needed to decide if they would participate. The Type B Board would need to request a start of the 60-day clock. The Type A Board would need to request the staff place a request to the City Council for permission and to start the 60-day clock as well.

The Boards said they would be willing to participate under these requirements:

(1) the Nocona Chamber of Commerce get in place at least a three-year written contract with Vicari Car Auctions to host a national car auction in Nocona; (2) a written contract providing the Nocona Chamber of Commerce with multiple (number and theme to be negotiated between the Nocona Chamber of Commerce and Vicari Car Auction) 30-second commercials, featuring two on each episode of the new "Bidding Wars" program on Velocity TV channel, produced at no cost to Nocona Chamber of Commerce, and the Chamber having creative control over all content; (3) The City of Nocona also participate financially with no more than \$30,000.

If approved, they would begin the 60-day clock for the project, schedule the public hearing, have the approval vote at the June meeting and, if approved, request approval to expend the monies at the June City Council meeting.

V. YOUTH ENGAGEMENT: MOVING IMAGE SUMMER CAMP SCHOLARSHIPS

The director explained that through the Texas Film Commission contacts they'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. Staff would like to propose that each Board sponsor one scholarship each for the three camps (\$2,200 per Board for a \$4,400 total). Having two students attending would benefit the students since they would have at least one person they knew. They would work with the school on how to select students for the classes. The director also added that Rob Norman would help with selecting what students went. That selection process was still being worked out.

The Type B Board needed to decide if it would place the proposal on the 60-day clock. The Type A Board could have approved the proposal then and request the director place it on the city council agenda for authority to expend the funds or wait until the Type B Board approved the proposal and move them both to city council at the same time in June.

The Type B Board agreed to place the proposal on the 60-day clock. The Type A Board approved the proposal and requested that the director place it on the city council agenda for authority to expend the funds.

VI. Staff Update

1. The Leather Experience Video Program

The director stated that Zach was beginning to work on the Nokona Glove manufacturing video first.

2. Noconaopoly game boards for gifts

The director said the staff would like to purchase five games at \$40 apiece, totaling \$200. They would use them as gifts for Sen. Estes and Rep. Springer and our Washington D.C. folks.

The Boards agreed to the purchase.

3. Leadership Montague County tourism program, April 12

The director reported that Joni would be attending.

4. Alamo Drafthouse workshop, April 18, Austin

The director explained that Rusty Fenoglio expressed interest in the viability of a theater in Nocona. The workshop would be with the owner of Alamo Drafthouse Cinemas. The cost was \$20 and the hotel was \$99 plus taxes. Rusty and Carolyn would attend.

The Boards agreed to send them.

5. TXDOT Crossplains Rural Council meeting, April 18, Wichita Falls

The director planned on attending.

6. Center for Innovation tour, April 23, Arlington

The director said that as they continued to look at new opportunities for Nocona, this was a contact made at the TEDC conference last month. They offered to show the NEDC what they had put together. Both staff members were planning to attend.

VII. Items of community interest

Nocona's Vicari Car Auction and Cruise, April 19 & 20

VIII. Adjourn

The Type A and Type B Boards adjourned at 1:32 pm