

August 2013 Meeting Minutes
Greater Nocona Area Economic Development Corporation (Type A) &
Nocona Municipal Economic Development Corporation (Type B)
at the Tales and Trails Museum, August 6, 2013

Agenda items:

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

Chance Dingler called the Type A Board to order at 12:11 pm. Also present were Don MacLaughlin and Tracy O'Neal.

President Suzanne Storey called the Type B Board to order at 12:11 pm. Also present were Martha Underwood, Chris Petty, Phil Staley and Sandra Reynolds.

Also present was Bill Williams and James Fenoglio of Montague Boot Company, and Lance Reynolds, student that attended one of the movie production summer camps.

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

Both Boards approved the July minutes.

2. Acceptance of June Type A & Type B financials

Both Boards approved the June financials.

II. THE COWBOY BOOTS RETAIL STORE PROJECT

The director said the owners of the Boot Store of Nocona Texas asked 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 would 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 Type A Board had already approved half of the \$3K. The public hearing was held last meeting with no negative public comment, although the Boards did discuss details of the request.

The B Board deferred the discussion to later in the meeting, at which point they discussed the concern of setting a precedent for other businesses in the community to ask for a similar request. The A Board pointed out that every project must be looked at individually, and determined on a case by case basis. Ultimately, the website would produce a production increase with the boot factory.

The Type B Board needed to make a decision on the \$1,500 requested and, if approved, direct staff to have it placed on the City Council agenda for authority to expend the funds.

The Type B Board approved the \$1,500 and requested that it be placed on the City Council agenda.

III. MONTAGUE BOOT EQUIPMENT PURCHASE PROPOSAL

The director informed the Boards that Bill Williams had approached the NEDCs about helping with replacing antiquated and inefficient equipment. They requested \$40,800 for purchase of a toe laster. Currently one unit was inoperable due to a damaged and irreplaceable circuit board and the remaining unit needed parts that are not readily available.

Currently, as per the agreement, Montague Boot had paid about half on the equipment loan of \$47,480 from August 2011. That loan was at 5% interest and will mature in August 2015.

The director handed the floor over to Bill Williams and James Fenoglio for comment. Bill explained to the Boards that with the new electronic technology they are having to keep up with it to stay competitive.

The Boards went into executive session at 12:20 pm.

The Boards went out of executive session at 12:50 pm.

The B Board asked Bill and James if the boot company was going to need to request the short term loan at the end of the year as they have done in the past. They did not feel at this time that that was going to be necessary. The B Board explained that was great news because they could not do both, this request and an additional one due to funds. Also their ultimate goal was to see the boot factory eventually not need the extra assistance from the NEDC. Bill agreed. The B Board also asked what the ownership was in the boot company. Bill said it was owned only by himself and his brother.

The Boards needed to decide which, if either, Boards would participate. If the Type A Board decided to approve, they needed to direct staff to have it placed on the City Council agenda for authority to expend the funds. If the Type B Board wished to participate, they needed to request a start of the 60-day clock.

The Boards would consider the loan under these conditions; a 5 year loan at 7.5% interest, with a 12 month balloon. The contract would have a year to year review. In addition they would like to see the last 2 years of financials.

The Boards would approve pending on financials.

IV. THE CENTER FOR INNOVATION PROPOSAL

The director reminded the Boards that Wes Jury, the Center's President and CEO, visited July 11. At the meeting, which was attended by Phil Staley, Mayor Robert Fenoglio, Nocona ISD Superintendent Vickie Gearheart and NEDC staff, five areas of support by the Center were discussed.

Within educational support, the Center would work with Nocona ISD on an elementary-level entrepreneurial program and a software framework for better communications and accountability between students, teachers and administration. The Nocona ISD has not yet addressed participation with this program, although Ms. Gearheart was intrigued by both products and the possible impact they could have.

The Center would assist Nocona with broadband improvements and capabilities; innovations and resources for water improvements and capabilities; community assessment and branding needs; and vocational incubator/accelerator development.

Contact with other communities and EDCs participating with The Center have been very positive. Even Greensburg, KS, decimated by a tornado several years ago, population 777, considered the investment well worth it. They have networked with several companies and organizations they probably would not have been able to without The Center's assistance.

This would be an annual contract costing \$25,000.

As background, NEDC had been searching for assistance on branding Nocona considering the new resources such as the car museums and most consultants would cost at least \$25K. One company turned Nocona away because its minimum is \$25K. If you consider the proposed five areas of support, that equated to about \$5,000 per project and they're not limited to just these projects during the term of the contract. There's also possible assistance in acquiring new product lines and federal/defense contracts for local industries.

The A Board member that attended the meeting in July said he was sold on the idea and felt they have lots to offer. The Board B member that attended a previous meeting with CFI asked what they can do for Nocona specifically.

The director explained that in addition to the possibilities mentioned above they had saw potential in helping RKW with some contracts.

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

The Boards felt due to the amount being requested and the need for an additional information, they would like to schedule a presentation by CFI before the next meeting in September. Also, they would like to confirm as to whether or not the ISD wanted to participate.

V. BILLBOARD SIGNAGE RULES AND PAPERWORK

The director explained at the last meeting, TXDOT rules for billboards were specific and not always accommodating. Whomever was responsible for the sign needed to be licensed by TXDOT and have a permit.

The license was the simplest, just basic information, notarized and acquiring bonded coverage of at least \$2,500. Cost for the license itself was \$125.

The permit for the particular billboard was much more involved. Generally, you're restricted to no more than 4 faces, two in each direction. You must be within certain distances of two qualifying commercial or industrial activities, depending on whether it's inside or outside city limits and the type of road. Probably for Montague County and Nocona about 750 feet. Signs have to be a certain distance from other signs and a certain distance from the highway right of way (660 feet). There were also maintenance and wind load requirements. The permit application fee was \$100.

The way the director understood all of it, was there were annual renewals required, but the fees are only \$75 for each.

Don MacLaughlin had information on cost for construction and signage he brought and presented at the meeting. He suggested the idea of vinyl signs hung on framed structures. There needed to be some way so that people could know what Nocona has.

The director said there was an option to work with way-finding signs, that are TXDOT approved and informational.

The Chamber was awaiting staff changes to address its participation and need.

VI. HUNTING LEASE INCREASED CAPABILITIES DISCUSSION

Due to time this item was deferred to be discussed at another meeting.

Suzanne has information on the financial benefits of hunting programs and wanted to discuss opportunities to maybe increase programs locally. She noted two website publications of interest:

Hunting Economic Impact brochure - Texas is a separate stat - well worth looking at.

http://www.fishwildlife.org/files/Hunting_Economic_Impact.pdf

This one is quite the resource and deep into it gives "Texas only" 2011 stats.

<http://www.census.gov/prod/2013pubs/fhw11-tx.pdf>

Stats Tommy has from the Texas Department of Fish and Wildlife (newer stats)

Average annual money generated by Fishing - 6 billion

Average annual money generated by hunting - 4.6 billion

Average annual money generated by wildlife watching - 5 billion

Average annual money spent on Ice - \$387,000

Average daily amount spent by a quail or pheasant hunter - \$74.67

We've also requested information from the AgriLife Service Agent about Montague County programs.

VII. STAFF AND BOARD DISCUSSIONS

The director advised that Wanda had retired from the Nocona Chamber. The question had arisen about whether the NEDC could work out for Joni to work part-time for both organizations. It also raised the question of possibly realigning contract responsibilities between the organizations to better define duties and responsibilities for each position. For example, the Chamber also served as the visitors center. He asked if it would be better to change the Chamber's contract from business retention to tourism? Therefore anything that was tourism related would be aligned with Chamber hours and business and community development would be NEDC. The biggest challenge was ensuring Joni didn't get burned up trying to keep up with both activities.

Board attendance had been addressed with various members and at that time only Sandra Storey on the Type A Board had not decided on her ability to continue.

VIII. Staff Update

The director updated the Boards on the following items:

1. Texas Rural Intern Program Swimming Pool Report

The PowerPoint presentation from Lindsey, was more about her time here and Nocona then really getting us started on a local support group to help plan and fund a replacement water activity. Probably needed to readdress the project after summer vacation.

2. Connected Texas Broadband Survey Update

They had been following up with the different communities and attendees of the Connected Texas Community Meeting held last month in order to collect the data needed to help with technology planning. They had slowly been getting information back from Montague, Bowie, and Nocona. He reminded the Boards to complete a survey from their home and business perspective. They will continue to follow up and would like to compile the full report by the end of August.

3. Firearms/Ammunition Recruitment Update

Johnny Rowland visited last month and was impressed with the community. Attached was an overview he provided. Both Don MacLaughlin and Don Davis met with him. Generally, moving his family and having more centralized location for his many activities and businesses seemed to be driving him. Don MacLaughlin asked him directly about his expectations and specific money support was not mentioned. When the director asked about capital needs, Johnny said they provided their own capital. His only assistance at this point was in checking on some properties and trying to line up advertising sponsors for his programs.

Johnny was trying to schedule a return trip with his family to look around. He's especially interested in pursuing the Nocona MX motorcycle track property.

Additionally he has launched a new competitive shooting program using air guns. They're in discussions with Randy Dean at RKW Machine about the ability to make targets there.

4. Technology Summer Camps Update

Good reviews from both students and parents about the camps. The final camp was underway at KD College. They were also able to get an opportunity for Rob Norman to shadow the Kamp Hollywood program for free. There have been some learning experiences. One student got sick and another called the day before and said he wouldn't be able to go. They were able to find a substitute for the sick student and iron out the perceived difficulties with the other student. They'll probably consider alternates next year already being selected and willing to substitute if necessary.

Transportation was the major challenge to the camps, since most parents work. TAPS would not provide transportation because the camps are out of its region. For the video gaming camp, an on-campus dorm availability exists, which would mean just two trips the entire week. Kamp Hollywood does not have a dorm capability, but they were in discussions about Nocona hosting a regional camp by next summer.

Additionally, there's enough similarity between Kamp Hollywood and KD College that they might want to consider substituting a robotics class next year for KD College.

5. Tulsa Workforce Summit Update

According to the director, one of the most interesting and beneficial programs in a long time. Although Oklahoma centered, much of the information is applicable to Texas and Nocona. Since Texas was starting to recognize the benefit of vocational training in primary education, Nocona's ability to begin implementing such training was growing. Nocona ISD is offering both a photography and an arts program this coming year. Both seemed to be well received.

Of particular interest was the availability of nationally recognized certifications in many of the mechanical vocational training areas. Students can dual-credit like in other college programs and actually come out of high school with a full two-year certification. Although mainly mechanical fields at this time. There was the possibility of Nocona becoming involved with helping to establish such certification programs in other areas as well.

Nocona ISD was closely following how the Texas vocational programs are being implemented and discussing other technical training as it becomes practical.

6. Joni vacation, August 19 - 21

IX. Items of community interest

X. Adjourn

The Type A and Type B Boards adjourned at 1:49 pm