

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

Citizens in attendance: Connie Holubar/Outreach PR and Jack Thompson/Orasi Development
Citizen's Comment: None

Item #1. Discuss and take action to approve the minutes of the regular board meeting on June 21st, 2011.

Spiegel made a motion to approve the minutes of the regular board meeting on June 21st, 2011. Rankin seconded. All directors voted 'aye'. Motion carried.

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

Baade reported sales tax revenue was down this month as well as last month. There were no unusual items on the financials. Spiegel made a motion to accept the financial report for June 2011. Rankin seconded. All directors voted 'aye'. Motion carried.

Item #3. Discuss and take action to assist Cecil (Cesario Saucedo) with an event center.

Item #3 was moved to the last item on the agenda.

Item #4. Website update/Cassady.

Cassady had setup a meeting with Gina and Mickie for Wednesday morning. The design company had released the design. Training was being scheduled for Gina, Mickie, Rita and Cassady. A couple of pages would be added to the website that would show available property in the area and targeted industry. Cassady thought the website would be up and going in thirty to sixty days. No action taken.

Item #5. Discuss a few media opportunities. No action required/Spiegel

Spiegel had two new pictures that could be used to refresh the billboard. It was suggested that the current picture be placed on the backside of the billboard. There was discussion on the use of the picture with water or use the picture that didn't include water. He and Jack had discussed the use of using the word 'barrel' in some form of advertising.

Spiegel was working with the Senior News organization that the EDC may use for advertising in the future. The EDC could also advertise in the books put out when entering Texas. Spiegel was not recommending any of the forms of advertising at this time. He did not want to work with internet advertising until the website was finished. No action taken

Item #6. Provide update on aerial photo map project. No action required. /Spiegel

The directors had discussed the need for aerial photos that would be used in the folders. The cost would be between four to six thousand dollars. Rankin said she had been pitching Gun Barrel City as being the 'hub' of the region. If the EDC did an aerial she would like to show the lake and areas around Gun Barrel City. The directors agreed that it would be worth the cost to produce the aerials. Spiegel would ask for a proposal and presentation for the next EDC meeting.

No action taken.

Item #7. PR update/Holubar

Holubar had been gathering information on local brokers and was starting a database on available property. She was working with the new broker, Rhonda Croney, on commercial property. Croney was from Weatherford with experience in developing, investment, real estate, Ag., and PR. Matt Wright had provided Holubar a list of 300 names from the Dallas area and Holubar released a business brief to the brokers. She was trying to get a feature in the Dallas Morning News as well as working on a last minute stay vacation for the area. Holubar had ordered a Texas State Travel Guide and thought Spiegel could find out what needed to be done to have Gun Barrel City listed in the Prairie and Lake Region. When the directors completed their survey on priorities for the EDC, advertising was not on the high priority list. Webster felt that when Gun Barrel City had a venue of events, the advertising would follow. Holubar had talked to some one that was looking for a place to hold a Tattoo convention. Rankin suggested jumping on board with Athens Chamber of Commerce. Holubar was already involved with Athens Chamber of Commerce. No action taken.

Item #8. Discuss and take action on EDC marketing. /Martin
Thompson reviewed his monthly report. No action taken.

Item #3. Discuss and take action to assist Cecil (Cesario Saucedo) with an event center.
Rankin had reviewed the revised cash flow for the project. She felt there were additional items that needed to be included in the cash flow report. Janow and Rankin voiced concerns about the project in general. The bank would assist Cecil with the building if the EDC contributed to the project. Webster asked Linda to contact Cecil and setup another meeting with him. No action taken.

Discuss future agenda items and/or development projects.
The owner of Tip Top Auto had talked with Steve about the possibility of getting assistance to expand his business. Rick Smith would be working with the company. Kim Wiens was working with a gentleman that might be interested in putting in a senior living center in Gun Barrel City. Several of the directors attended the dinner for Country Place Living. They were interested in putting in a four million dollar assisted living facility. They were looking for property in Gun Barrel City. Mike Sugre would meet with Steve on his Senior Living Housing project.

Adjournment: 7:05 p.m.

Approved by: _____
Steve Webster, President

Attest by: _____
Pat Cassady, Secretary