

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

The Gun Barrel City Economic Development Corporation met in Regular Session at the office located at 1720 West Main Street, Gun Barrel City, Texas, 75156 on May 20, 2014 at 5:00 p.m. Rankin called the meeting to order at 5:00 p.m. with the following directors present: Janow, Osborne, Cavanaugh, and Cassady. A quorum was established. Gary Damiano was present by phone.

Citizens in attendance: Mayor Braswell, City Councilman Ron Wyrick, Connie Holubar/Outreach PR, Jack Thompson/Orasi Development, Carlo Andreani/Pacheco Koch
Citizen's Comment

1. Discuss and/or take action to approve the minutes of the regular EDC meeting on April 15, 2014. Janow made a motion to accept the minutes as written. Cassady seconded. All directors voted 'aye'. Motion carried.
2. Discuss and/or take action to approve the April 2014 financial/Cavanaugh.

Cavanaugh reported normal expenses paid with the exception of Home Town Cinema's incentive of \$100,000. He would continue to monitor legal fees and questioned electric fees.

Rankin: Our budget, when it was set last year, it started with where we were in June or July and we added 2% to that. We were not looking at the final years notice. There is a chance that we are going to be over budget on all of our line items.

Cavanaugh: Even with legal fees at \$8,000 last year, we've already used \$13,000.

Osborne: Other assets, we've got Thompson loan, Kurlander loan and GBC Music carried as an asset.

Cavanaugh: Right now they are assets until we agree with the audit firm that it's time to write them off. I think they will be written off. I don't think there is much chance of recovering. We agreed and spent money in legal fees to try and pursue some of that. We did our due diligence without much result.

Rankin: One thing I will mention is that Solar Screen will be closing their sale and they plan to pay back the debt.

Janow: We are saying that legal fees are too high?

Rankin: As you recall we had to file litigation on those that defaulted so we had some additional litigation fees this year. I also had to take care of some matters regarding some conflict on the task force so it grew.

Cavanaugh: We agreed to spend a certain amount of thousands of dollars to see if we could recover any of the money at our regular board meeting.

Osborne: Which we did.

Cavanaugh: But I will say going forward, we need to spend a lot more time understanding what our legal fee requirements will be, so we can budget properly.

Rankin: There is going to be more additional legal fees that we will discuss at a later date. Is there anything else about the budget we need to discuss?

Cavanaugh: The only other thing I wanted to mention on 'year to date' low water, high water, we are pretty much on track on our tax receipts.

Rankin: In two months we should see the results of the new Wal Mart in Kaufman.

Cassady: A negative effect.

Cassady made a motion we accept the financial report as provided. Janow seconded. All directors voted 'aye'. Motion carried.

3. Discuss, review and/or take action to approve the revised GBC EDC Standing Rules./Cassady

Rankin: We asked Rita and Pat Cassady to review the Standing Rules and give us their recommendations.

Cassady: In your packet was the marked up copy that Rita and I had worked on. There are a couple of key areas to discuss.

"Agenda Policy": Putting the agenda together. Pat submitted a flow chart. If anyone wants to put anything on the agenda, EDC Form 201 would be used. (same as City Council) It would be submitted to Rita, and Rita would put together the draft agenda and review with the current President. If there were no questions with the agenda, the President would sign it and approve it and send it back to the Administrative Assistant for further handling. If there were questions that the President needed clarification on or just to talk about that agenda item, the President will talk to whoever submitted the item. If there are no changes to the agenda out of that conversation, then it goes back to Rita and moves through the process. If there are changes to be made the submitter would make those changes with Rita and it would get approved at that standpoint.

The big thing is using the form and adhering to the time line. We need to get the proposed agenda items to the Administrative Assistant by ninety-six (96) hours before the meeting. That includes any attachments and anything that goes along with that. There will be exceptions, we know there will be, but for the most part that's what we want to try and adhere to.

It will be the coversheet for the agenda item.

"Pre-Meeting Package Policy":

Seventy-two (72) hours in advance is when the final approval has to be made and posted. Basically you have to have it ready by Thursday before the meeting on Tuesday.

"Minute Preparation Policy":

Cassady: I thought of this afterwards, but on the minute preparation policy, after the meeting, Rita puts minutes together in draft form, she gets them to me for review and makes any suggested changes and then they come back to the board at the next meeting for our approval. Before we have approved it and they are part of the pre meeting package, once we've approved them they become available to the public and are available for posting in whatever fashion. That way we are not giving out the minutes before they've been approved by us.

Rankin: Should that include going to City Council because sometimes we haven't even finished them and they are picking them up.

Evans: The auditors ask for the minutes. I always give them to the auditors and put 'that they are not approved yet'.

Rankin: But I'm saying shouldn't all of our minutes not be disbursed until after they've been signed?

Evans: If they are ready, the law states that you have to give what you've got.

Rankin: Whether they are approved or not?

Evans: Right.

Damiano: What does 'ready' mean?

Evans: When they are typed.

Rankin: But if they haven't been approved by our secretary and approved by this board, she is saying that she can give them out. I think that's odd, but I'm not going to argue that.

Evans: Anyone can come in and get a copy of the tape the next day of everything we do.

Rankin: That's different.

Evans: They can actually hear everything that's said.

Rankin: The minutes will not be posted to the web or disbursed to anyone-I would say we still don't put it on the web until it's approved.

Cassady: So we will go with posting.

"Monthly Financial Policy":

Rankin: I added something.

Forth line down: Treasurer will sign the report, thereby indicating the Treasurer's approval of the financial report as written. I said, "Upon review and approval of, the Treasurer will return the financial report to the Administrative Assistant no less than 72 hours for inclusion in the agenda packet for board approval.

Cassady: So it's just clarifying that? It's not changing that.

Cavanaugh: That makes sense.

"Executive Director Report Policy":

Removed from Standing Rules, because we don't have an Executive Director.

"Standing Committee Policy":

No changes were made by Rita of Pat.

Cassady:

By-Laws Committee: Currently states to be reviewed every June. Pat & Linda had talked and thought every two years would be sufficient rather than once a year. **The only change was 'By-Laws would be reviewed every two-years.'**

"Budget and Finance Committee":

Cassady: One thought was since it was 'budget and finance committee' maybe have some outside members of the general public included on that committee as opposed to just having EDC membership.

Rankin: I'd like to elaborate on that. The reason being is if we had members of the community that were financially savvy that could bring something to the table in structuring some kind of deal it might be nice to get their input. I'm sure there are people that don't want to be on the EDC, but would know how to do some kind of financial magic. So that's why I thought it might be good to see if we could find a few people outside to be on this board, CPA's included.

Cavanaugh: Right now is there a finance committee?

Rankin: No.

Cassady: It's not been activated.

Cavanaugh: I think what I'm hearing are two things that we need to establish a finance committee.

Cassady: All of these have to be established.

Rankin: Also as we move through our budget year, I've noticed that we have a lot of expenses that come up unexpectedly and it's nice when you have a budget committee who is sort of watching the numbers letting us know when things are really going to impact us; maybe do an impact study.

Cavanaugh: Actually if we-in our meetings have a discussion of what's coming forward, we could actually work on forecast going forward.

Rankin: We can, but I think we have people that are knowledgeable in high finance that they can bring some ideas that we might not have thought of.

Cavanaugh: That doesn't give them the insight into what we are doing and what we are spending. They can be great financial people, but if they don't know people in this room is working on, the impact of it, they can't provide us a forecast. We can't work on getting better insight on our insight going forward.

Cassady: So budget and finance.

"Vision Committee": Let's skip over that for right now. I want to jump to Small Business Assistance Committee.

"Small Business Assistance Committee":

Cassady: We might want to call that Local Business Assistance Committee. That kind of came up-the need for that came up as a result of Jennifer from Vetoni's. That kind of started the conversation. That's probably a good committee to have.

Rankin: I was just going to say I would like for this committee to address all the businesses in town, not just the small businesses. I think our larger ones need to be catered too as much so we don't lose them if they need to expand.

Cavanaugh: Can we call this 'Existing Businesses Assistance Committee'?

Rankin: It could be.

Cavanaugh: I think that really creates the right scope. You don't want to lose any of your existing businesses whether it's small or large, especially large.

Cassady: Then a 'Go Texan Committee'. I don't know; that's probably a follow on to this; a project in terms of a certification for the Go Texan Project. There really hasn't been a focus on what we've laid out and identifying what we can impact around retirees going forward. It would be good to have some focus reviewing that going forward.

Rankin: We had to have a marketing plan and we had one but we never executed it. I would like to see that done.

"Boots to Business": It's another ongoing; it's been successful and you would want to continue that. That committee is already in place.

You would still have the ability to have an Ad Hoc Committee. As time goes on there may be other things that would come up that we want to focus on. That would remain in there as an option.

You've got By-Laws, Budget and Finance, Existing Business Assistance, Go Texan, Boots to Business and Ad Hoc Committee.

Rankin: I would like to add one thing on Ad Hoc. Those committees that are usually Ad Hoc are for a project that has come up and we're working on a client or prospect. Normally we have completed those projects within a year or year and a half. I'd like to put a limit on how long an

Ad Hoc committee would exist. If it needs to spin off and be a standing committee then we can always do that, but Ad Hoc I'd like to limit it to a time frame.

Cassady: Like a one year?

Cavanaugh: Like twelve months?

Rankin: Right, and I really did not have a good feel for this Visions Committee. As it turns out, we've had a lot of people with visions over the past couple of years and that has not been to our favor. I may be wrong, tell me I'm wrong and I'll listen.

Cavanaugh: Is the Visions Committee in the By-Laws?

Cassady: No, it's in the Standing Rules.

Rankin: The Visions Committee is sort of marketing and that's Connie's area and we've got Jack. They bring things to our Board. If we find things we take it to them.

Cavanaugh: So maybe we rename it-Marketing Direction-Strategic Direction? Would it be more appropriate?

Damiano: Can I interject something? The Visions Committee, if I have that correct might be something that we put into place prior to developing the budget to make sure- it might include EDC people as well as external people. You come to an agreement or cement what the idea of the vision is for the year going forward. It's just an exercise; it should be an exercise we do.

Rankin: Well, one thing we want to keep in mind in this regard is the City Council seems to want to direct our vision. So whatever we do in this regards has to be a cooperative team.

Damiano: So maybe they are on the committee.

Cavanaugh: I think Gary has a great point that if we have a committee that's working through the year, come June or July and start looking at the budget they can say 'here Jim, here are the things that we see going forward with for the next twelve months.

Damiano: The Visions Committee comes before the EDC after having two or three meetings. Coming up with a concept, coming to the EDC for approval and see what happens. If the City Council doesn't agree with it that's why I suggest we have people from the City Council on it. If they don't agree with it, then they have the right to make a change, but at least we are going in there with something that's put both together internally and externally.

Rankin: I guess that I understand what you are saying and why you want to do it and that's why we had our strategic planning meeting and we did it as a board.

Cassady: It's the same process. Here is what I'm concerned about. We are volunteers, there are a limited number of us and now we are going to have all these committees. It's kind of like we are piling on. Not that they are not important, but I think we have to be realistic about what's our time commitment; spending time with all these committees.

Damiano: That's a great point. I think we can bring in other people, hopefully with the idea getting them involved on a longer cycle basis to help to develop these things. There may be one EDC member and one City Council on our vision committee. There may be five businesses that are out there looking at what's going on in Gun Barrel, what should be going on in Gun Barrel and what could be going on in Gun Barrel.

Rankin: Wouldn't you want to draw their-I don't know-.

Damiano: I'm just tossing it out there.

Rankin: I'm trying to think this through, because when we tried having a Vision's Committee before and we didn't make our goal and this was even when we had to workshop with City Council and the EDC we still didn't make those goals. So to have someone constantly putting visions before us, we are going to be overwhelmed.

Damiano: I didn't mean constantly, I mean a couple-two months before the budget cycle; before we start talking budget. It would give us some idea of what we might be working on or should be or could be.

Cavanaugh: If that's the intent as Gary described, it would be a planning committee to functionalize what we want to do in the next year.

Damiano: I actually like Vision's better and the reason I do is because it may drag everybody out of the box.

Cavanaugh: I hesitate to say 'visions', because people think longer term and where we are going to be in five years.

Rankin: And that's what vision is.

Cavanaugh: Yes, but what I think Gary said is if it's two months before the budget it's going to impact the next year. So is it short term planning and projects or is it vision going forward five years.

Rankin: I believe when this was put in it said short term goals and objectives.

Damiano: I agree.

Cassady: Yeah it says-

Damiano: At least if we start there, that's a start.

Cavanaugh: I agree. That's perfect from a finance perspective.

Rankin: Jim, as our new mayor, do you have any comments on this?

Braswell: One thing on my agenda if I was elected is that I wanted to set up a mayoral advisory boards or committees to meet with business leaders in the city, to meet with builders; all kinds of businesses for the city. Maybe once a quarter have a different group of people come in. I think at that time there should be a couple of people from the EDC setting in and maybe a couple of councilman setting in and hear what they say. In Council's citizens comments we can hear what they say, we're not going to make a decision at that time on what they are telling us, but we can listen to their concerns and what they would like to see us work toward and achieve. That's one of the things I was going to do.

Rankin: Is there any part of that you would see the EDC spear heading under a committee.

Braswell: I think I would want the EDC to be a part of anything I set up.

Rankin: So it would come out of your department.

Braswell: But with the EDC being a part of that.

Rankin: So Gary you would like to see a Vision's Committee that might begin in what, March and begin preparing for the budget year?

Damiano: It can be a two meeting, a couple of hour's symposium. A combination of businesses, local leaders, EDC and City Council to have a chat about where Gun Barrel City is, where they are going, what we should do.

Rankin: One thing Connie and I are going to bring to the table tonight along that line; it's a one-time effort. But what you are talking about is a good idea.

Cavanaugh: Gary would you agree the right time line on that to get to the budget on time would be the April, May, June time frame.

Cassady: I'm thinking March.

Rankin: Because by June we need-

Cavanaugh: March would be great.

Rankin: I think going forward March, April and May, because we need a budget by June.

Damiano: March or April probably. It's not terribly time consuming; it's just an open discussion.

Cassady: So as we have then, we've got the By-Laws Committee, Budget and Finance, Visions, Ad Hoc, Existing Business Committee, Go Texan and Boots to Business. Are there any other thoughts at this time about any additional committees?

Cassady: Ok, so we will-

Rankin: We need a motion now.

Cassady: Well, are we done on the whole thing.

Cavanaugh: One quick question. What about the exiting Task Force-what are we calling it now-Town Center.

Rankin: That stays under projects.

Cavanaugh: That stays under projects. Okay, just wanted to clarify.

Damiano: What about RBEG?

Rankin: RBEG may go away. If we don't have another round of approved funds then it's a no brainer, we won't have RBEG.

Evans to Cassady: Are you going to put the verbiage in there on the new committees?

Cassady: Yeah, I'll have to work on that.

Evans: Then we are not going to approve it tonight?

Cassady: One other point on here, the "Meeting Absentee Policy".

Any director who 'compiles' two consecutive meeting-that really needed to be 'misses' two consecutive meetings so I will list that in the corrections. Any other comments on the Standing Rules

Cavanaugh: I guess the question on the two consecutive meetings would be-two consecutive regular meetings.

Cassady: It says regular meetings.

Cavanaugh: Ok, just wanted to clarify.

Cassady: No, it's already in there.

Cavanaugh: I know we've had a number of special meetings, emergency meetings when I'm working. At night I'm available, during the day I'm not.

Damiano: I can miss six meeting a year.

Cassady: Because we've got some additional writing to do, I don't know that we can approve it tonight because we've got to get what we want in here for the committees in terms of language.

Rankin: Rita, what do you think?

Evans: I agree with her.

Cassady: We need to get it into the final and then we can approve it. But could we go ahead and start the process for submitting agenda items?

Rankin: That would have to have a motion.

Damiano: What you could do is take a vote on each one of them or you can table it.

Rankin: I think we need to wait until it's written, because we made changes. Let's wait on it.

Cassady: We will clean it up and get it ready for approval at our next meeting.

"Executive Director Operational Contact Policy":

This was not discussed. It had been marked through to be removed from Standing Rules.

"Director Retiring Policy and Communication Policy": Was not discussed and would be left in Standing Rules.

4. Update, discuss and/or take action on Certified Retirement Community (Go Texan)Cassady
Cassady: It's almost done. If anyone wants to take a look at the submissions, I've got it here. The only thing I'm waiting on is we think we may have a few more letters coming in from businesses. But I've got enough right now point wise. We need a hundred and thirty (130) and right now we are setting at one forty seven (147). If we get additional letters, that's just additional points.

Braswell: When does that have to be in?

Cassady: I'm going to leave it with Rita. We need to get it in this week. The 31st is our deadline. I'm leaving town in two days so I wanted to have it clean for Rita before I leave.

Rankin: Having worked on this, next time I want everybody to do a chapter. You won't believe what you will learn about your city just working on one chapter.

Cassady: If anyone wants to look at it, it's all here tonight. It's done.

Janow: Last month I suggested distributing this survey.

Rankin: This will come under marketing. Can you bring this up when she is talking about our marketing?

5. Discuss and/or take action to approve the Façade Improvement Program./Rankin

Rankin: I simply took what was used in Grandview and copied and pasted it in here to give us a basis to start with. As I looked through it and read through what the eligible projects where, I thought you guys would have some input as to what you thought might be an eligible project in Gun Barrel; things that you might have seen.

Cassady: Hectors

Rankin: On the first page of the Façade Improvement Program under eligible projects we have signs. We know we've got a lot of signs in Town that certainly could be taken down.

Signs (new, repairs, replacement, removal)

Awnings

Lighting

Paint

Removal/replacement of inappropriate exterior finishes or materials

Recessing/reconfiguring lighting

Removal of extraneous elements

Door/window replacement or repair

Exterior cleaning

I added parking lot improvements, dumpster garage (to hide the dumpsters). I'd like to see if we can't get our local companies to assist us with signs, the awnings, we have Solar Screen that does awnings and probably some others. Lighting, you could get at Lowe's, but try to make our improvements beneficial to all of the businesses.

Damiano: Is that a suggestion or a requirement?

Rankin: I'm asking if we can put that in our plan.

Damiano: I think it's a great idea.

Rankin: Maybe work out some kind of coalition with those businesses that help with our façade project; the next part, the application deadline. By the time we do the marketing on this and we will get into that shortly and get our material lined up to send out to the businesses and meet with them we thought probably September 1 would be a good start date. By the time we get this approved by City Council, 60 days notice.

Cassady: September or October?

Rankin: September, I wrote through October and I was thinking September. That way we have a few months before the dead of winter. Second page under guideline there are some things in there that have to do with historical parts of town and we don't have that. So I'll take those out. Is there anything in this that you saw that we might not want? That we probably shouldn't use.

Damiano: Just a point of clarification. Why is it a grant as opposed to a loan?

Rankin: Because this is giving back to the community. This is our give back and to help the businesses that would really like to improve upon themselves. A chance to make Gun Barrel City more beautiful; if this town looked better when you drove through, it's all in our favor. That would bring me to the point of discussion of I've been thinking of possibly putting \$50,000 into the budget. That would be ten businesses. They have to meet the criteria. First they've got to bring \$5,000 to the table. And we can start with \$50,000 and see if we even get ten takers.

Cavanaugh: I think, Linda a lot of the intent is to try to guide the businesses to begin a similar façade and looking alike.

Linda: You know I really didn't want to touch on that, because like at Cochran's they would like to build a little door outward so they've got a double door coming into their facility to keep the flies out and redo their parking lot and put up a new sign up and lighting. So that's improving their exterior. So why would I want it to be a similar? That's him wanting to do something that would better the look of the city.

Cassady: In order for him to have a consistent look, that's an ordinance issue. I don't think that's anything we-

Rankin: Connie and I were discussing the fact that we might want to ask Jackie to work on this with us so we can have her input as they bring us their plans.

Damiano: That would include any code violations that they are currently guilty of.

Rankin: Right and if they want to move dumpsters to the back and put something around it. If there needs to be an ordinance made to assist us with some of these this might be something that brings this to the fore front. We can put some new ordinances in place.

Cassady: I like it.

Rankin: Are there any other questions about this? Is there anything we want to wait on, think about it?

Osborne: I think we ought to put something in there to try to buy new services from Gun Barrel City business owners, i.e., the paint, the lighting, the contractors, whatever. I'm assuming you can get somebody in Gun Barrel will do vinyl signs. I mean Hectors is a joke, a tiny little sign on a huge board. But I think that would keep the money here.

Rankin: I'm thinking Sherwin Williams might give them discounts.

Osborne: Sure they would.

Rankin: Lowe's might give them discounts on lighting or one of the other businesses. I would love to put that in here.

Osborne: I think you ought to put that in here. You want to keep the people that live here and have their businesses here instead of having their money going to Kaufman.

Cassady: You might want to put the caveat in there that if-there may be a material that's not even available in Gun Barrel.

Osborne: We've got to have somebody here to look at this and say no and is all that stuff bought in Grand Prairie and you could have bought it from these two.

Damiano: There is a flip side to that. My brother-in-law can give me a bid for ten thousand dollars worth of work and it only cost three or four. Do they have to submit bids showing a good price?

Rankin: They have to apply for the grant, they have to have the matching fund, they have to do the work and they have to bring us the receipts showing the work was completed and then we reimburse them for those receipts.

Damiano: OK.

Osborne: I think we can put enough scrutiny on something like that to find out.

Rankin: Would you like to help write this?

Osborne: Yeah. I'm not a writer; I just think we ought to put this in here. Yeah, I'll help Linda.

Rankin: We can set down and you can help me write this.

Osborne: Good enough.

Rankin: So let's go back to the amount of money.

Damiano: Are we going to process this through a local business committee?

Cassady: We don't have a current committee.

Cavanaugh: The one we talked about earlier might be the focal point for these projects.

Cassady: In the future when we have the committee established then this could be one thing that would fall under that.

Rankin: Absolutely, I'd like to get it off my plate. And you are going to have to remember we are going to have to deal strictly with the property owners. This is for the people that own the property. If there were two people in a strip shopping center that would like a new front, they'd have to go to their property owner and ask the property owner to apply for this. Any other discussion?

Damiano: I think it's a good idea.

Rankin: May I hear a motion.

Cassady made a motion to establish a project called Façade Improvement Program with a starting budget of \$50,000 to be made as a grant with matching funds (to renovate and rehabilitate-business exteriors)by property owners. Cavanaugh seconded.

Rankin: Let's repeat it for Rita's sake and my sake. We have a motion to create a Façade Improvement Program in the amount of \$50,000 to be used as a matching grant fund to renovate and rehabilitate-business exteriors.

Damiano: Is there a motion?

Rankin: Yes.

Damiano: Can I ask a question? Do you want to say 'starting in'? Would it start as opposed today?

Rankin: I'd like to go ahead and start it today so we could start the 60 day.

Cassady: By establishing the project, doesn't the clock start now?

Rankin: We've given it a scope, we've given it an amount, we've given it a name, and it's got all the criteria.

Damiano: Is it coming out of next year's budget?

Rankin: Yes

Cavanaugh: It will be in next year's budget and if we find some opportunity we could spend some this year because we are under spending.

Rankin: So our motion is that we've created our Façade Improvement Project in the amount of \$50,000 as a matching \$5,000 grant, for the purpose of renovation and rehabilitation of exterior façade of existing business.

Cavanaugh: We had a motion and we had a second.

Rankin: Who's the second?

Cavanaugh: I was.

All directors voted 'aye'. Motion carried.

Osborne: All you have to do with this form is the property's name and address. You want to see the taxes if they are current and paid. We will have a conversation with those people.

Rankin: After we get our committee established then they can set down and iron out all of these details and we'll bring the application back to the board.

6. Update, discuss and/or take action on the 175 Corridor./Rankin

Linda: This was one of my creative efforts to try and get some notoriety for our area in the Metro-plex. With all the commercial building going on there and everybody looking at south Dallas and looking at the I 20 Corridor, I wanted us to be noticed. They are not looking down 175. They are looking at what's east of Ft. Worth or they are going to go south of Dallas. So what I did was I contacted Athens, Eustace, Mabank, Kemp, Kaufman, Crandall, and Seagoville. I talked to all of their EDC's or their city government. In some cases their EDC's have come unglued. We all met for one meeting at a round table session. They've all agreed that they would like to move forward as an alliance for one year just to see how we work together. And we decided it would be nice to have two little marketing programs geared at the Metro-plex or at Texas that would assist us the most. What they came up with was a Magazine called Red News. Its distribution is to a hundred thousand commercial realtors. The other one that they thought would be good was be at the BizNow seminar. We're also talking now about the Real Estate Council, because now you can be a sponsor of their speaker series just so we can get our name out there so they will know where we are located. This is for the purpose of nothing else but recognition and location. Divided by 8 cities at the moment, I believe, the contact list is in the packet. It would boil down to approximately five to eight thousand dollars for us to participate. At this point and time we haven't approved what we are going to do, but I wanted to bring it to the board to see if you are interested in it and you would like to move forward with it.

Damiano: Who is working on that with you?

Rankin: I did this.

Damiano: Okay, just asking.

Rankin: I did this because it was for economic development directors or in some cases they had to send their Mayor. I think I was the only president of the board, the others had other dignitaries.

Damiano: What's the breakdown?

Rankin: Thirty-eight hundred probably for the Red News. It's a magazine we would have the cover on and the inside middle page. The remaining would be for doing the speaker series with the Real Estate Council.

Damiano: Does it include the entire middle section or front page?

Rankin: It's a full page in the middle of the magazine.

Damiano: Is that the left and the right side?

Rankin: No.

Damiano: It's one or the other.

Rankin: Yes.

Cassady: What's the circulation on that? Do we know?

Holubar: The print magazine is 15,000. They have a digital that goes 60,000 and then they have a weekly newsletter that's 40,000. Just to add a little info. I did talk to the sales rep. When you buy the cover you get the inside page, you also get promotion within the digital magazine and the weekly newsletter for the month you are on the cover. And if the coalition would decide the individuals have different ads, different months, promoting different cities within their budgets they would also provide editorial content every month.

Rankin: Kaufman has a graphic artist that he has donated their time and efforts.

Cassady: So there is no design work?

Holubar: No design cost.

Rankin: Not at this time. It would be more or less a map showing the corridor of 175 with all of our cities on it. Kaufman was saying that they had already received calls and possible prospects. The speaker series with the Real Estate Council, those are your leading 400-500 hundred commercial realtors in Dallas. That's what I got in talking to them. Am I right Jack? They are the ones leading the charge in the Dallas area. They've bought the land on I 20; have contact with the kind of people we want to meet. I would think that it's certainly a good way to get our name and recognition that you've been asking about. That would be the branding for the whole area.

Damiano: The section of I 20, south of Dallas, whatever Seagoville, they're looking for something different from what Gun Barrel City-I'm not saying I'm against this, I'm not sure. They are looking for something different than what we can't provide. So my question becomes, what are we marketing to these firms?

Rankin: I'm not marketing anything.

Damiano: I didn't say you were.

Rankin: No, I mean the purpose of 175 is to simply draw attention to this region of Texas. That we are an extension of 60 miles out; that's all this is about. Just to draw attention to where we are; I'm not selling a piece of property.

Damiano: I'm trying to figure out. Literally I think we get diluted the further east we go on 175. Seagoville is going to make out better than we are.

Rankin: Seagoville is outside of the loop and Athens is the next big town that has a good strong EDC and alliances and they are well known. Kaufman is well known in the EDC world as well. So by bringing together three major players as well as ourselves, I just think that draws more attention.

Cavanaugh: And how many cities?

Rankin: Ten, depending on whether Kemp or Eustace can go in.

Osborne: Six

Damiano: Six or eight divided by 6 to 8 thousand, did you say.

Rankin: Thirty eight hundred for the book and then I believe its \$2,500 for a booth at any speakers series. They only have three a year, spring, fall and winter.

Cavanaugh: How did we get up to \$8,000 times?

Rankin: It's just \$8,000. That would be our part.

Cavanaugh: That would be our part.

Rankin: However, it really wouldn't be our part, because then you divide that by all of the cities.

Osborne: So the 8 is going to be divided by the 6 cities.

Rankin: We are going in equal. We discussed that at the meeting; we are not splitting it by who's bigger or smaller.

Cavanaugh: My question at this time is do we want to participate?

Rankin: Yes and I need to put some money in the budget so if I go to the next meeting I can say 'yes we can participate' with this amount of dollars.

Cavanaugh: I think that's key. We can participate and here's the dollars we can fund. It may vary depending on the cities that join us.

Rankin: Jack you wanted to say something?

Damiano: Jim what's our low cost and our high cost.

Thompson: Five to eight thousand.

Damiano: Dollars?

Cassady: Divided by six or eight.

Osborne: Divided by six or eight people depending on-.

Damiano: So we are looking at \$1,500 hundred.

Cassady: Exactly.

Rankin: I think to be on the safe side if they decide they want to do more than one speaker series or what have you, if there is just a little additional in there up to \$3,000 then I don't get hit again and have to come back.

Holubar: I think we're jumping a little ahead, because we don't know what the group wants to do specifically or what the opportunities are, what the actually cost is. The gentlemen here or saying twenty five hundred is not enough; it's more like twenty thousand to do a speaker series. I think the five to eight thousand comes into play when you are looking at not just one ad, but-you never do one ad. That's all I'm going to say about advertising. You never do one ad or you are throwing your money away. You might want to do one cover, but you might want to have some other ads to keep the concept alive. I think your five to eight thousand per entity is appropriate-you're not going to spend anything without coming back to the board.

Rankin: As an alliance we've got to get to know one another, see if we can work together. Right now we are just getting our feet wet.

Cavanaugh: What would the proposal be at this point-investigate joining this alliance with the expected expense of 5 to 8 thousand annually.

Damiano: Not for us.

Cavanaugh: Yes, for us.

Rankin: Yes, so if we-just in case we want to do more than one speaker series or we want to add a BizNow seminar to it, it's just a way of having enough in there to do something. And that's not a lot.

Thompson: With this being a legislation session coming up, y'all might also look into doing some co-legislative effort; whatever that may be.

Janow: Can't understand comments.

Rankin: In fact that came up, if we would be interested in doing any of that.

Thompson: I looked into that. That's a huge benefit.

Rankin: What's the motion? Do you all just want to table it, forget about it? Give me your feedback. I need a motion if you can.

Damiano: Let me make one comment. I don't think we have enough information to move forward. I can't vote so that's just my view.

Cavanaugh: I don't-I mean it sounds like-at one point it was eight thousand dollars-ten thousand total. We don't even know how many groups. I would absolutely agree to the motion we investigate joining this coalition.

Damiano: Linda, I think it's a good idea.

Rankin: I'm not going to keep going and putting this together if I don't have some authority to do so.

Osborne: I think the concept is good. I think that the key players for us to be involved is the big money that's being spent in Kaufman and if you can get Athens in and Mabank. I mean that's a good consortium.

Rankin: They've already committed.

Osborne: Well if they are committed-.

Cavanaugh: That's back to-

Rankin: I'm just a president of a board where those guys have more say about what they can participate and do.

Cavanaugh: Gary's comment-we need to understand what we are voting on. Who's already signed up?

Rankin: Okay. I guess what I need to know is if you are willing to participate?

Cavanaugh: Yes. I would absolutely make a motion in a minute and I will that we participate in the consortium to expand 175 Corridor marketing. Osborne seconded. All directors voted 'aye'. Motion carried.

Cassady: So then what you can do then coming back, I think we just need more specifics around the dollars.

Osborne: You can tell them we would love to support the cause. We just need to know what you are all thinking about the money.

Osborne: This is a whole different deal than the I 20. The I 20 deal is dead as far as I'm concerned; that was thirty years ago.

Rankin: Right now they are building a huge, huge warehouse.

Damiano: Honestly I think it's a great idea, congratulations to you. I just think we are selling something different from people along I 20.

7. Discuss and/or take action to join the Real Estate Council of Dallas./Rankin

Rankin: I put on the table all about the membership dues. Actually this is the one, I'll pass it around.

Cavanaugh: And which category are we proposing?

Rankin: Obviously we are not a platinum member and we wouldn't be a sustaining member. A full member is a thousand (\$1,000) and a regular associate member is four hundred fifty (\$450.00) dollars per member. Again this is similar to what I was bringing up to you about having a 175 Corridor. This is so we have our ears to the ground and we know what's going on. If we don't know what's going on, who's looking at Texas, who's looking at this area? This is what I think is important for us to do, is to keep our ears to the ground and get to know these people that are working on building commercial real estate. Now this is similar in a way if you were to go to one of the conferences. You would be meeting the same kind of people. Instead we are meeting more of those that are local.

Damiano: Linda, I didn't see the difference in the membership levels; what you get, what you don't get.

Cavanaugh: It's on the next page.

Rankin: The difference in the membership and an associate membership is five hundred and fifty dollars (\$550.00) and with a thousand dollars (\$1,000) membership you get a complementary admission for four Speaker Series which you do not get in the other ones, publicity, the corporate marketing, and exposure throughout the year in their website. For a thousand you get exclusive

visitation and admission for Full members to Fireside Chats. Fireside Chats are made up of the leaders in the commercial building world in Dallas. These are the guys that have the big money and they have Fireside Chats so that's what they are talking about. Addition up to four Associate members per full membership, 20% discount off of Associate pricing, access to The Real Estate Council lobbyists through the PAC.

Damiano: Are we joining as an entity or one person?

Rankin: I think right now one person and then that one person can trade out if they want to. If they can't go someone else could go. But I don't see the need to have a full membership.

Cavanaugh: Is this anything that your organization joins?

Thompson: We've been active on the Greater Fort Worth Real Estate Council, but not on the Dallas. I liked it, but what you have to keep in mind with the exception of the corporate membership these are all individual membership. So it's just the one person. Real estate and economic development is all about building relationship and this is a great place.

Carlos: We are heavily involved in all the organizations throughout the Metro-plex and one key to these organizations is truly having a presence at these events and utilizing them for all their worth. Going in the beginning and staying until the end and introducing yourself to anyone and everyone that you can. So it takes effort.

Rankin: If we do participate with them through the 175 Corridor this would just be another avenue for us to get to know them.

Cavanaugh: My next question would be on following up on what Carlos said 'do we have the resources to dedicate to someone that's really going to get involved with these guys.' Someone who is going to show up at all the meetings, events and spend a couple of days at the events and represent Gun Barrel City?

Rankin: That is something I'd probably do. But some of you might also.

Cavanaugh: I was just raising that as a question.

Rankin: I just wanted to bring this up tonight, let you think about it.

Damiano: Linda, what are you suggesting? What level are you suggesting?

Rankin: I'm suggesting an Associate membership at four hundred fifty dollars (\$450.00) per member.

Cavanaugh: I think we can make a decision on that tonight if we feel we will use it.

Rankin: Are you all ready?

Damiano: Unless we do that how are we going to figure out how we are going to use it?

Rankin: I don't like having to go by myself. I'd love to have someone-.

Osborne: Let's do it. You had the motion, and we have two members-.

Cavanaugh: Before we make the motion-do we have to identify the members now?

Osborne: No.

Damiano: I think Associate members. Get our feet in the water and see if it's going to do anything for us.

Cavanaugh: I make a motion that we have two (2) Associate members on the Real Estate Council at a cost of four hundred fifty dollars (\$450.00) a year per person. Do we have a second?

Osborne seconded.

All directors voted 'aye'. Motion carried.

8. Discuss and/or take action on Orasi monthly report./Thompson

Thompson: We continue to work on Project Office Space. There are things here that we will be talking about in executive session on Project Office Space and the Business Park. The marketing

of the old city hall site is now in Stan Fernald's hand. The listing on Loop Net has been transferred to Stan Fernald's account. There should be a copy of the sample flyer in your packet. We have that done in Word so we can drop it in any site. The Façade Improvement Program is something else we worked real hard on.

No action taken.

9. Discuss and/or take action on Outreach PR monthly report./Holubar

Holubar: Does anyone have any questions about the report I submitted? If not I have a little bit more information about a couple of items on there. In following up on the Vetoni's appearance at City Hall and concern over our support of new businesses versus small businesses, Linda and I have been talking about ways to go back to the two surveys. They really got tabled because we had other things to do. At the time we didn't feel there was any earth shattering news. We do feel we owe it to the community to let them know what the businesses said and community members said, so we came up with an idea that we also discussed a little bit with our new Mayor, because as he mentioned, he wanted to have some meetings with existing businesses. We came up with the idea of having a 'Round Table' with local businesses sometime probably in late July were we would present the results of the business survey, results of the community survey so they knew what community members were asking for and wanting. The Façade Program, so they would know that was available and also have them to talk to us, to Linda, to the Mayor and it would be sponsored by the EDC. This is the concept, sponsored by the EDC, hosted by the Mayor. We talked about having it at La Quinta, catered by Vetoni's and we looked into what that might cost and looked at a time line for marketing it and that's how we came up with his late July concept. We do need to take this before City Council, need to have a budget put together for marketing. The marketing and the cost of this-we thought it would be nice if we could pay for the lunch, that was our initial thought. Just kind of a chicken scratch budget just to give you a ballpark figure-we are looking at-. I called LaQuinta and they will give us a room that would seat fifty people at a discounted rate of a hundred dollars (\$100.00) no tax, normally it is one twenty-five (\$125, 00). They are giving us a bit of a break. The promotion of it, we thought we would run ads in the Monitor a couple of weeks prior to the session. We would also use the Chamber, the Gun Barrel City Chamber as a communications tool to let Gun Barrel City businesses know. We thought maybe a post card that's actually delivered it to Gun Barrel City businesses. And we want to feed roughly fifty people. Adding the cost, it came up to around seventeen hundred dollars (\$1,700.00). Round it up that might be two thousand dollars (\$2,000.00) to have some cushion and contingency incase sixty people show up. We wouldn't have to rent any projection equipment. They have a fifty-inch flat screen at La Quinta. I can work with Jack perhaps as well to put together a power point presentation to summarize the survey results. There won't be any additional expense on that. Tonight I just wanted to bring that forward and I apologize that it's not written for you to look at. Recap: La Quinta-\$100.00- Promotion-roughly \$700.00-Food for fifty people-up to \$900.00 adds up to \$1,700.00. We are looking at sometime during the week of July 21-25, which gives us plenty of time to develop our promotional material, get the word out to local businesses, promote the thing, get our survey summarized, get a program together, get the Façade Program done and approved by council and then we would have what would become the Mayor's first 'Round Table'. It would be sponsored by the EDC.

Rankin: How do you all feel about that?

Osborne: You've got the new guy and he wants to get involved, wrap his arms around the businesses, there is no better way to do it.

Cassady: I think it's good.

Rankin: Can I have a motion.

Osborne: I think we ought to make it up to twenty-five hundred dollars (\$2,500.00), because if you are guessing.

Holubar: Yes, we are guessing today.

Osborne: Let's raise it up.

Rankin: This would come under marketing. Can I hear a motion?

Multiple conversations.

Cavanaugh proposed that we have an event for the Business Round Table at the La Quinta sponsored by the EDC and the cost not to exceed twenty-five hundred dollars (\$2,500.00) hosted by the Mayor for the purpose of communicating business activities and consumer desires. Osborne seconded. All directors voted 'aye'. Motion carried.

Rankin: Sandy you had something you wanted to bring to our attention regarding marketing. Let Sandy tell us what he wants.

Janow suggested advertising in 'Fly the Flag' a mail out magazine. Janow would work with Holubar and find out the distribution and cost.

Holubar: You want to advertise in the magazine versus doing something like it for ourselves.

Janow: Both.

Holubar: I understood you wanted to do our own.

Janow: I just spoke to a lady in South Carolina. If you spearhead the hospitality suite; if we could get something made up and distribute them I think it would help.

Holubar: It really does fit with the 'Go Texan' marketing plan.

Rankin: Why don't you and Janow get together on that and we'll move forward and get some ideas.

Holubar: I only have one more thing that you failed to mention. Today she made a phone call to our billboard guy and got approval for us to change our billboard; for free again. We previously approved money to develop the billboard and produce the billboard, but we tabled it when he said that we couldn't use it.

Rankin: Now he is willing to allow us to use it.

Holubar: This is a saving of a least eighty two hundred (\$8,200.00) dollars for what it would cost us to buy a billboard. Anyway Linda made a very sweet phone call today. That's good news. We may want to get a group together and talk about what we want or did we decide to present something.

Rankin: I think you were going to present something.

Holubar: We'll come up with some campaign ideas.

10. Discuss and/or take action to authorize up to \$6,000 to extend electrical services at the City Park.

Rankin: The reason this has been brought before us at this point and time is because they are out there doing electrical work as we speak. They've been trying to do some improvements around the park. While the electrician is there it would be quick and easy for him to go ahead to lay these lines. The lines are going to allow lighting where the restroom will be eventually. It will allow lighting for the workout area on the walking path. It's sort of the ground work for improvements on our park.

Osborne: Here is the question I have. I think you all have used Wayne Tanksley. He's a good electrician, but he lives in Kemp. Why can't we get a Gun Barrel City electrician?

Rankin: Where is J & S Electrician?

Cassady: Weatherford

Osborne: We've got people here. I'm not for this amount of money in electricity, but if we are going to spend the money, why don't we spend it with someone that has a business in Gun Barrel City?

Rankin: You know this is a City Hall Project. They are the ones that-

Osborne: But we are approving the money.

Rankin: And we are-

Osborne: We can be a little snotty on this.

Evans: I think they went out for bids and that's all that was returned.

Damiano: Why are we doing it?

Rankin: Because it's been good will. We wouldn't have been a park unless the EDC had taken a role, a big major role in making it happen. It's sort of been the guiding factor behind it all along. We are to a point now where they are trying to do more infrastructure of the park and it's a matter of whether we want to continue to be their assistant in getting this done.

Cavanaugh: Do they have any money left in the grant?

Rankin: That's been used.

Cavanaugh: Everything is gone. Is there anything currently in the city budget for park improvements this year?

Rankin: You would have to ask Council.

Evans: You all approved \$40,000.

Rankin: We did approve \$40,000 but our line items that were in the \$40,000 did not include this electrical.

Evans: I haven't seen that.

Damiano: I agree with Jim Osborne. We should be using a Gun Barrel electrician. But I'm not sure why we are doing this. It's not our bills.

Rankin: It's not our bill, it's the city's. It all comes down to we are all in the same community and we are trying to achieve the same goals and trying to create a quality of living. When you talk about quality of life in a city, this is part of it.

Damiano: I agree with that.

Rankin: You also have to remember from Silverleaf and the others that might come here as part of the Go Texan. When they go out there its just lighting for their benefit has well.

Osborne: Gary, let me put this point up. Linda did a marvelous thing getting this guy to sign up that owns the billboard. It's my understanding that was Webster's contact and what he did, the owner of the sign said 'you guys never bought any pool supplies from me. So the reciprocity thing is what I'm selling here with using a local electrician in Gun Barrel City. So that was the contention, however you use the billboard-good for you, but the negativity -what we've fault for all this time-the fact that nobody from here went in and said 'I'm from Gun Barrel City and I'm buying pool supplies because you are using the billboard. That's my thing. I'll vote for this if we go for a local business.

Rankin: I'd have to talk to Gerry, because I know they are over there working.

Osborne: This is new work; it's time sensitive as to who gets their check faster. This is an additional deal that's for trailers, campers-that's all it is. Someone wants to put their motor home over there and so we're going to spend \$5,800 hundred dollars for their motor home.

Damiano: I think it could be concession stands too.

Osborne: Not 450 amp ones. That's what this bid is.

Damiano: I know that, I agree with you there.

Cassady: So do we want to table this until-

Rankin: Instead of tabling it, is there even a motion? Let's just finalize this. Then if we don't want to do it, if it doesn't pass then I'll let Gerry know why. If he wants to bring it back to the table, he can. I had rather get it off the table one way or the other so I can go back to him.

Osborne: Do you want us-we move that we talk to a Gun Barrel City electrician to do the work that was on the bid that Tanksley and this other firm J & S Electric, which is 600 hundred feet of wire and 450 amp travel trailer panels-4x6 sheets.

Rankin: Okay, I have a motion that there be an electrician from Gun Barrel City-an electrician from Gun Barrel City.

Janow: I'll second it.

Rankin: I want to repeat it. - that we are making a motion to find an electrician from Gun Barrel City to provide the electrical work that's mentioned in the two invoices.

Cavanaugh: Are these actual invoices?

Osborne: These are bids.

Cavanaugh: They say invoices. I guess that's what I'm asking. The work has already been done.

Osborne: We've got one for \$5,800 and one for \$6,200, so these are two.

Cassady: One says bid is good for 60 days and the other one says quote.

Osborne: Do you want me to call Apple tomorrow and hook him up with Gerry Boren?

Rankin: I would prefer that we talk to Gerry first.

Osborne: Okay and you let me know and I'll go from there on this deal.

Rankin: I need a second.

Cassady: I'll second it.

All directors voted 'aye. Motion carried.

Executive Session: 6:35 p.m.

11. Convene Into Executive Session Pursuant to Texas Government Code Section 551.072: 1) Project Office Space 2) Business Park Feasibility Study

12. Reconvene into Open Session Pursuant to Texas Government Code Section 551.072:

Reconvene into Open Session: 7:15 p.m.

13. Discuss and/or take action on Project Office Space. Item #13 - A motion was made by me (Cassady) regarding Project Office Space that we move \$10K into that project for the purpose of architectural and site planning. It was seconded by Jim Osbourne and all present voted "yea.

Discuss and/or take action on Business Park Feasibility Study
No action was taken on the Business Park Feasibility Study.

14. Presentation by Pacheko & Koch regarding Feasibility Study.

No action as the presentation actually occurred in Executive Session

15. Discuss and take action to accept Jim Braswell's resignation.
A motion was made by Cavanaugh to accept Jim Braswell's resignation and seconded by Janow. All voted 'aye'. Motion carried.

Adjournment: 7:21 p.m.

Approved by: Linda Rankin
Linda Rankin, President

Attest by: Pat Cassidy
Pat Cassidy, Secretary