

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, May 15th, 2012 at **5:00 p.m.** Webster called the meeting to order at 5:00 p.m. with the following directors present: Spiegel, Cavanaugh, and Janow. A quorum was established. Linda Rankin arrived at 5:30. Dennis Baade and Pat Cassady were absent.

Citizen's in attendance: Paul Eaton and Jack Thompson/Consultant (arrived late)

Citizen's Comment: No comments

Item #1. Discuss and take action to approve real estate contract with Country Place Living. Tom McCord's attorney and the City attorney, Julie Forte were working on the real estate contract. Webster said the basis of the contract were the sale of 2 acres of land for \$115,000 an acre with the EDC providing all of the utilities. The water easement has been eliminated and they had been given a clear survey. The contract would be on the next agenda or a special meeting could be called. There was no action taken.

Item #2. Discuss and take action to approve the EDC board minutes of April 17, 2012. Spiegel made a motion to approve the minutes of April 17, 2012. Janow seconded. All directors voted 'aye'. Motion carried.

Item #3. Discuss and take action to approve the April 2012 financials. Baade had reviewed the financials. Sales tax revenue was down a little. The reports reflected the sale of ten acres to Mike Sugrue for the Silverleaf project. Spiegel made a motion to approve the financials. Cavanaugh seconded. All directors voted 'aye'. Motion carried.

Item #4. Discuss and take action on proposal for public relations services from Outreach PR. (Spiegel) Spiegel said the public relations service would be specifically targeted to business generated awareness and interest in moving to Gun Barrel City industry. The proposal was very specific in what the directors wanted to accomplish. The EDC's measurement is going to be a number of placements, number of times people go to electronic sites that look up GBC to find information. The fee is \$1,215 a month starting June 2012 through December 2012. Spiegel recommended the proposal since it was very high on the director's strategic marketing survey as the number one thing the directors wanted to accomplish. Spiegel made a motion to approve the proposal. Janow seconded. All directors voted 'aye'. Motion carried.

Item #5. Update on PID

Webster gave an update on the Public Improvement District the EDC was putting into place in Heritage Cove. A PID is a district created by the property owners within the District and the City to levy a special assessment (tax) on all the property owners. The special assessment is used only for the benefit of the District to fund improvements (streets, lighting, signage, landscaping, parks, etc.) PIDS are governed by a PID Board, which would be the business owners and Webster. He and Thompson had contacted most of the business owners of Heritage Cove for their participation in the project. There would be a workshop with city council in the future to explain the whole concept.

Item #6. Discuss and take action on EDC Marketing.

Thompson was promoting the Heritage Cove property as well as other sites in the city. He had been in contact with Braum's. Game Stop required higher density than GBC offered. Thompson was instructed to work with Applebee's with the offer of property in the city. Rankin had received an email from Applebee's stating Canton had been very generous in their land offer. Eaton felt there was no need to pursue a hospital at this time. Spiegel said at the last meeting it was suggested the EDC add QR square to advertisement in the future and it would be used. Jamye Perelli was hired to take thirty pictures of the city.

Spiegel would like to make a power point presentation to the Tom Finley Board about using their area for the proposed September 2013 Gun Barrel Bass Championship. The Tom Finley Park would be very key in handling this project. Spiegel had contacted two companies that own barges. There would need to be two barges located at Tom Finley Park. Webster informed the other directors that the EDC had gotten a basic okay to have a major two day bass tournament headquartered in GBC in the fall of 2013. All bass that are caught are put in a tank and then released back to the lake. Spiegel wanted to entertain the possibility of testing the Internet Advertising in terms of stimulating responses of interest in moving to GBC. He would work on a proposal to see if the EDC could do something affordable to test it with measureable results. There was no action taken.

Item #7. Authorize expenditure up to \$1,500 to print the inserts for new business packet. (Spiegel) Spiegel had hoped to bring the seven inserts for the packet. Thompson and Spiegel had agreed on the printer for the inserts that would come in at under \$1,500. They would print seven modular flexible inserts that would fit into the yellow folders. Rankin made a motion to authorize up to \$1,500 for the new business packets. Spiegel seconded. All directors voted 'aye'. Motion carried.

Board of Director Comments.

Thompson would be attending the ICSC conference next week. Webster asked Spiegel to stop in and talk to Jalopy Joes. Spiegel recommended the Cedar Creek Clinic at 2418 W. Main. The clinic is described as a mid-level medical care facility They are getting involved with the kids at school for free examinations. Main Street Grill was thinking of leasing the building at 2705 W. Main. Rankin would assist her with a business plan. Webster suggested Score and SBDC for guidance on a business plan. Webster thought the building would work for Main Street Grill.

Thompson informed the board that his company had applied to the Feds to become a Community Development Entity, which means they can do tax credits. You have to be in a designated area to get tax credits and all of Gun Barrel City is a designated area. That makes Gun Barrel City more marketable to get projects. If you have a development that wants to come in that is short on equity what they do is buy a tax credit. A tax credit is equal to cash. The tax credit goes toward the private equity of the deal. What Thompson's company would do is apply to become a CDE. When the 2012 allocation tax credits come out they will apply for them. The way it works is Thompson would tell the federal government they want to do a project in GBC and other cities they represent. We describe the project for them, they give us the tax credit. We turnaround and put it into a development in that community. A tax credit usually goes for .70 on a dollar. We get a percentage and basically become a limited partner. It will take Thompson's company about two months to be approved.

Adjourned: 6:14 p.m.

Approved: _____
Steve Webster, President

Attest: _____
Linda Rankin, V.P.

