

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 19, 2010 at 6:00 p.m. Webster called the meeting to order at 6:15 p.m. with the following directors present: Baade, Spiegel, Hill, Janow. A quorum was established. Linda Rankin and Richard Wendel were absent. Jack Thompson/EDC consultant was present.

Citizen's in attendance: Carol Butler/Senior Voice Magazine
Citizen's Comment: None

Item # 3 was moved up.

Item #3. Discuss and take action on Carol Butler's presentation for advertising in Senior Voice Magazine
Carol Butler, owner and publisher of Senior Voice Magazine of Dallas, Texas reported that by the year 2015 the 45% of the nation's population will be over the age of 50. Twenty thousand copies of the magazine are published by-monthly and targets to the 50 plus market. Copies of the magazine could be found in Senior Centers, Retirement Facilities, College Campuses, Libraries, Book Stores, Pharmacies, Community Centers and Recreational Centers. The magazine was mainly distributed in Dallas, Denton and Collin County. Carol could also assist with marketing through T.V., radio, and billboards. Annual rates for a quarter page were \$435.00, half-page was \$725.00 and a full page was \$1625.00. Webster suggested that it may be possible for this magazine to fit into the overall marketing program the EDC was currently working on. There was no action taken.

Item #1. Discuss and take action to approve the minutes of the regular board meeting on December 15th, 2009 and special meeting on December 21st, 2009.

Spiegel made a motion to approve the minutes for the regular and special board meetings in December. Janow seconded. All directors voted 'aye'. Motion carried.

Item #2. Discuss and take action to approve the financial report for December 1st through December 31st, 2009.

There was nothing unusual in the December financials. Baade reported the sales tax revenue was down 1.23%. Janow made a motion to accept the financials. Hill seconded. All directors voted 'aye'. Motion carried.

Item #4. Billboard update.

There were 96 entries in the billboard contest from Mabank High School. Larry was very pleased with the contest. Steve and Larry would present gift cards to the winners of the billboard contest as well as a check to the Mabank High School on Wednesday. Everyone was invited to participate in the presentation. Jack would continue to work on a layout for the billboard. No action was taken.

Item #5. Discuss and take action to fund a feasibility study for future EDC projects.

The directors discussed the benefits of feasibility studies for projects in the city that the EDC may participate in. Janow reported the general idea in a feasibility study was to understand the hidden strengths of the city for potential growth and the ability to handle debt. Basic information could be collected for future development. Janow would continue to research information. No action was taken.

Item #6. Update on the Dozier land acquisition.

City Council and EDC directors had met in a joint session prior to the EDC meeting. The consensus of the group was to go forward with the project, but there were a few minor objections. It had been suggested to the directors that they could do an 'option to buy' until there were plans for the land. The directors discussed the pros and cons of the 'option to buy'. No action taken.

Item #7. Discuss and take action on EDC marketing and PR activities including the design of billboards.

The city's website would be included in the price of the EDC's website update. Thompson had researched software for the EDC. Spiegel felt the software needed to include a manageable way to send information to key prospects

by definition, title, industry, corporate size, news letters, e-mail blast and a record of contacts and people who had responded. He felt the EDC needed the least expensive software that would work and last for a few years. After reviewing the software sites of Economic Development CRM, ExecutivePlus, ROIVISION and ACT, Thompson recommended 'ACT Premium" software, which was functional, easy to use and very economical.

Board of Directors comments.

There was a general discussion on the EDC Facebook account that Jack had set up.

Adjournment: 8:15 p.m.

Approved by: _____
Steve Webster, President

Attest by: _____
Courtney Hill, Secretary