

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

The Gun Barrel City Economic Development Corporation met in a Special Board meeting in the Gun Barrel City Council Chamber located at 1716 West Main Street, Gun Barrel City, Texas, 75156, Monday, December 8, 2014 at 4:30 p.m. Skains called the meeting to order at 4:30 with the following directors present: Osborne, Lyons, Butler, Damiano, Rea and Black. A quorum was established.

Citizens Comments: None

Item #1. Discuss and/or take action to approve the special meeting minutes from November 6, 2014 and November 19, 2014.

Black had reviewed the minutes and made corrections.

Rea: I would like to say one thing. Reading through the minutes when the Façade Program came up, I probably used some verbiage I shouldn't have used. I would like to publically apologize to anybody within the city or the city staff that I might have offended. What I said, I stand by, but what I said probably could have been said better.

Skains: I've been known to do that myself.

Board Member - Patsy Black: Motion was made to accept the minutes as written.

Board Member - Rob Rea: 2nd

Board Member - Gary Damiano: Approve

Board Member - Cheyenne Lyons: Approve

Board Member - Keith Butler: Approve

Board Member - Jim Osborne: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Item #2. Discuss and/or take action to approve the November Financials.

Damiano: The Profit and Loss statement did not show an entry for the sales tax revenue. The EDC received the check late. The check has been received and deposited. At this time we are up 7% from last year. This past month we are over thirty-two hundred dollars over the past month. All accounts balance and payments are current.

Board Member - Gary Damiano: Motion was made to approve the November Financials.

Board Member - Jim Osborne: 2nd

Board Member - Gary Damiano: Approve

Board Member - Cheyenne Lyons: Approve

Board Member - Keith Butler: Approve

Board Member - Jim Osborne: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Item #3. Discuss and/or take action on US 175 Corridor initiative.

Damiano: The US 175 Corridor was initially setup to market eight cities; to coordinate marketing

efforts to save money for eight cities. Mayor Braswell and Damiano attended a meeting last week. There was not a quorum present so they did not have a meeting. Currently they have five cities out of the eight cities in the group. Seagoville and Crandall are looking to join the group. They have the By-Laws that will require a vote from the board, but that has not been done at this time. They have not setup the 501 C Non-Profit. That requires about eight hundred dollars to do that. Their treasury is roughly sixteen hundred dollars. There was a fee of a thousand dollars to join. There will be some changes to the project. I'll have to use Seagoville and Crandall as the example. We had to pay a thousand dollars to join; they probably will not have to. The reason that's probably going to happen is they really have no overhead. They are officing out of the Kaufman EDC office. Since they have no overhead, they have no expenses. They are probably going to turn it into a pay to play program. It's more or less a network of cities marketing all of their cities and maybe get a discount on an ad. A sample of the ad the group put together was in the board's packet. The ad ran on the front page of the magazine and there was a page inside the magazine. That's what the original money was used for and putting together a logo. Going back to the pay for play, going forward if they decide to get a booth at the ICSC and for the cities that want to join that, then they pay. The other cities don't have to pay. If they run another ad, the ones that get mentioned in the ad have to pay, the others don't. They have to have another meeting to determine what will go forward. I would like to stay with it for one more meeting. There doesn't appear to be an assessment in place for additional monies and we probably should know what their plan is.

Skains said there was no need for action since the EDC was already a member.

Item #4. Discuss and/or take action on Façade Improvement Performance Agreement for Hector's.

Osborne: The project cost reimbursement has not been fulfilled. There are two items that need to be supplied to us.

Rea: Can I ask what's missing?

Osborne: It's the proof of payment and photographs of their work. We want to see cancelled checks.

Osborne will follow up with Hector's and get the information that the EDC needs.

No action was taken.

Item #5. Discuss and/or take action to appoint an EDC director to the Task Force Committee.

Damiano: The Task Force was setup to begin working Heritage Cove. In other words what to do with it, how much it was going to cost. It was setup as a combined group between the City Council and EDC. The City Council would have two members and the EDC would have three members. Currently Jim Osborne and Damiano currently make up the Task Force. (This is to replace Sandy Janow not Jim Cavanaugh). Keith Butler volunteered to serve on the Task Force Committee.

[Board Member - Gary Damiano: Motion was made for Keith Butler to serve on the Heritage Cove Task Force Committee.](#)

[Board Member - Rob Rea: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Cheyenne Lyons: Approve](#)

[Board Member - Keith Butler: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #6. Discuss and/or take action to approve David Skains to attend the Basic Economics Development Course. Dates: February 3-6, 2015 in San Antonio, TX. Registration Fee: \$ 700 and travel expense.

Board Member - Rob Rea: Motion was made to approve Skains to attend the Basic Economics Development Course.

Board Member - Jim Osborne: 2nd

Board Member - Gary Damiano: Approve

Board Member - Cheyenne Lyons: Approve

Board Member - Keith Butler: Approve

Board Member - Jim Osborne: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Item #7. Discuss and/or take action to approve promotional expenses with Krappie Kings Television.

Black: I talked to Mr. Karl Kalonka. The information in the packet was printed off of Krappie Kings internet site. Kalonka said they were also doing a shoot in Emory, Texas on Lake Fork. I called Mrs. Rowan, the EDC Director in Emory Texas and talked to her about going together to reduce expenses for everybody, if both boards agreed; having one plan trip down and so forth. She seemed to be receptive to that, but said this would be taken over by their tourism board. I told her we were meeting tonight and I would bring the information to the rest of you guys and see if you all were interested in continuing this or not. If you all are, then I will get back with Mrs. Rowan and the tourism board and see what we can work out. If there is a meeting involved I'd like someone else to go with me to the meeting.

Skains: I'm looking at this and what little I know about it. There is like thirteen episodes that they televise at numerous times the best way I can describe it is it's like Four Country Reporter for Krappie fishing. They come in, visit with local people, visit local restaurants, they show the lake, those kinds of things.

Black: What he told me is it's not like the duck hunters hunting ducks and the alligator people wrestling alligators. This is a show that profiles the City, the surrounding areas, plus the lake and the opportunities there.

Skains: It's on the sportsman's channel which they say has thirty-six million subscribers and the World Network with has eleven million subscribers. It's a good way to promote Cedar Creek Lake.

Black: I wrote down on one show what they would film. Eight times on two networks; that one show would run sixteen times.

Skains: What's the cost on it?

Black: The original cost we had in our original packet was right at seven thousand, but if we go with Emory that should go down drastically.

Skains: We should be looking at half of that, right?

Black: I would think.

Skains: Was it seven thousand plus travel?

Black: It just said seven thousand. I thought I would go into this more if you all gave me the go ahead to contact Emory again.

Skains: I think so.

Damiano: We are making an assumption on the price at some degree.

Black: In our original packet that we received on this, it said seven thousand. Duration of accommodations 3 nights, 3 days, two rooms, airline flights, on and on is what our original package shows.

Damiano: Are there any production costs?

Black: No, all above mentioned is sixty-nine hundred.

Skains: So the premise of using our number one asset, we could market it even further. It makes sense to me that we would move forward with further discussion with Emory and then come back and make a decision on whether we want to do it or not.

Black: I just need y'all's decision to go forward with it or not.

Rea: Patsy, what was your gut feeling about it? Did it seem like it was something you were interested in?

Black: Yes, originally I read where he was on another show, but since went out on his own. His particular show has been on air for a year. He's been on this sportsman's show for thirteen seasons. He's no new comer to the game and he's bound to have a following by this time as well.

Board Member - Rob Rea: Motion was made for Patsy to proceed with whatever she feels she needs to do as far contact at this point.

Board Member - Jim Osborne: 2nd

Skains: I have a motion and a second to continue discussion with the City Of Emory on the promotional opportunity with Krappie Kings Television

Board Member - Gary Damiano: Approve

Board Member - Cheyenne Lyons: Approve

Board Member - Jim Osborne: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Board Member - Keith Butler: Approve

Item #8. Update, discuss and/or take action on committee's response for the boat launch facility, Crappie Anglers of Texas and advertising with Hometown Cinema.

Boat Launch Facility:

Damiano: To date there has been no activity related to the boat launch facility. We are waiting to have a meeting with Tom Finley Park and move on from there.

Skains: I think we did identify some property but it wasn't for sale that might make a good opportunity.

Damiano: Which one are you talking about, the forty acres?

Skains: Yes the forty acres.

Damiano: There is another piece of property that's forty acres, it's not for sale. Property is located south of Lowe's. It backs up to water, but since it's not for sale I haven't got any information on it yet. There are two houses that seem to be in front of the 40 acres or part of the forty acres, I don't know what the reality on that is yet. We still have some work to do on that yet.

Crappie Anglers of Texas:

Damiano: Rob Rea and I had an initial meeting with Jay who represents the Crappie Anglers of Texas. Included in our meeting was Jo Ann-Chamber, Marty-Chamber, Ralph Fortner also of the Chamber, Carol Calkin-City Council. Jay gave an overview of what the tournament has hard wired into their events and their needs for those events, meaning weigh-ins, boat launch, awards banquet and other things, as well as a time frame for those. We needed that to begin

the planning process. We also had an open discussion of possibilities between everyone at the table. We talked about the possibility of having a concert, a boat show, as well as vendor spaces. Our goal on this is to do two things; to make it the best tournament these guys have ever had and to have an economic impact on Gun Barrel City and Cedar Creek Lake. That's the overall goal on this. We talked about the boat show, entertainment, food, logistics, location and had discussion on marketing that the Chamber may be able to help with. It was a productive meeting.

Damiano, Skains and Rea had a follow-up meeting today on the events of the meeting. There are a couple of things that has to be resolved. They hope to have plans in place and a budget in January and by the latest in February to present to the EDC.

Skains: I hope to have a budget to Council at their February meeting.

Advertising with HomeTown Cinema:

Rea: The producer that I spoke to had been willing to help at a discounted rate. We met but our ideas and his ideas were far apart. Essentially he was looking at a full blown production; TV type advertising that was way out of our budget.

Skains: I would recommend that you get with the production company that works with HomeTown Cinema. What we want to advertise is the Boots to Business, the Façade Project that can benefit the citizens of Gun Barrel City. We find that a lot of people are not aware of these programs. We had a call this afternoon from a local church that had just finished a thirty-thousand dollar renovation and they wanted to know if they could take advantage of the Façade Project. Unfortunately the way the Façade Project is written up there has to be preliminary application before the work is done. We weren't able to accommodate them. That is what we are looking at getting out there and I think the cost was like thirty-four cents a movie.

Rea: Thirty-eight cents plus the production cost. I'll continue working on HomeTown Cinema.

Skains: I'll be happy to work on that with you.

Item #9. Updates on any/all Projects and/or Prospects.

Skains: You will see this on all of the agendas going forward. He asked if anyone had any additional updates on projects.

Black: Black and Skains had met at the end of October with a gentleman that wanted to put in a bowling facility. Black placed a follow up with a call and reported that they were trying to get everything together. They didn't want to rush into it and wanted it to be done right the first time. As soon as he had anything concrete he would give me a call.

Item #10. Discuss and/or take action to purchase Logo shirts for the purpose of attending EDC functions.

Damiano: David and I went to the ICSC conference in Dallas which is a marketing event for companies looking for locations for their retail outlets or restaurants. We opted to walk the floor instead of getting a booth. To do this we bought two shirts each at a cost of roughly fifty bucks. In many cases the shirts immediately initiated a response. They were either fascinated with the name, who we were or where we were. It's a great marketing tool. We are going to be doing more of these events in some way shape or form. Whether we have a booth, roam it or just make appearances to talk. It starts conversations.

Skains: As we walked up to booths and people looked at our shirts it was one of two comments came out. One was 'Gun Barrel City' I know where that is or 'Gun Barrel City' where is that? It did work for an ice breaker at the convention.

Damiano: The proposal is we buy two shirts for everybody on the EDC so that when we do go to events we are recognizable. It becomes part of our marketing tool.

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

The Gun Barrel City Economic Development Corporation met in a Special Board meeting in the Gun Barrel City Council Chamber located at 1716 West Main Street, Gun Barrel City, Texas, 75156, Thursday, January 8, 2015 at 5:00 p.m. Skains called the meeting to order at 5:00 p.m. with the following directors present: Lyons, Butler, Damiano, Rea and Black. A quorum was established. Jim Osborne was absent.

Citizens Comments: None

Item #1. Discuss and/or take action to approve the special meeting minutes from December 8, 2014.

Black: I've gone over the minutes and they are fine as far as I'm concerned. Just because I say they are good, I am not speaking for everyone.

Skains: Right, we all should review the minutes and make sure we agree with them.

Black: With that said, I reviewed the minutes.

Skains: I did too Patsy and I didn't see any issues that I felt like needed to be changed. Do I hear a motion concerning the minutes of December 8 or further discussion?

Rea: Patsy has gone over the minutes and they have been done properly.

[Board Member - Rob Rea: Motion to accept the minutes as written.](#)

[Board Member - Gary Damiano: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Cheyenne Lyons: Approve](#)

[Board Member - Keith Butler: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #2. Discuss and/or take action on Façade Improvement Performance Agreement for Hector's.

Skains: The performance agreement was drawn up by the EDC Attorney. Is there any discussion?

[Board Member - Rob Rea: Motion to approve the Façade Improvement Performance Agreement.](#)

[Board Member - Keith Butler: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Cheyenne Lyons: Approve](#)

[Board Member - Keith Butler: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #3. Discuss and/or take action on Façade Improvement Performance Agreement for Reliant Gasket.

Black: I would like to throw this out. I don't have anything against this arrangement, but if it's at all possible I would like to readdress these façade agreements to see if they can't be tweaked a

little to fit what is necessary. I think there is wording in there that can't be enforced. Why have them if they can't be enforced.

Skains: Not to put words in your mouth, but are you speaking about the wording 'where they stay in business one year'?

Black: That is one of them, yes.

Skains: I totally agree with you Patsy; however that is what the attorney gave us. I do think we need to address it. Are you saying in the future façade agreements?

Black: Yes.

Skains: I agree there. I think it's in our best interest to have a standard performance agreement for the façade program that doesn't deviate; it just stays the same for each one. That's what I would like us to work toward.

Black: The amount of employees, it's that a part of this as well?

Skains: The number of employees for the façade agreement shouldn't be a factor that I am aware of. I think it is in the performance agreement that they not hire any illegal aliens. According to documentation that I've read, that is a requirement.

Rea: Patsy are you concerned about the length of time the business would stay in business after they acquire the funds?

Patsy: No, no one knows that, you can die the next day. No one knows that. I'm concerned that words, just for the sake of counting words is unnecessary. If it's not applicable, why is it in there?

Skains: I agree with you Patsy and I think we need to take that up as an agenda item in a future meeting. This agenda item here is-

Black: Right. I wanted to just bring this us.

Skains: I do appreciate your comments and they are duly noted.

[Board Member - Patsy Black: Motion to accept this performance agreement.](#)

[Board Member - Rob Rea: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member – Butler: Approve](#)

[Board Member - Lyons Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #4. Discuss and/or take action on GBC EDC Video opportunity.

Skains: This is an organization that contacted me. They do marketing video for EDC's. I notified the gentleman a little late for him to attend the meeting. He couldn't make the meeting tonight. We are going to table this item until our January 20th meeting and he will be here to answer all of our questions and concerns. It's just another marketing tool to market the city

[Board Member - David Skains: Motion to table Item 4 until the gentleman that runs this business is here to talk to us.](#)

[Board Member - Rob Rea: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member – Cheyenne Lyons: Approve](#)

[Board Member – Keith Butler: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #5. Update and discussion on Crappie Anglers of Texas.

Damiano: We have a second meeting scheduled for next week, January 13 @ 5 o'clock. We are in the process of expanding the room rate that they've got at the LaQuinta hotel to include the pre fishing and the junior angler tournament which will be held earlier in the year.

Item #6. Discuss and/or take action to classify the Executive Administrative Assistant position as salary non-exempt or salary exempt.

Skains: I thought that we had covered this in our executive session and the last meeting. I feel like we did, but I didn't get it in the motion when the motion was made. So basically it's opening it up for discussion. See if we can get a motion and put this thing to bed. We've been messing with this since October I think.

Damiano: What is the reason behind changing it?

Skains: The main reason I would like to, let me clarify that a little bit. I'm asking for discussion on whether we want to go salary exempt or salary non-exempt. I'll go ahead and open that door in answering your question. I would like to basically return the position back to salary exempt from all the information that I've been able to gather. That's what the position had been for fourteen years. In my first meeting we changed that. I think we inadvertently changed it when we were putting Rita on the same schedule as city employees where she would be paid every two weeks. Up to that point she had been paid twice a month for the previous fourteen, thirteen years, whatever it had been. So we kind of messed that up. I got to looking into it and looking at the position responsibilities are. It certainly lends itself to be a salary type position. She is responsible for keeping the doors open if here are no volunteers for the EDC board, which has happened in the past. She works with our budget and makes a lot of the executive level decisions. So I would like to go ahead and put her back to salary exempt.

Rea: I have a couple of comments. As far as salary to exempt under the jobs covered by the FLSA, contrary to popular perception, I actually do read things. Part of the designation as exempt 'under Mere Supervision' it dictates planning the work, determining types of equipment to be used in performing work, or materials needed; monitoring work for legal or regulatory compliance, providing for safety and security in the workplace. I think Rita in her capacity does all four of those which qualify her for exempt. In addition, the Exempt Administrative job duties require office or nonmanual work, which she qualifies for, directly related to management or general business operations of the employer or the employer's customers. She certainly does that. And finally the administrative exemption is to keep the business running from "operational to production". I don't think there is anybody on this board would disagree that this is what Rita does, therefore she is exempt. Anybody have a problem.

Skains: Any further discussion?

Damiano: Yes, I guess I do now. One of the questions bothering me about doing this is, I'm wondering what the relationship is to the existing job, it has nothing to do with the person in the job.

Skains: Right.

Damiano: If an ED is hired, because you will have two exempt salary level people on this side of the house? If I read the FLSA, much of what Rob says is true, but my big stumbling block is we will end up having two salary level people running the daily operations of the EDC. What will happen, I believe, I don't know, I'm asking the question-once an ED shows up then some of the components of what the current administrative assistant does on a day to day basis changes.

Skains: Not necessarily, from my understanding what the city council members have informed me on the expectations of an ED will be. That level of expectation that's just been communicated to me will be tasked with going out and selling the city to potential business to move to the city and existing businesses to help them where they can and improve the life of the

citizens. That doesn't really conflict with anything that I'm aware of with what Rita is doing currently. I get what you're saying and I appreciate your comments but I really don't think those two are going to cross.

Damiano: I'm not arguing with you whether the job was exempt or non-exempt, I believe it's always been a non-exempt job. The pay cycle it does not dictate whether a job is exempt or non-exempt. It's driven by content, by independent action, it's driven by decision making, by a bunch of things; it's job content. I just wanted to point that out.

Skains: OK. I appreciate that. Any further comments?

Board Member - David Skains: Motion made a motion that we change the executive administrative assistant position or make it, I don't know that's it's ever actually been made exempt or non-exempt, that we make the executive administrative assistant position a salaried exempt position, paid twice a month-on the first and fifteen.

Board Member - Rob Rea: 2nd

Board Member - Gary Damiano: Disapprove

Board Member - Cheyenne Lyons: Approve

Board Member - Keith Butler: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Black made a motion to adjourn; Rea seconded. All directors approved.

Adjournment: 5:16

Approved by: _____
David Skains, President

Attest by: _____
Patsy Black, Secretary