

Minutes of the Regular Board Meeting of the Gun Barrel City
Economic Development Corporation

The Gun Barrel City Economic Development Corporation met in regular board meeting at its office located at 1831 West Main Street, Gun Barrel City, Texas, 75156 on Tuesday, January 18th, 2011 at 6:00 p.m. Webster called the meeting to order at 6:00 p.m. with the following board members present: Spiegel, Smith, Janow, Baade, Cassidy, and Rankin. A quorum was established. Drew Martin/Orasi development was also present.

Citizens in attendance: City Manager Gerry Boren.
Citizen's Comment: None

Item #1. Discuss and take action to approve the minutes of the regular board meeting on November 16th, 2010 and minutes of the special board meeting on January 3, 2011.

Spiegel made a motion to accept the minutes. Cassidy seconded. All members voted 'aye'. Motion carried.

Item #2. Discuss and take action to approve the financial report December 2010.

Baade informed the directors that money market accounts were paying higher dividends than certificates of deposit. Sales tax receipts were up approximately 2%. There were no unusual expenses for the month of December. Baade made a motion to accept the financials for December. Spiegel seconded. All members voted 'aye'. Motion carried.

Webster was hoping the Chamber of Commerce would sponsor the Bonus Bucks project this year.

Item #3. Discuss and take action on charitable donations and budget accordingly.

Spiegel had reviewed the Sponsorship and Contributions for 2010 and brought the proposed list for 2011 to the board members. Various/TBD sponsorship and contribution were added for 2011. Rankin suggested reaching out to other economic development groups to sponsor some of their events. Spiegel made a motion to accept the proposed list for 2011. Cassidy seconded. All members voted 'aye'. Motion carried.

Item #4. Discuss and take action on 2011 Marketing Survey Priorities.

Gerry Boren joined the meeting

At the November 16, 2010 board meeting, the board members decided to review and update as necessary the marketing priorities. Spiegel had sent the board members a marketing priorities survey that included prospect target, geographic emphasis and marketing tactics. Each member completed the survey and returned to Spiegel.

The members chose industry as the top prospect target, on a regional and national level. Improve/Updating the web site, creating new marketing materials and PR efforts were chosen to implement the tactics of the EDC.

Cassidy was in charge of the web site. Spiegel thought the EDC web site was good, visuals were fine, but just needed some word-smithing. He suggested creating a response device other than email or phone numbers listed.

Spiegel suggested taking no action on the web site until Cassidy had an opportunity to review the web site and report back to the board. He would discuss a low cost, rewrite and update of the web site at the next EDC meeting.

Spiegel would address the board at the next EDC meeting with his recommendations on cost for PR as well as who would handle the EDC's PR for 2011. Rankin thought PR could be hand shaking, having people come in to tour the city with a formal dinner. Spiegel was looking at PR as placement of editorial into media. Webster said if the opportunity arose the EDC would be happy to meet with everybody.

Martin said he and Jack were thinking about a city tour for GBC. They would put together a package and send it out to either industrial brokers or retail brokers or both, and bring them down for a day. Martin informed the board that it would be a tough sale in 2011 to bring industry to GBC.

Webster felt residential development should be considered in 2011.

No action was taken.

Item #5. Discuss and take action on website, UTA meetings, EDC marketing and PR activities.

Webster wanted Cassidy and Rita to go through the website for obvious content and then send it out to the members for more content update. Cassidy wanted to get with Jack once the basic content was reviewed and then send it to the members. The EDC website, the City's website and the new marketing material all needed to be cohesive with one message. Spiegel said we needed to be cognizant of what was included in Orasi's retainer and what wasn't in terms of additional cost. Cassidy reminded the members that Jack was the only one with access to update the website. Martin said there wouldn't be any addition cost to update contact information. New pages from scratch would be an additional cost.

Cassidy, Rankin and Martin had a meeting setup for 9:30 on Thursday with UT-A to review all the services they had to offer through their School of Public Affairs and outline the fee structure that would include at cost, below cost or pro bono basis. Boren suggested contacting TML for their services.

Martin had gotten some interest in a couple of sites in the city; with one being Heritage Cove and one east of the intersection, for larger box retailers.

The abundance of cheap space in Dallas and surrounding areas already existing made Gun Barrel City a tough sale for industrial business. Martin suggested the creation of an Industrial District. Webster suggested a couple of sites that could be used for industrial space.

Webster wanted to put together a plan for Heritage Cove. Martin suggested asking the bank to deed land that was in the flood plan, that couldn't be developed, and let the EDC develop it as an amenity. Webster said the other owners would also have to buy in to the plan.

Rankin had picked up a large plat of Gun Barrel City from the Henderson County Appraisal District.

Item #6. Discuss and take action on survey fees and plat.

Marlin Chambers of Eustace, Texas had platted the 10 acres that include a portion of the five acres the EDC had purchased in 2005 as well as five acres of the 92 acres that was purchased in 2009. Also included in the cost of fees submitted were proposed streets for the area and field notes. There were no field notes attached to the plat. Janow volunteered to file the plat at the Henderson County Courthouse.

Rankin made a motion to approve the fees. Spiegel seconded. All members voted 'aye'. Motion carried.

Discuss future agenda items and/or development projects.

Boren passed around a letter from NSA of Texas with their schedule of softball games to be played this summer. The city had four major tournaments planned. Boren said he needed a little money from the EDC, because the grant the city received wouldn't be available immediately. Webster was concerned about the amount of money the EDC had on hand as well as getting the greatest benefit for the money.

There would be a grand opening April 1st for the pavilion. Boren mentioned a business that wanted to move to GBC. Webster would work on that.

Smith had gotten the housing project organizational packet to Mike Sugrue and it would be mailed to Austin this week. He also received letters of support for the project.

Janow and Baade would be attending the annual health care conference in Dallas at Medical City on Wednesday, January 19, 2011.

Boren said city hall would be ready by November.

Adjournment: 7:45 p.m.

Approved by: _____
Steve Webster, President

Attest by: _____
Pat Cassady, Secretary