

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, June 18<sup>th</sup>, 2013 at 5:00 p.m. Webster called the meeting to order at 5:00 p.m. with the following directors present: Spiegel, Cavanaugh, Janow, Damiano, and Cassady. A quorum was established. Linda Rankin was absent.

Citizens in attendance: Gerry Boren/City Manager, Mike Howell/GBC Planner, and Jack Thompson/Orasi Development.

Citizen's Comment: None

Item #1. Discuss and take action to accept the grant, grant administration and payment for those services.

Mike Howell had applied for and received the USDA Rural Development matching grant called RBEG (Rural Business Enterprise Grants) for the Gun Barrel City Economic Development Corporation. The grant was for \$99,900.00 with a match from the EDC of \$99,950.00. Grant funds would be used to establish a revolving loan fund to provide financial assistance through loans to small and emerging private business enterprises in rural areas. Grant funds would be disbursed within one year from the date the grant was accepted (June 5, 2013). Three or four EDC directors and one local banker would make up the committee who receives and reviews the revolving loan applications and forwards the application to the EDC Board.

No commitment of loans funds to third party recipient may be made by the EDC until an affirmative decision on proceeding with funding to the third party is rendered by USDA Rural Development.

Webster said the person that understood the grant was Mike Howell. Howell asked who would be responsible for the reporting. Webster said Howell would be responsible for the reporting and the EDC would contract with the city for Mike Howell to do the grant reporting. Boren said that since the EDC was working so well with the city it should be the city's part to help the EDC in administering the grant. At this time there would be no contract between the EDC and city.

Cavanaugh made a motion to accept the USDA grant. Spiegel seconded. All directors voted 'aye'. Motion carried.

Item #2. Discuss and take action to set up a checking account for EDC- RBEG (Rural Business Enterprise Grant).

The Grantee (EDC) would setup a non interesting bearing revolving loan fund account at Southside Bank. The funds of \$99,950.00 would be transfer from account 1507907 to the new account 1605267. Jim Cavanaugh, Linda Rankin, Steve Webster and Rita Evans would be signers on the account. Spiegel made a motion to approve the transfer and setup of new account. Cassady seconded. All directors voted 'aye'. Motion carried.

Item #3. Discuss and take action to approve the minutes of the special board meeting on May 6th, 2013 and the minutes of the regular board meeting on May 21st, 2013.

Spiegel made a motion to accept the May 6<sup>th</sup> minutes. Damiano seconded. All directors voted 'aye'. Motion carried. Spiegel made a motion to accept the May 21<sup>st</sup> minutes. Cassady seconded. All directors voted 'aye'. Motion carried.

Item #4. Discuss and take action to approve the May 2013 financials.

Cavanaugh reported that Emergicon LLC had made another draw in the amount of \$66,000. EDC had received the payment from sale of land from Country Place in the amount of \$113,388.00. All revolving loans were current with the exception of Mike Thompson/Direct Tire & Battery. Discussion on sales tax revenue and lake levels and how it would affect the City. Cassady made a motion to accept the May 2013 financials. Spiegel seconded. All directors voted 'aye'. Motion carried.

Item #5. Discuss and take action to approve an updated EDC application form.

This item was pulled from the agenda. Rankin and Webster would consider suggestions or comments on application form.

Item #6. Discuss and take action on backup procedures, officers, board members, and personnel.

Webster said he had been thinking about what happens if someone is incapacitated. If it was Webster, he had a two hour meeting with Linda Rankin this month to share each other's information so if anything happens to Webster, Rankin is in a better position to come forward and take up the slack. We don't have a backup Treasurer so Webster asked Cavanaugh to document what he does; what kind of accounts,

where the changes are made, and how the EDC deals with that. Make a ledger and send it to Steve ever two or three months. Cassady would document her responsibilities. Webster asked Evans to document her responsibilities for the next two or three week. Webster just wanted everyone to take steps in that direction.

Item #7. Discuss Heritage Cove and potential improvements and support.

Boren had received a proposal from Philip's Lighting on providing solar lighting to Heritage Parkway. The cost estimate was \$150,000, but did not include installation. Boren was waiting on Oncor's pricing for regular lighting. The battery has a 15 yr span, and battery power could be turned down to save the life battery. Lights have a five year span. There would be five lights spaced every 20 feet that would complete the lighting for the road.

Estimate on a four foot wide sidewalk was \$15,000 on each side of Heritage Parkway; with the east side of Heritage Parkway being completed first. Boren said ECCFRWD was working on drainage and he thought they were assessing property owners. Webster said we needed to get a fuller understanding of where that stands, what property owners are doing what and what engineering has been submitted to the property owners. Howell said he had talked to Goheen and Goheen was trying to get a hold of the rendition, plat or pictures of the retaining wall that was supposed to be built. Webster thought Landers might have had a rendition of a retaining wall, but he never filed anything with anyone. We don't have it and don't know if it exists. Boren is working with Texas Downtown Association members to get feedback about the downtown planning. Webster said we needed to tie down the cost and maybe the EDC could assist with the projects. Boren said some cities are having fundraisers to keep their theatre in their town. A sale tax rebate may work for the cinema. Baade had put an appraiser and Steve Peace together to work on lower the property tax on their property. Baade did not know it anything was accomplished. Evans would research the property value of the land at Heritage Cove.

Item #8. Discuss and approve the new "live here/employ here" billboard to be posted on the Hwy 175 location. (Spiegel)

Janow made a motion to go forward with the billboard and approved the new acquiring business billboard. Total cost of the project would be \$1,500. Damiano seconded. All directors voted 'aye'. Motion carried.

Item #9. Discuss and to authorize an expenditure of up to \$700 to contact gun manufacturers and support suppliers (Spiegel).

Spiegel was writing letters to specific gun people and wanted to include the City's ceremonial key that read 'the key to the city'. He was pricing the minimum quantity of keys and wanted to move ahead with this concept and letters would go out in the next two weeks. If the keys are too expensive or we have to buy too many keys then this is probably a dead project. Spiegel wanted authorization to move forward with this project. Cassady made a motion to allow up to \$700 to contact gun manufacturers. Janow seconded. All directors voted 'aye'. Motion carried.

Item #10. Discuss and take action on EDC marketing prospects.

Thompson's report:

Old City Hall Site

Orasi electronically distributed for a second month in a row a City Hall Site promotional piece to more than 900 prospective brokers and retail/restaurant prospects that received the information packets. Jack followed up with the packets sent to some targeted developers and they are all working on determining if the retailers or restaurants they represent would have an interest in the Gun Barrel City Market.

**Next Step:** Orasi staff will continue to aggressively market and promote the site as well as work with prospects that have been sent the marketing packet.

GBC Business Park

Updated Feasibility Study & Site Analysis Proposal based on reduced scope provided by Board at the April meeting. Presenting it at May meeting for Board review and response.

**Next Step:** Act upon Board response.

## **Gun Barrel City: Checking the Pulse of the City**

### **Community Surveys for Strategic Planning**

6/18/13

#### **The Perfect Time to Gather Community Input**

As the Board prepares to begin planning its goals and activities for fiscal year 2013-2014, Orasi believes that this is the perfect time to survey the city's businesses and residents on their preferences and priorities on community needs and how the city should grow. The responses will provide a clear and valuable snapshot of the community's current perceptions and priorities that can be included in the Board's considerations as you establish next year's game plan.

The project involves two surveys that will be developed and managed with Board direction and input.

The first survey will be a business survey that gathers business owners' and managers' insights on the health of their business and how the EDC can work with the business community to help current businesses to grow. It also may provide new ideas on innovative approaches to traditional EDC projects that will promote new ways of looking at business retention and attraction.

The second survey will focus on gathering residents' input on the current and future states of the city. The survey will allow citizens to provide their thoughts and preferences on the kind of community they want Gun Barrel City to be. The survey will glean their preferences on items like municipal facilities and services; recreation options; preferred type of businesses and professional services; and public issues. This information will be invaluable in helping the Board and city leaders to determine priorities and manage processes as the city evolves.

#### **Electronic Survey**

Under Board direction, Orasi will create and manage the surveys electronically using an online polling service like Mail Chimp. The surveys can be housed on the City's Website or the EDC's Landing Page, where citizens and business owners can easily access them on the site.

The online survey service allows Orasi to bypass the traditional delays involved in registering and tabulating responses. So the Board will have a fresh summary of the community's views shortly after the survey closes.

#### **Survey Calendar**

Orasi suggests that the survey be conducted between July 29 and August 30. That timeframe allows the Board to begin promoting the surveys prior to the launch date and provides summary data and interpretation prior to the start of strategic planning for next fiscal year.

#### **Promoting Participation**

The Board can promote participation in the surveys through minimal-cost public relations/communications tactics like news coverage, flyers in City Hall, posting notices on the city's Web site, flyers in municipal buildings, the City's reader board, and flyers in businesses across the community. The Board can minimize costs related to this phase of the project by having its public relations agency manage the media relations and public communications programs.

If the Board and/or City have e-mail addresses available, Orasi will conduct an eblast campaign that provides citizens and businesses with multiple, customized eblasts that promote participation in the surveys and provide a link for easy and instantaneous access to the site.

#### **Summarizing and Translate the Results**

Orasi will provide the Board with summaries of the results of both surveys. The summaries will quantify results; pinpoint trends and highlights; and provide pertinent comments and suggestions. Orasi will deliver the result summaries within five business days after the survey ends.

Costs

All of Orasi's services and time for this project are included in the EDC's retainer. If out-of-pocket expenses are identified, the fees will be submitted to the Board for prior approval. The Board must approve these expenses before any cost is incurred.

Thompson said the whole lake area was the trade area. They could go to City's website and fill out survey.

Board of Director Comments.

Webster explained the asbestos process and cost included in getting the old City Hall buildings taken down. The cost was very expensive. Either the EDC does it or the buyers would be responsible. Webster thought doing it now would save money in the long run.

Spiegel mentioned the time-capsules on the property.

Janow had met with a franchisee for Long John Silver's. He has shown an interest in Gun Barrel City.

Spiegel asked if he also owned A & D, America Foods. They were building them together.

Boren would work with Connie on PR releases.

Boren said the waterfront land west of Walkers Landers was for sell.

Boren was contacting the City of Waxachie for a different approach to marketing.

Damiano asked if we had registered with Texas Wide Open for Business. The EDC is registered with the Texas Wide Open for Business.

Adjourn: 6:29 p.m.

Approved by:

Steve Webster by Linda Rankin  
Steve Webster, President

Attest by:

Pat Cassidy  
Pat Cassidy, Secretary