

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, April 19th, 2011 at 6:00 p.m. Spiegel called the meeting to order at 6:00 p.m. with the following directors present: Baade, Janow, Cassady and Rankin. A quorum was established. Webster and Smith were absent.

Citizens present: Bill Goheen/ECCFWSD, Jimmie Robinson/Place 5 candidate, Drew Martin/Orasi Development and Connie Holubar/Outreach PR.
Citizen's Comment: None

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

Janow made a motion to approve the minutes of the regular board meeting of March 15, 2011. Baade seconded. All directors voted 'aye'. Motion carried.

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

Baade had reviewed the financials and reported nothing unusual on the reports. Sales tax revenue was up 2% from last year. Money market rates were paying more than Certificates of Deposit. Baade made a motion to approve the financials for March 2011. Janow seconded. All directors voted 'aye'. Motion carried.

Item #3. Discuss and take action to approve an email provider for the EDC.

Martin reported that this item is a non issue, because the EDC had some credit with Orasi and with the provider for the domain name. The EDC would be able to keep their current email address and domain name for thirty months. The directors asked Martin to prepare a memo stating the agreement for the email and domain concerns as well as the seven hundred dollar credit from Orasi Development. Rankin reported that Gerry was going to get an exchange server so that he could set up all the emails to connect and then the EDC could we bundle through the exchange server. Cassady said that would change the EDC's email address and the majority of the directors wanted to keep their current email address and domain name. Rankin wanted the city's website to be able to get emails for the EDC. Martin said they would be able to. She also wanted consistency between the city and EDC. If people got used to .com she wanted the EDC to be the same. Martin thought it needed to be separate. Baade made a motion to stay with the current provider. Janow seconded. Spiegel, Baade, Janow, and Cassady voted 'aye'. Rankin voted 'no'. Motion carried. Rankin said she had done a comparison of the providers and she felt Orasi's provider had come up short.

Item #4 .Discuss and take action on a 2011 publicity plan.

Larry Spiegel had met with Connie and felt that she was the person the EDC needed to move it forwarded. Connie had been in PR for twenty-seven years and had owned her own business since 1996. She had a degree in Journalism from the University of Missouri and a Masters Degree from Colorado. Connie Holubar of Outreach PR had been a weekender for twenty years. They eventually moved to Gun Barrel City from Boulder, Colorado and lived in Gun Barrel City for eight years, but currently she and her husband lived at Cedar Creek Country Club. While living in Gun Barrel City she served on the EDC board in 2002 and her husband had been Mayor Pro Tem of Gun Barrel City. She focuses her business all over the world and primarily does pro bona work at the lake for her church and friends at the lake. She had worked in economic development in Boulder, Colorado. She felt Gun Barrel City and Cedar Creek Lake had a lot going for them and Orasi Development was doing what they needed to do for the EDC. Connie gave a brief summary of the specific project outline that had been enclosed in the board packet. The focus of the EDC would be to increase economic development. Janow made a motion to accept the terms of OutreachPR that included a scope of work from May 1, 2011 through September 30, 2011 for a free of \$5,250.00 to be paid in monthly installments out of the marketing account. She would work for the EDC. Rankin seconded. All directors voted 'aye'. Motion carried.

Item #5. Discuss a counter seasonal marketing concept designed to generate sales for GBC retailers. No action required.

The directors were working on ideas to generate sales in the winter at GBC. Spiegel was pleased with the results of the EDC project known as the Bonus Bucks Project. Rankin said she would work on coming up with a project.

Item #6. Website update.

Cassady was working on the website with Gina and Mickie from city hall. They had made progress and had sent out mockup sites for everyone to view. Some content had been moved over from the old site. They were working on the look and feel of the website. They had a choice of three mock-up sites. They had asked GovOffice to play off the name of the city to give it a western theme. They had used McKinney and Plano as a model for the site. Larry was pleased with the work on the website, but thought the pistols were wrong for things outside the city. He thought they were ok for the fire/police department. For a western look, the older logo of Gun Barrel City made a lot more sense for the site. He

restated that you had to have legal authority to use someone's picture. You have to get a signed release to use the pictures.

The EDC directors felt that being part of the city's website made them a department of the city. Spiegel said we were technically a separate board, but the directors report and serve at the pleasure of the city council. He felt the EDC should be very independent/pro business organization. Rankin said other towns in larger areas did that, but she said being in this small of a community and being tied to the city council, she didn't think we could do that if you want the outside world to see us separately and differently on front. Spiegel said he wasn't talking about design, he said the EDC was the top guys, it's our site. Someone shouldn't have to push a button to find out about economic development, which is the way smaller cities handle it. We should be a big pro business entity. Larry stated that he didn't have a problem reporting to the city council. Cassady said the EDC would be in the interior of the city's website. If someone does a search for the EDC, then it will take them directly to the EDC's site. On the home page the EDC will have an icon. There was no action to be taken.

Item #7. Discuss and take any action on the concept renderings for Heritage Cove Redevelopment.
Martin passed around the concept renderings for Heritage Cove. No action needed.

Item #8. Discuss and take any action regarding ongoing efforts for redevelopment of Heritage Cove.

Martin asked for approval to go forward with the efforts of having the bank deed over the property at the edge of Heritage Cove to the city as a park project and tie it to the city's park system. That would take it off their roll. It would be easier for them to sell the property. He wanted board approval to speak to the property owners and stake holders in Heritage Cove. Martin also wanted authorization to go out and solicit proposals and quotes from civil engineers to do preliminary engineering evaluation to determine preliminary cost. Rankin made a motion to approve the above request from Marin. Cassady seconded. All directors voted 'aye'. Motion carried.

Spiegel asked if the city was aware of the idea of using this as part of the park system. Baade said they've seen the c.d. and are aware.

Martin passed out his monthly activity report. He had received a call from Applebee's as well as the EDC receiving an email asking for incentives. They would be coming to the EDC in the future with a wish list to continue developing the project. Without incentives, Martin said, they wouldn't be coming to GBC.

Martin was also working with an assisted living facility. They were looking at a portion of the 12-15 acres owned by the EDC, which would require roads, sewer and water to be put in. This would be a 2012 project.

Discuss future agenda items and/or development projects.

A discussion of the website continued with describing different things that could be accomplished with the new website. Cassady said when you put your cursor on the drop downs, what they can do for us is something like a target, just for something different. We are just trying to make the site a little more unique. Spiegel was not in favor of this type of drop downs. Rankin wanted the city to be first class. Holubar asked where the saleboat went that the city was using when she was involved with the city.

Sandy and Cassady made a motion to adjourn. All voted "aye".
Adjournment: 7:50 p.m.

Approved by: _____
Larry Spiegel, Vice President

Attest by: _____
Pat Cassady, Secretary

