

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

The Gun Barrel City Economic Development Corporation met in a regular Board meeting at the office located at 1720 West Main Street, Gun Barrel City, Texas, 75156 on Tuesday, January 17th, 2012 at 6:00 p.m. Rankin called the meeting to order at 6:01 p.m. with the following directors present: Cassady, Baade, Spiegel, and Janow. Steve Webster and James Cavanaugh were absent. A quorum was established.

Citizens in attendance: John and Dimple Patel/Best Western Hotel, Mr. Lanny Roberts and Laurie Fleiner/Orasi Development.

Citizens Comment: Mr. Lanny Roberts, a retired citizen of Gun Barrel City, encouraged the EDC to advertise in the County Line magazine. The magazine advertised the events in the upper East Texas area, but only distributed the magazine to the companies that advertised. He felt Gun Barrel City needed a theme and suggested to the directors that they might consider putting in a flyer in the welcoming package that POA's pass out. Roberts agreed to work with the tourism committee to promote GBC. Spiegel thought 'Something for Everyone' was the EDC's theme, but the directors had voted last year on priorities of the EDC and advertising was not high on the EDC's priority list.

The Patels arrived at 6:15 with John Patel making the following comments:

Mr. Patel informed the directors that he, his dad and wife have been in Gun Barrel City for over a decade with the Best Western hotel. The last 6 to 8 months had been the worst. He felt the lake had a lot to do with the low occupancy. The only time the hotel was full was on Canton's First Monday or when another city was having an event, because the other city rates were double or triple in price. At this time he was running an ad for room rates at \$49.95 with no expiration on the ad, but it hadn't helped. His business usually came from family referrals. He's in contact with the funeral homes, Lone Star Maps and has a billboard on Hwy 175. Best Western had an Internet App. Rankin mentioned going with Texas Department of Highways. Patel said he had a limited budget, but when his billboard lease expired he would get in touch with Texas Department of Highways and put a sign at Hwy 334 and Hwy 175. Rankin read off a list of future events that they were working on. Cassady was working on a motor-cross event that would be located in Kemp. Patel said he could provide a banner for that event. Rankin said the EDC recognized the recession has hit the city so hard and they were trying to address it, especially in the hotel business. They had formed a volunteer tourism committee and had begun to lay out a plan for monthly events. Janow suggested having a corporate rate. Patel felt city events would be the most helpful to the hotel business. He would leave his personal phone number or business card with the EDC, because he is a pharmacist in Dallas and is in GBC two or three days a week.

Item #1. Discuss and take action to approve the EDC board minutes of December 20th, 2011.

Spiegel made a motion to approve the EDC minutes of December 20th. Baade seconded. All directors voted 'aye'. Motion carried.

Item #2. Discuss and take action to approve the December 2011 financials.

Baade had been in contact with Michael Thompson/Direct Tire. Thompson would catch up on the couple of payments as soon as possible. Sales tax revenue was up 3.96% from last year. There was nothing unusual with the December finances. Spiegel made a motion to accept the December financials. Baade seconded. All directors voted 'aye'. Motion carried.

Item #3. Discuss and take action to approve a performance agreement with Silverleaf Development.

The engineering on the water and sewer had been given to Goheen at ECCFWD. There was a meeting scheduled for Wednesday to see if the water company's engineers had approved the water and sewer lines. Rankin said Webster had said the EDC was responsible for water and sewer, the city was responsible for the road and Sugrue was responsible for the development. There was a discussion on the terms that should be in the performance agreement, but the directors did not come up with an outline or timeline. Rankin said that if the performance agreement was written, the EDC could have a special meeting to approve it. No action taken.

Item #4. Discuss and take action to assist La Quinta Inn.

Jack Thompson had been working with La Quinta Inn and had sent the information to the directors. Mr. Patel can hang on for a couple of months. Rankin said with the upcoming events scheduled things should be picking up for the hotels. It was mentioned that Comfort Suites is advertised in the chamber magazine, but you didn't see any

advertisement for La Quinta. Rankin felt that Comfort Suites had a marketing person. The tourism committee was using the hotel/motel tax to market the entire city to build events. In the future if these events did not help, then the issue would be revisited at that time. No action was taken.

Item #5 Update on P.I.D. for Heritage Cove.

Laurie reported that the broker of the Heritage Cove property out been out of country, but was back in town now. He did want to move forward and will meet with Jack soon. Rankin reported that Webster was a bit concerned about starting the PID with La Quinta having financial issues. The directors discussed the Economic Analysis report for Gun Barrel City that been prepared by Orasi Development.

Item #6. Discussion of proposed aerial map. No action required. (Spiegel)

The directors had approved a folder that the EDC would use to send out information about the city and EDC. They were in the process of building inserts for the folder. The directors were under the impression that the paper stock would be a glossy heavy weight. Spiegel said he had met with the aerial focus people in December. Spiegel said there were all kinds of maps, basically the same size, which you could customize to fit your needs. He passed around a priority list that the directors could choose from that would be included on side one of the map. Side two could show the City's zoning map. Spiegel asked the directors for their suggestions on what they would want to see on the map. Spiegel suggested having side one include City Hall, GBC Municipal Airport, GBC Park, Pavilion, Police, Fire Department, Tom Finley Park, ETMC, city streets and area map. The directors like the suggestions for side one of the map. Spiegel would continue to work on the aerial map. No action was taken.

Board of Director Comments.

The directors discussed the banner that Cassady wanted the EDC to put at the motor cross track for the upcoming event. The banner would hang out there all year. After discussion the directors thought the cost could be picked up by the EDC. The brochure would be paid out of the hotel/motel funds.

Adjourned: Spiegel made a motion to adjourn at 8:05 p.m. Cassady seconded. All directors voted 'aye'. Motion carried.

Approved by:



Linda Rankin, Vice President

Attest by:



Pat Cassady, Secretary