

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

The Gun Barrel City Economic Development Corporation will meet in a Regular Board meeting in the Gun Barrel City Council Chambers located at 1720 West Main Street, Gun Barrel City, Texas, 75156 on Monday, March 14, 2016 at 5:00 p.m.

Call to Order  
Invocation  
Pledge of Allegiance  
Roll Call and establish a quorum

Schiff - President – Present  
Damiano – Vice President – Present  
Lindaman - Secretary – Present  
Whitten - Treasurer – Present  
Butler - Member– Present  
Osborne - Member – Present  
Slingerland – Member – Absent

We have a quorum.

**Schiff** – Wanted to let everyone know that we received a donation from a local family to help fund and support our present projects and future projects. Thank You to the Phillips Family!

**Citizen Presentations:** (Limited to 3 Minutes)

This item provides the opportunity for citizens to address the EDC Board of Directors on any matter whether or not it's posted on the agenda. However, in accordance with the Texas Open Meetings Act, Section 551.041, the EDC Board of Directors cannot discuss, deliberate, or take action on matters not listed on the agenda. At this time the Board will receive citizen comments, and if necessary, may refer the matter to EDC staff for research, resolution or referral to the EDC Board on a future agenda.

**Ian Anderson / Manager at Lowes**– 135 Seaside Dr., GBC. Ian came to represent Lowes of GBC and to donate 6 picnic tables to be located at Big Chief Landing after the demolition is completed. Thank you to Lowes for supporting our community.

**Item #1. Discuss and/or take action to approve the EDC Meeting minutes of February 9, 2016. (Schiff)**

**Osborne** – Made a motion to approve the February 9, 2016 EDC Minutes.

**Butler** – Seconds the motion.

**Schiff** – Any discussion on the Minutes?

All agree, motion passes.

**Item #2. Discuss and/or take action to approve the January 31, 2016 Financials. (Schiff)**

**Damiano** – Made a motion to approve the January 31, 2016 Financials.

**Osborne** – Seconds the motion.

**Schiff** – Any Discussion?

All agree, motion passes.

**Item #3. Discuss and/or take action to approve a sponsorship of \$6,000.00 for the National Lawnmowers Association National Event in Gun Barrel City to be held on June 10<sup>th</sup> & 11<sup>th</sup>, 2016. (Schiff/Howell)**

**Howell** – Discussed details surrounding the National Lawnmowers Association event that is planned for the 11<sup>th</sup> & 12<sup>th</sup> of June 2016. Since promotion for the event has already begun, everyone is ready to come to GBC and race. The National Lawnmower Racing Association would like to make GBC a central spot to hold the races, possibly more than one a year. The local chapter is made up of 40 members. The annual national event brings in over 100 members. Howell also talked about the races going on in different states, and how they would like to have more and more races. They do not race for money it is for trophies and bragging rights. The reason they do not race for money is because they want to keep the event and drivers safe and take the mowers home in one piece when the race is completed.

**Schiff** – I am thinking about signing up in the fall to race.

**Howell** - They take members all of the time and we are growing, they would like to have at least 100 by next year. Anyone is welcome.

**Damiano** – What is the money being used for?

**Howell** - The money is used for bringing major sponsors here and insurance. Insurance is a big portion of the expense.

**Schiff** – Talk about the advertising for the event.

**Howell** – They do national advertising, radio, T.V., Media. It is promoted all over. LSMRA will advertise also with face book, it will be called the Gun Barrel Mow Down Show Down.

**Schiff** – Any other questions from the Board?

**Damiano** – I would like to make a motion that we appropriate \$6,000.00 to the National Lawnmower Association National Event in Gun Barrel City to be held on June 11 & 12<sup>th</sup> 2016.

**Butler** – Seconds the motion.

All Agree and motion passes.

**Item #4. Discuss and/or take action to approve a \$5,000.00 donation to the Texas Old Time Fiddlers Association to be held in conjunction with the Lawnmower Races on June 11<sup>th</sup> & 12<sup>th</sup>, 2016, with a brief presentation from Cliff McCall, Board of Directors of the Fiddle Association. (Schiff)**

**Schiff** – We were going to have a brief presentation from Cliff, but since we had to re schedule the meeting till today, Cliff could not make it. We wanted to hold the Fiddle Contest in conjunction with the Lawnmower Race to draw in more people for both events. There are many different programs to choose from, and the one that we thought made more sense is option number 2 to bring in 50 fiddlers. The contest will

last 8-10 hours, but that is a lot of fiddling so we are not sure if it will last that long. The money is used for promoting the event and prize money. The fiddlers range in age of 2-3 year olds and up from there. The prize money the way it is laid out is interesting as well. So can we make a motion on this item?

**Osborne** – I move that we take action to approve a \$5,000.00 donation to the Old Time Fiddlers Association to be held in conjunction with the Lawnmower races on June 11 & 12, 2016.

**Butler** – Seconds the motion.

**Schiff** – I have a motion and a second any Discussion?

**Damiano** – I think it is a wonderful idea, it will be something different. We have it scheduled to be with the Lawnmower Races, but I was thinking maybe we should have it the following weekend. We would draw more people into town, as opposed to having two events in one weekend. I just thought I would toss that out for discussion.

**Schiff** – So everyone knows what we are trying to do with the EDC; we are trying to re-market the city. When we are re-marketing the city we are not taking our eyes off of bringing in new business into the city, but our goal right now is to drive more people into our city. The more people we are able to drive in people with the special events, the more they see things that are happening in the city. It is going to really make people start talking about Gun Barrel being the place to be, and that's part of our Strategic Plan. We want to gear events that are bringing new people into our city on a regular basis. We feel that long term this is the way to go and it will help us.

**Damiano** – I am suggesting this to give us another weekend to bring people into the city.

Audience trying to talk and ask questions.

**Schiff** – I am sorry we do not have open comments during the discussion by the board. Any other comments from the board?

**Damaino** – I like the idea.

**Butler** – I like that idea.

**Schiff** – Which one do we like?

**Butler** – The idea about moving the weekend. We will have more accessible hotels, in case the Lawnmower Races get out of hand. Restaurants won't be as crowded.

**Schiff** – Any other discussion?

**Osborne** – I think it's great, this goes along with what we want to do, one or two events every month all year long and the more diversity we get the more energetic our travelers are going to be.

**Schiff** – so we have a motion on the table?

**Damiano** – It has to be re-modified.

**Schiff** – right.

**Damiano** – Because we have to modify the date.

**Schiff** – so do you want to re-modify your motion?

**Damiano** – Making sure of the dates.

**Osborne** – It would be the 18 & 19<sup>th</sup>.

**Damiano** – I would like to make a motion that we approve a one-time donation to the Old Time Texas Fiddlers Association to hold their Fiddlers competition in Gun Barrel City on June 18 & 19<sup>th</sup> I believe, 2016.

**Butler** – Seconds the motion.

**Schiff** – I have a motion and a second, any other discussion?  
All agree and motion passes.

**Item #5. Discuss and/or take action to accept a presentation from Michael Ellsberry from the Athens Small Business Development Center. (Whitten)**

**Whitten** – I just wanted to thank Michael Ellsberry and Tracy Erby, from the Athens Small Business Association. Talked about the things that Michael and Tracy have done and welcomes them.

**Ellsberry** - Thank you for the opportunity to let us talk to you about what we do. We are funded by the Small Business Association. They hold office hours in Mabank, Kaufman, Forney and Palestine. They work with people opening business and incoming business. They can help business get funding with bankers for the right kind of loan they need, and coach them along in the things they need. We can also help them with their social media to find the things that work. He wants to find enough people to work with him from this area. He asks Tracy if he missed anything.

**Tracy** – We are free and confidential.

**Ellsberry** – Yes we are free and confidential. And told a short story about his wife.

**Damiano** – I am happy you came out. He asked about office hours in certain cities. How can we get on that list?.

**Ellsberry** – We work closely with the Cedar Creek Chamber. But first of all we have to have enough people to justify us coming to GBC. If you can send us people we can make something happen. I would love to be here.

**Schiff** – Thank you for coming in, we have been wanting to hear and meet with you for some time now. We have people we can send your way and our office is open to you anytime you need it.

**Ellsberry** – Thank you. I left you some of our new brochures.

**Schiff** – Thank you very much. I need a motion.

**Whitten** – I move we accept Mr. Ellsberry's presentation and just a couple of other things I would like to say as part of this motion, our resources are limited so this gives us a great opportunity to support our new and existing businesses here in GBC. Michael is also well connected with the financial community and is a great resource for these business when they do need working capital and those kinds of things, so it extends our reach as a organization. So I would like to move that we accept his presentation.

**Schiff** – We have a motion, second?

**Osborne** – Second.

**Schiff** - Any more discussion?

**Damaino** – I would like to say that I think this could be a huge benefit for the business in GBC.

**Schiff** – I agree, again thank you Mike.

All agree and motion passes.

**Item #6. Discuss and/or take action to adopt the new changes to the Boots to Business application per decision made at February Board Meeting. (Damiano/Schiff)**

**Schiff** – Talked about the changes that were discussed in last month's meeting and he had Jeff Moore the attorney write this up. We just tightened up the language.

**Damiano** – I make a motion that we adopt the changes regarding the qualifications to the Boots to Business program.

**Butler** – Second.

**Schiff** – I have a motion and a second, any discussion?

All agree, Motion passes.

**Item #7. Discuss and/or take action to approve buying new phones for the EDC office in the amount of \$164.98. (Schiff)**

**Schiff** – Phones in the office are a little dated and we would like to get new updated ones for the main office and the secondary office.

**Butler** – I make a motion that we approve buying new phones for the EDC office in amount of \$164.98.

**Damiano** – Seconds the motion.

**Schiff** – We have a motion and a second, any discussion?

All agree, motion passes.

**Item #8. Discuss and/or take action to approve an additional expenditure \$1,000.00 for a camera to be placed at the Skate Park, in conjunction with the amount of \$1,500.00 already approved from the February EDC Board Meeting. (Schiff/Whitten/Damiano)**

**Schiff** – In the February board meeting we discussed purchasing the cameras for Big Chief, Heritage Parkway and the Skate Park but when we looked into this we found out that we are missing some main components to do so. I also want to tell Holland thank you for making the videos and putting them on the web page.

**Whitten** – Thank you.

**Schiff** – We are going to get one camera at the Skate Park by having live feed coming from police department.

**Damiano** – I want to make a motion to approve the allocation of \$1,000.00 in conjunction with the original \$1,500.00 for a camera to be purchased and installed at the EDC Skate Park site.

**Osborne** – Seconds the motion.

**Schiff** – I have a motion and a second any discussion?

**Lindaman** – Is that just for the skate park? So we are looking at further expenditures for the other locations we talked about?

**Whitten** – This would just be for the one site.

**Schiff** – Right.

**Whitten** – We have to rely on the infrastructure at the police station there to make this work.

**Lindaman** – Right, that makes sense.

**Schiff** – We also need to look at #1- Heritage Cove is done now, so having a permanent camera up there would not be beneficial now.

**Lindaman** – Right, except to look at the movies.

**Schiff** - You could see your kids coming and going, also at Big Chief at sometime we will probably want to do that, but right at this point it just didn't make financial sense to do it.

**Lindaman** – I agree.

**Schiff** – Any other discussion?

**Butler** – I just want to make sure that there are not any ongoing maintenance fees or anything like this?

**Schiff** – Not that I am aware of. Any other discussion? I have a motion and a second. Voting from my left.

All agree and motion is passed.

**Item #9. Discuss and/or take action to approve a Façade Program Grant for Star Nails. (Osborne/Schiff)**

**Schiff** – Jim has really been the focal point of all the Façade program applications and he has done a wonderful job of getting the word out on this particular program that we have that is available for our businesses and this is a new one that just recently came in and this is for Star Nails. In your packet there are two.

**Osborne** – The money is \$4636.00

**Schiff** - \$4636.00 so in your packet is all the information that is completed along with the bids for the improvement that they are going to make, which would be signage installation and also the sign itself, for the location. All the other information is complete as far as I can see.

**Whitten** – I move we approve \$4636.00 for a Façade Grant for Star Nails.

**Osborne** – Second.

**Schiff** – I have a motion and a second, any discussion?

**Damiano** – Do they own the building?

**Osborne** – Yes.

All agree and Motion passes.

**Osborne** – Steve I would just like to say something for a second. Damiano and I have been on the EDC for approximately 3 years and the change of the group and the talent that we have in this Board is absolutely refreshing. Plus the addition of Dawn Yarbrough, there was not a sense of urgency when someone came into the office and dropped off a piece of paper and put in an application nobody knew what was going on. Dawn and I have a deal worked out that, if someone walks into the EDC office at 9:30 in the morning, I would have heard about it and by 10 am I have made contact. And the Star Nails went so fast because she called me and I walked this guy through it and what we needed to do, this was the fastest one we have done. In the 15 months we have done 5 of them, we have 2 more working. We just have to let the people know that we are available and that if it is another program they need like Boots to Business I am going to put them through to the right person so that we get answers to these people. We want their business, so it has been a great talent working with you folks and Dawn because there is a safety net for everything.

**Schiff** – Those of you driving around the city, take a look at the improvements that we have done. Johnny Trouts sign is one of them.

**Osborne** – Reliant Gasket, Hectors, GBC Medical, and just the Heritage Cove Lighting that was going to cost us a lot and it turned out to be miniscule because of Oncor. I think that we have 7 lights down there and it's all done.

**Schiff** – Hopefully they will be on tonight. Any more discussion?

**Damiano** – Thank you Jim.

**Schiff** – Any more discussion? Voting from my left.

All agree and motion passes.

**Item #10. Discuss and/or take action to review and approve the EDC Sponsorship for the Whiskers & Wags Gala to be held on April 23, at the Athens Country Club.**

**(Schiff)**

**Schiff** – We have a couple of guests who will be speaking with us on this topic.

**Lynette Ainsworth** – On the board of the Humane Society of Cedar Creek Lake.

Lynette wanted to let us know that there are 2 non-profit organizations that this donation would be benefiting. Friends of the Animals of Cedar Creek Lake and the Humane Society. They serve Henderson & Kaufman County. We are looking for a 1-5 thousand dollar donation.

**Ed Bush** – Volunteer of Friends of the Animals he has been here 14 years. 35000 surgeries have been performed in GBC this year. We are trying to raise money to keep the doors open, we get no Government money. Please try to sponsor and make it to the Whiskers and Wags Gala held in Athens Country Club.

**Schiff** – Any chance of holding it in Gun Barrel City?

**Lynette** – If we have a facility we will.

**Schiff** – So it is at the Athens Country Club and this is the 3<sup>rd</sup> year of holding the actual Gala, and this is your biggest event by far?

**Bush** – Yes it is.

**Schiff** – What is your goal to raise?

**Bush** – We have no answer because we had a singular effort in the past at the Cedar Creek Country Club where it is made up of Board Members, and a few other volunteers have put it together. We had some women come to us and show us how to do this better.

**Lynette** – Please come out to the event.

**Schiff** – In your packet is the sponsorship levels.

**Whitten** – I would like to thank you guys personally for what you are doing. This is close to my heart, two of our dogs came from the humane society, so I would suggest going up to \$2500 level and I would personally donate \$500 of that if board will approve going up to the next level.

**Schiff** – O.K. Are you making a motion?

**Whitten** – I make a motion we contribute \$2,000.00 from the EDC towards the sponsorship of the Whiskers and Wags Gala and I will contribute \$500.00.

**Osborne** – Seconds the motion.

**Schiff** – Any other discussion?

**Osborne** – With all of the animals out there, they are really doing a good thing.

**Damiano** - Before I vote we have 2 dogs from the rescue so yes.

All agree and motion passes.

Closed Executive Session commences at 5:59 p.m.

**Executive Closed Session of the Board of Directors:**

The Gun Barrel City EDC will now hold a closed Executive Session meeting pursuant to the provisions of Chapter 551 of the Texas Government Code in accordance with the authority contained in Texas Government Code 551.087 Deliberations Regarding Economic Development Negotiations and Texas Government Code 551.

**Item #11. Potential project "CLE"**

The Gun Barrel City EDC will also now hold a closed Executive Session meeting pursuant to (a) Texas Government Code § 551.074 to deliberate the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of the Administrative Marketing Assistant.

**Item #12. Deliberate the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of the Administrative/Marketing Assistant.**

**Reconvene into Open Session:**

**Reconvene into open session 6:22 p.m.**

The Gun Barrel City EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary regarding the items discussed in executive session.

**Item #11. Potential project "CLE"**

**Damiano** – I move that on item #11 we take no action on tonight and move it to our next agenda for our next meeting.

**Osborne** – Seconds the motion.

**Schiff** - Any discussion?

All agree and motion passes.

**Schiff** – Mentioned the Easter Egg Hunt on Saturday, March 19th.

**Item #12. Deliberate the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of the Administrative/Marketing Assistant.**

**Damiano** – I would like to make a motion, one that we keep Dawn and secondly,

**Yarbrough** – Thank You.

**Damiano** – I would like to make a motion that we give Dawn a one time performance Bonus in the amount discussed in Executive Session effective immediately.

**Kutler** – Second.

**Osborne** – Second.

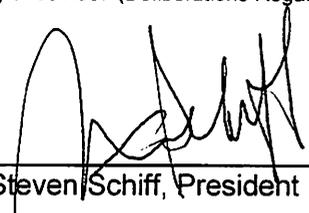
All agree and motion passes.

## Adjournment

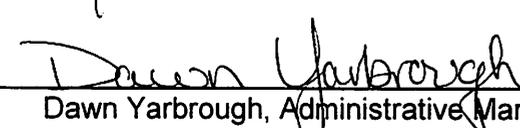
"A quorum of the full governmental body may attend the meeting of a committee of that body, or any other city advisory board. For example, a quorum of the Gun Barrel City Council may attend a city economic development board meeting or city advisory board meeting."

The Gun Barrel City EDC reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations, 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices) or 551.087 (Deliberations Regarding Economic Development Negotiations).

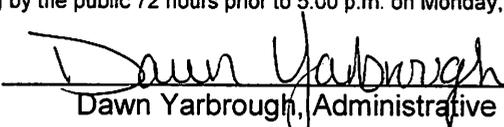
Approved by: \_\_\_\_\_

  
Steven Schiff, President

Attest by: \_\_\_\_\_

  
Dawn Yarbrough, Administrative Marketing Assistant

I certify that the above was posted in a glass-enclosed case in front of the Gun Barrel City EDC office at 1720 W. Main Street, Gun Barrel City, Texas and available for viewing by the public 72 hours prior to 5:00 p.m. on Monday, March 14, 2016.

  
Dawn Yarbrough, Administrative Marketing Assistant

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Economic Development office at 903-887-1899 for further information.