

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, March 15th, 2011 at 6:00 p.m. Webster called the meeting to order at 6:00 p.m. with the following members present: Spiegel, Smith, Janow, Rankin and Cassady. A quorum was present. Jack Thompson and Drew Martin/ EDC Consultants were also present.

Citizens in attendance: Toni Muirhead/Family Resource Center and Marvin Pace/GBC Council

Citizen's Comment: Toni Muirhead addressed the member of the board with her plans of purchasing the building next door to the Family Resource Center that had been occupied by Muirhead Trucking Company. They needed additional space. Currently they were using the building to display household items being sold by FRC. TXU had donated 300 fans to be distributed to local residents that were being stored in the building. There were six offices inside the building that could be used by local organizations such as Toys for Tots, GBC Beautification Committee, and addition space for the Seven Points Library. A construction firm had shown some interest in purchasing the building, but had not committed at this time. The FRC could purchase the building for the appraised value of \$150,000.00. The FRC had sixteen employees and would hire two people for the expansion. Toni asked the members to consider a loan that would be reduced by sales tax generated with both properties being collateral for the loan. No action was taken, but Webster said the members would take it under consideration.

Item #1. Discuss and take action to approve the minutes of the regular board meeting on February 15th, 2011.

Janow made a motion to approve the minutes, Smith seconded. All directors voted 'aye'. Motion carried.

Item #2. Discuss and take action to approve the financial report for February 2011.

Baade was not present to present the financials, but had reviewed the financials. Webster reported nothing unusual in the month of February. Sales tax revenue was up by .42% from last year. Rankin suggested creating some kind of project for the winter months to bring up the sales tax revenue. Rankin made a motion to accept the financials for February 2011. Cassady seconded. All directors voted 'aye'. Motion carried.

Item #3. Discuss and take action to approve purchasing digital software at approximately \$650.00 or outsource the task.

Webster wanted the EDC documents to be placed on digital software to save space. The EDC could purchase the software equipment or outsource the project. Webster was in favor of purchasing the equipment and assigning the job to Rita. Rankin thought the city would be purchasing some multifunctional devices the EDC could use. Evans felt the EDC needed its own equipment. Martin suggested buying software for the current copier. Webster didn't think you could find the software for the copier. Janow offered to donate his external hardware. Spiegel made a motion to spend up to \$1,000.00 for digital software. Cassady seconded. All directors voted 'aye'. Motion carried.

Item #4. Update on 2011 PR initiative. No action required.

Spiegel said he had been on an ongoing search for a PR person or persons. Almost by accident he came across a person that is a good writer, has PR experience, and had been on the EDC board. Her husband served on the GBC council some years ago and currently they live at Cedar Creek Country Club. She was very enthusiastic and had all the right answers to his questions including a question of 'what do you do after you send out a press release'. She said you work it to death until its quiet. The EDC wasn't going to vote on it tonight, but unless someone had an upset with that, Spiegel was giving her a small project to put together and have her tell the members what she would do specifically for a given sum of money. Spiegel hadn't exactly decided on a small amount of money that would include press releases. Cassady suggested the person provide input to the updated website. Spiegel thought the EDC needed a website, a professional pamphlet/brochure folder, and he would talk to Orasi this week.

Item #5. Update on city website project & UTA visit and projects

Cassady had met with Mickie and Gina. Mickie had been appointed the point person for the city. A meeting with the developer was scheduled for this coming Friday. At the meeting the developer would be given concept ideas then the developer would have a template ready within four weeks. In the meantime they would work on content and transfer it to a temporary site. Cassady would notify everyone when that was completed.

Cassady, Rankin and Baade had a meeting with Bob Wilkins and several of his students. Martin and Thompson also attended the meeting. Wilkins and his students got an overview of the city. Wilkins had called Martin with suggestions and cost that he thought UT-A could assist with.

Item #6. Discuss and take action on renderings for heritage cove.

Martin presented renderings by Michael Gibson and Robin Frye. Gibson's renderings would include four full color perspectives at \$3,600. Frye's renderings would include four conceptual sketches of the proposed Heritage Cove development at \$800.00 each. Frye is also a landscape architect in addition to being an illustrator. Martin recommended Frye because his renderings would be less expensive, he was a landscape architect and could start next week. Martin said they were negotiating with the bank and other property owners on the waterfront along the cove. Martin recommended four sketches, but if the EDC only went with two sketches, Martin thought a least one of the waterfront and one of the outlines of the cove. Janow made a motion to accept Martin's recommendation and sign a contract with Frye Associates for four renderings for a total of \$3,200.00 and submit a list of reimbursable costs. Rankin seconded. All directors voted 'aye'. Motion carried.

Item #7. Discuss and take action on EDC marketing and PR activities.

Martin had spoken with several retail and restaurant brokers regarding possible sites in GBC. He was working on the vacant Blockbusters' building. Webster suggested checking with Goss regarding the owner of the building. SVN Summit was looking at sites for a future assisted living center. Larry was working on the Marketing/PR plan. Project REX would not be interest in GBC until 2012. Martin had contacted Wulf's Sporting Goods, but hadn't had a return call and was working on the bottled water project.

Discuss future agenda items and/or development projects.

Spiegel thought the pavilion was a nice structure. Janow had met with the President and Chairman of the board at Presbyterian Hospital at Kaufman, Texas. They showed interest in Janow's plan, but they wanted to be on Hwy. 175. Janow had also contracted Elmer Ellis, CEO of ETMC and told him about the contact with Presbyterian. Ellis told Janow he would build in GBC when the money was available and didn't want to be counted out. Webster didn't think any investors would commit to putting money in a hospital. Gerry had asked Janow to speak to Judy Bell and she thought a feasibility study on a hospital would be necessary. Plans had been submitted on the Island development and they were looking for tenants. Cassady reminded everyone that April 1 was the Bluegrass Festival at the pavilion and farmers market on Wednesday and Saturday's. Smith asked about Anytime Fitness. Webster said they were in the process of getting the tenant finish out completed. Webster encouraged everyone to drive to Malakoff, Texas and check out Jake's Skate Park that was built by the family who lost Jake. It was a well thought out park and Webster was really impressed.

Adjournment: 7:14 p.m.

Approved by: _____
Steve Webster, President

Attest by: _____
Pat Cassady, Secretary

