

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

The Gun Barrel City Economic Development Corporation will meet in a Regular Board meeting in the Gun Barrel City Council Chambers located at 1720 West Main Street, Gun Barrel City, Texas, 75156 on Tuesday, May 3, 2016 at 5:00 p.m.

Call to Order  
Invocation  
Pledge of Allegiance  
Roll Call and establish a quorum

Steve Schiff – President – Absent  
Gary Damiano – Vice President – Present  
Holland Whitten – Treasurer – Present  
Megan Lindaman – Secretary – Present  
Jim Osborne – Board Member – Present  
Keith Butler – Board Member – Present  
Michael Slingerland – Board Member – Absent

A quorum was established.

Meeting started at 5:00 p.m.

**Citizen Presentations:** (Limited to 3 Minutes)

This item provides the opportunity for citizens to address the EDC Board of Directors on any matter whether or not it's posted on the agenda. However, in accordance with the Texas Open Meetings Act, Section 551.041, the EDC Board of Directors cannot discuss, deliberate, or take action on matters not listed on the agenda. At this time the Board will receive citizen comments, and if necessary, may refer the matter to EDC staff for research, resolution or referral to the EDC Board on a future agenda.

Damiano – Before we start I would like to take item #14 off of the agenda, Project "Otis" is not ready to be presented to the board yet.

**Item #1. Discuss and/or take action to approve the EDC Meeting minutes of April 8, 2016. (Schiff)**

Whitten – I make a motion to approve the EDC Minutes of April 8, 2016.  
Butler – Seconds the motion.  
All agree and motion passes.

**Item #2. Discuss and/or take action to approve the EDC March 2016 financials. (Whitten/Schiff)**

Whitten – I make a motion to approve the EDC March 2016 Financials.

Osborne – Seconds the motion.

Whitten – I just wanted to let everyone know that we are in good shape with the budget for March.

All agree and motion passes.

**Item #3. Discuss and/or take action to approve the Henry and Peters, P.C. EDC Audit Report for 2014/2015. (Schiff)**

Whitten – I move to approve the Henry and Peters, P.C. EDC Audit Report for 2014/2015.

Osborne – Seconds the motion.

Board Members discussed the Audit. When there were questions from the firm, they were answered. Things went really fast with this, and everything was in order.

All agree and motion passes.

**Item #4. Discuss and/or take action to approve the Amended 2015/16 EDC Budget with changes as indicated to the Total Organizational Marketing and Business Retention/Business Development line items. (Whitten/Schiff)**

Whitten – I move to approve the Amended 2015/2016 EDC Budget with changes as indicated to the Total Organizational Marketing and Business Retention/Development line items.

Butler – Seconds the motion.

Whitten – We had a \$20,500.00 carry over that leaves us with 6K surplus to carry over through the year with the things we want to do.

All agree and motion passes.

**Item #5. Discuss and/or take action to approve a change back to the Business Development advertisement at Hometown Cinema through Pot O' Gold Productions from the EDC Election Day advertisement currently on screen. (Schiff)**

Damiano – We are going back to the original ad that we first had playing at the theater.

Butler – I make a motion to approve a change back to the Business Advertisement at Hometown Cinema through Pot O' Gold Productions from the EDC Election Day advertisement currently on screen.

Osborne – Seconds the motion.

All agree and motion passes.

**Item #6. Discuss and/or take action to receive a Commercial Real Estate Marketing report from Lisa Schmidt (Ebby Halliday Realtors). (Schiff)**

Lisa Schmidt – Started her presentation with letting us know about her background and how she started out. Lisa has 22 years experience, and she does both residential and commercial, but a small percent of the sales has been commercial.

Damiano – No action taken until item #9.

**Item #7. Discuss and/or take action to receive a Commercial Real Estate Marketing report from Robert Blaase (Coldwell Banker Realtors). (Schiff)**

Robert Blaase – Started in 1986 and in 1987 his family bought Coldwell Banker. Coldwell sells are 2 times higher than anyone else on the lake. Robert talked about three properties. The Alexander which is a 24.8 acre tract, the EDC Property, and 2 acres being owned by Robert and another partner, which at this time is being leased. Robert thinks that it would be a very good idea to try to market these as an “all three together” piece of property. We do not have very many large tracts for “big box” stores anymore. To get a “big box” store it requires a minimum of 20 acres. There was discussion about Lowe’s and other business that have been brought in by Coldwell.

Damiano – I want to talk about the property we have listed and wanted to know how Robert felt about the price we have our property listed for.

Blaase – Had not done a CMA and cannot really answer that. He also thinks that it really needs to be sold as the “three tracts together”. We really need a “big box” store. Two restaurant’s would also be great there.

Osborne – I do not agree with the price the property was listed for, and the proof would be “no offers”. We should market it in two different ways. Our Property, and then the other tracts together.

Blaase – I think it should be listed all together. Then he discussed Chili’s.

Damiano – Are the two other tracts for sale right now?

Blaase – Right now the property that Robert and his partner have is being leased, but the Alexander property is for sale. If you want to go through with this we can re-list it.

Lindaman – I do not think that Harbor Point can handle the infrastructure right now for a Target. It is a good idea, but we definitely need to look at the traffic.

Blaase – Discussion about the water hook up at Wal-Mart and Lowes – they are both on Mabank water. ECCFW would not cooperate with them. We are a big community, we have a draw from all over and people look at that. The City only has three prime areas left with the 20 acres or more. In marketing I would say protect what you have, with these tracts here we can bring in another “big box” store, so in marketing that is the direction I will take.

Damiano – No action taken until item #9.

**Item #8. Discuss and/or take action to approve a \$10,000 expenditure from EDC Budget designated for Website Development for the hiring of two GBC MISD students for a summer internship program. (Whitten)**

Whitten – I move that we recruit 2 interns for summer work to support the websites for the EDC and the City.

Damiano – Seconds the motion.

Whitten – We need to give a lot of this credit to Rob, he wanted to do something with the website to bring it up to date. We talked about it a couple of weeks ago, and as I thought about it, it seemed like a great idea to bring some of the younger people from our City in and involve them in our government and help them develop some marketing skills. We think with 1000 hours we can upgrade our infrastructure and our websites, and they can come away with a good piece of experience on their resume. I am committed to working with them on a day to day basis, I hope that I can count on the other members of the board here to talk to them and bring your perspective to them and help bring them along because that is the whole idea behind this. We get benefit, and they get benefit that is well beyond the pay.

Damiano – What budget line would you take that out of, Labor?

Whitten - We have a budget line here for web development, it is at 13k now. We wanted to take about 10k from that budget item.

Damiano – When would the kids start?

Whitten – School gets out the 30<sup>th</sup> I figure they will want a week to break, so I figured June the 6<sup>th</sup>.

Osborne – Your estimate on labor costs or hours could be 800 or whatever right?

Whitten - This is based on 40 hrs a week for the summer, so this is a conservative estimate.

Osborne – This could be a high number?

Whitten – Right.

Damiano – And these are considered full time?

Whitten - They would be, we would pay them as contractors.

Damiano – So we would 1099 them.

Whitten – Right. We will send them the 1099 as contractors.

Butler – So is there anything else, you said there is 13k in this particular fund?

Whitten – Right.

Butler – As soon as I saw the number, I was thinking they are going to be out for two months and to pull that off you are going to have a crew of 5 to go through that many hours. So I just want to make sure that we are not taking too much money, when we might need the money later on for something else. Realistically – 2 high school kids pulling a 40 hour work week, 2 months straight, those are going to be some designated kids that really love what they are doing. Mathematically we should have some money left.

Osborne – But if we don't spend it, this is just a number; it isn't a goal to spend it.

Butler – And I agree.

Osborne – So what you're saying makes all the sense, you can't take 2 months at 40 hrs a week, and get anywhere close to this. So it will all go back into that budget. It will only get taken out as you spend it.

Whitten – Right. So the math was 160 hrs a month, times 3 months, which it is not quite three months, so that comes to 480 hours each, and then rounded it up to 500, so that is where the 1000 hours came from.

Butler – I guess I am just concerned that I don't want to get in the situation where we maybe have something else that comes up and we need \$5000.00 to do it, and we shorted ourselves with this. And that is all I am asking is realistically are we going to

find 2 high school kids that are going to pull 160 hours a month? I don't even do 160 hours a month.

Osborne – To me, it is just a dart in the wall, it is a start. And I agree with you, I don't think we are going to spend all of that money, and we certainly have been good stewards of this budget, we have pads here and so fourth, and everything is looking good, and just the concept of training and getting some good MISD people into our stuff and helping us because they certainly know a lot more about the computer than I do. You know I have trouble turning my phone on.

Rae – Holland could you speak a little bit about helping these 2 individuals when they get done.

Whitten – We would like to build on this as something that as the City grows too, we can use these two skills which are basically the foundation skills for IT these days, or all the web development stuff and social network that we will work on too. Then we will grow that into something that we can offer to businesses here at a low rate with these dollar amounts. So it can help some of our small business here do social networking and reach out to their customers and offer things like coupon programs and those kinds of things to help market through social network. Then basically build on this to bring maybe a worker co-op into the City. So that this will be something that keeps the kids here, the idea is to kind of create a "Greenbay Packers" moto. Where they own the business, they live here, the business is never going to leave and move to Forney for example. So that is the thought behind it, it is a first step.

Osborne – Especially with the Jr. Achievement that is going to come into the school, maybe we can get behind that in some fashion or form. We talk about Business retention, let's talk about retention of our citizens, you know the first thing they want to do if they don't see any daylight here, is to leave town, and we need those kids investing back in these business and so forth here.

Whitten – Right, give them a reason to stay here.

Osborne – Increase our gene pool.

Damiano – Question, do you anticipate any additional expenses?

Whitten – No, we are using the existing website, so that is a sub cost, they will probably need a laptop computer that will be about \$900.00 for two laptops. The City I expect will be able to provide us an office for them. I am going to hit you guys up for some office chairs, tape, desks, and that kind of stuff. I have a folding table we can use, but we will get them set up and we are not going to use a lot of money to do that. There will be some other expenses, but they will be very manageable.

Damiano – If we take this down the line, is there enough work for two kids for three months?

Whitten – I think so, it is pretty ambitious to do this over three months for the City, if we did have extra time, then we would go out and look for business that need the help.

Damiano – I was spinning it off into other things that we might need here, such as the creation of data bases, or communications vehicles.

Whitten – Exactly, for the City I want to set up a cloud base, where all the files can be shared. Right now one of the things that PC's do is everybody has their own little piece of data and it is not shared, so we can do that. Set up a drop box infrastructure where people can share data and upgrade everybody's computer, look at security and the

network. There are a lot of things that need attention, I haven't looked at it in detail, but that's my thought.

Lindaman – OK.

Rankin – Do you mind if I comment on your website? Knowing the background of the format that the website is set on, to do all of this cloud work, have you already checked with them to see if it is possible for the drop box, because the last time I checked you couldn't.

Whitten – Those are independent things, the idea of drop box is for the City employees to be able to share information, and the workflow of the City's work. As far as the website itself it is pretty flexible.

Rankin – Are you looking at doing the City and the EDC?

Whitten – Yes.

Damiano – That's right I just got confused on that too.

Whitten – It was.

Rankin – I thought it was just the EDC.

Whitten – It is one common website, as we do things I think that we can upgrade both, but that was the thought we would work both. What is primary for us is to do it for the EDC?

Damiano – Can it be done for just one entity of the two even though it is a common web site?

Whitten – Right, the EDC is a sub-set of that website.

Damiano – I am not trying to eliminate anyone, we just can't make a decision for the City.

Whitten – If we just wanted to do that, or if the City wanted to do their own.

Rae – But your resources are being used for the betterment of the City,

Damiano – I am not arguing that, I think it is a good idea.

Rae- So if anybody argued against that or got upset, I would have a real problem with that, I mean your offering to upgrade and better the EDC website and at the same time better the City's website with the use of funds and human resources that you're willing to provide, I don't see how anybody can turn that down.

Damiano – I don't think anybody is arguing with it.

Rae- Good.

Lindaman – I am going to change gears,

Whitten – It is ambitious to do that in three months,

Rankin – I know in our budget meeting we discussed taking it off of that domain and putting it on a new one, with another company, so keep that in mind.

Whitten – Alright, well if you wanted to do that, it would be fine, I could make you some recommendations, but the idea is to stay focused on the content right now rather than making any significant technology changes, it's some pretty good framework. I have worked with it some; I have updated stuff for the EDC. It's a pretty capable framework, you can make it look different, there are a lot of different styles that you can apply to it, so we don't have to stick with the look that it has now.

Lindaman – I think it is a great idea, and thinks that the facebook page has been doing great.

All agree and motion passes.

**Item #9. Discuss and/or take action to approve the appointment of a Commercial Realtor to handle the sales and marketing of the current EDC real estate properties. (Schiff)**

Butler – I make a motion that we move item #9 into Executive Session.

Osborne – Seconds the motion.

Osborne – Let's just do item #9 later and do item #10 now.

**Item #10. Discuss and/or take action to approve the annual subscription renewal for The Athens Daily Review in the amount of \$74.00. (Schiff)**

Osborne – I move that we approve the annual subscription renewal for the Athens Daily Review in the amount of \$74.00.

Butler – Seconds the motion.

There was discussion about the price and joking with Kathy. Also covered the great press Kathy gives us, and it includes internet. Good job Kathy.

All agree and motion passes.

**Item #11. Discuss and/or take action to review an initial proposal for the “Free Concert” event planned for GBC in September, 2016. (Damiano/Schiff)**

Damiano -Talk about the location this can be held at, Tom Finley Park or the GBC Pavilion, not sure which is better for location. Discussion on having a 3 person committee, and bringing back a total plan. Discussion about tabling it. First we need to make a motion.

Damiano – I make a motion to appoint a committee to look at this. And come back to possibly having another meeting.

Lindaman – Seconds the motion.

All agree and motion is passed.

Board discussed the Cedar Creek Brewery and their great turn out, and that is what we are trying to do with this!! We have seen this evolve and we just need to decide on the location and a team. Any volunteers? Megan, Jim and Gary all volunteered.

Damiano – We need a motion; I will make a motion that we appoint a team to work the September concert, Megan, Jim Osborne and myself.

Butler – Seconds the motion.

All agree and motion passes.

**Item #12. Discuss and/or action to name the new skate park which is planned for opening in June 2016. (Schiff)**

Board discussed 4 names for the Skate Park. There was discussion about dedicating it to someone, they wanted to dedicate to Judy Braswell, but Jim Braswell declined.

There are different segments of the name, first we pick the name, and then we will choose the order in which it should be.

Damiano – I will make a motion to take one vote to get the majority opinion, unless there is a tie, and then there will be a second vote to break the tie.

Butler – Seconds the motion.

Board picks the names.

Osborne – Edge

Whitten – The Edge

Butler – The Edge

Lindaman – The Edge

Damiano – OK that one is done, let's go for the second name. It can either be the Edge at Gun Barrel City or Gun Barrel City Edge. Is there a motion.

Whitten – I move for the Edge at Gun Barrel City.

Butler – Seconds the motion.

All agree and motion passes.

**Item #13. Discuss and/or take action on "Project CLE". (Damiano)**

Damiano – Makes a motion to discuss this at the next meeting we do not have enough information at this time.

Butler – Seconds the motion.

All agree and motion passes.

Executive Session – 5:52 p.m.

**Executive Closed Session of the Board of Directors:** The Gun Barrel City EDC will now hold a closed Executive Session meeting pursuant to the provisions of Chapter 551 of the Texas Government Code in accordance with the authority contained in Texas Government Code 551.087 Deliberations Regarding Economic Development Negotiations and Texas Government Code 551.

~~Item #14. Convene into Executive Session pursuant to Texas Government Code 551.087 Deliberations Regarding Economic Development Negotiations regarding "Project Otis".~~

**Reconvene into Open Session:** The Gun Barrel City EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary regarding the items discussed in executive session.

~~Item #14. Convene into Open Session to take action on Texas Government Code 551.087 Deliberations Regarding Economic Development Negotiations regarding "Project Otis".~~

Reconvene into Open Session- 5:59 p.m.

Talked about #6, #7, & #9 in Executive Session

Damiano – Do we have a motion?

Osborne – I move that we appoint Coldwell Banker American Dream Realty to handle the sale and marketing of the EDC formally known as City Hall Property.

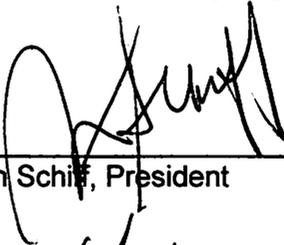
Butler – Seconds the motion.

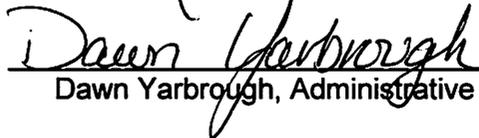
All agree and motion passes.

Adjournment – 6:02 p.m.

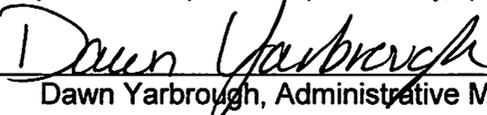
"A quorum of the full governmental body may attend the meeting of a committee of that body, or any other city advisory board. For example, a quorum of the Gun Barrel City Council may attend a city economic development board meeting or city advisory board meeting."

The Gun Barrel City EDC reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations, 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices) or 551.087 (Deliberations Regarding Economic Development Negotiations).

Approved by:   
Steven Schiff, President

Attest by:   
Dawn Yarbrough, Administrative Marketing Assistant

I certify that the above was posted in a glass-enclosed case in front of the Gun Barrel City EDC office at 1720 W. Main Street, Gun Barrel City, Texas and available for viewing by the public 72 hours prior to 5:00 p.m. on Friday, April 29, 2016.

  
Dawn Yarbrough, Administrative Marketing Assistant

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Economic Development office at 903-887-1899 for further information.