

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, July 16th, 2013 at 5:00 p.m. The meeting was called to order by Linda Rankin at 5:13 p.m. with the following directors present: Spiegel, Cavanaugh, Damiano, and Cassidy. Steve Webster and Sandy Janow were absent. A quorum was established.

Citizens in attendance: Jack Thompson/Orasi Development, City Manager Gerry Boren, Connie Holubar/PR Outreach, Mr. and Mrs. Zapletal and Amy Zapletal, (land owners at Heritage Cove)

Citizen's Comment: None

Item #1. Discuss and take action to approve the minutes of regular meeting on June 18th, 2013. Spiegel made a motion to approve the minutes of the regular meeting. Cassidy seconded. All directors voted 'aye'. Motion carried.

Item #2. Discuss and take action to approve the June 2013 financials. Cavanaugh had reviewed the financials and reported that no payment had been received from Mike Thompson/Direct Tire. The other revolving loans were current. Unusual expenses had occurred with the old city hall property and the removal of asbestos. Emergicon had completely been funded and had made a payment in July on their first draw. The invoice had been paid for the park lights. Sales tax revenue was up 2.4%. Spiegel made a motion to accept the June 2013 financials. Damiano seconded. All directors voted 'aye'. Motion carried.

Item #3. Discuss (no action) to solicit feedback from all members on items or projects that should be accounted for in the FY14 Budget. /Cavanaugh
Cavanaugh asked for feedback on future projects for the upcoming budget. The following projects were suggested for money to be set aside for: Marketing, Heritage Cove/PID, update website, cinema (equipment) Boots 2 Business, laptop for conference room, credit check on projects, Huddle House and Chili's expansion. This was a no action item.

Item #4. Discuss and take action to approve an updated EDC application form. Rankin and Webster had reviewed the form. Rankin asked everyone to look at the updated EDC application form and send their suggestions to her. It would be on the next agenda for approval. There was no action taken.

Item #5. Discuss and take action to join TEDC./Rankin
Rankin felt the EDC should be a member of TEDC. Evans explained TEDC memberships are by the individual not the entity. An employed full-time person with the EDC would be considered an active member and must pay \$450.00. Pat Cassidy was on the TEDC site as a volunteer member. Pat said being a member allowed her to have access to their content on their website and she would get periodic information from them about events/conferences, etc. Pat didn't think she was an active volunteer member at this time. Their memberships are in their names and are not extended to other persons with the same organization. If other volunteer directors on the board joined TEDC, their individual dues would be \$125.00 per year
Spiegel made a motion to approve Evans being a member of the TEDC for \$450.00. Damiano seconded. All directors voted 'aye'. Motion carried.

Item #6. Update on prospect leads from EDT./Damiano
Damiano was reviewing the leads received from Texas Wide Open for Business (Domestic Expansion & Recruitment). He reported that three of the four leads the EDC had received were out of the EDC's reach. One lead did not include the need for rail, airport or natural gas. The requirements on this lead were land, accessible to major highway and be within a 100 miles of major city. Damiano would follow up on this lead. Rankin suggested Damiano work with Jack on any leads that came in.

Item #7 Update on Boots 2 Business's upcoming events./Holubar
Connie's report:
The Boots to Business Committee (Linda Rankin, Dennis Baade, Ron Spahlinger) has met two times this month to develop communications plans and reach out to organizations about the Boots to Business grant program to local community groups.

The brochure was completed in June, and we have 1000 copies ready to distribute. Locally, we are booked for the following presentations or announcements. The first on this list is already complete:

July 11, 2013 – Greater Cedar Creek Lake Chamber of Commerce – Dennis

July 20, 2013 – American Legion monthly meeting – Dennis and Connie

July 24, 2013 – Cedar Creek Lake Kiwanis Club – Dennis and Connie

Date TBD – Cedar Creek Lake Rotary Club - Presenters TBD

The Cedar Creek Lake Rotary Club is interested in a presentation about the Gun Barrel City Economic Development Corporation and all of the organization's efforts, including Boots to Business. EDC participation is requested.

Local Distribution – Health clubs in Gun Barrel City have been provided with copies of the brochure, including Anytime Fitness, ETMC, Complete Fitness, and Family Fitness (formerly Spartan Fitness). We left copies at the new Coffee Love coffee shop. City Hall has copies of the brochure in the front reception area. We have taken copies to the Gun Barrel City and Mabank fire stations and police departments. Individual efforts are being made to communicate with top producing commercial real estate brokers in the area.

Research is underway and contacts are being compiled for college ROTC offices, recruiters, and military bases in North Texas. We have already provided a digital cover letter, digital brochure, and application documents to the Fort Worth Naval Air Station for posting on their website. Our intent is to send similar digital submissions and hard copies of the brochure to all North Texas military and reserve posts and American Legion and VFW halls in our surrounding area (Kaufman, Canton, Athens, CCL).

We hope to work with SMU on their veterans/entrepreneurs program.

Brochures will be delivered to the Small Business Assistance Center in Athens, and we will use our contact in Dallas to make sure they have copies, as well.

National media relations efforts are underway to inform veteran's magazine editors about the program and the availability of the brochure.

Information on the EDC website about the program has been updated.

Item #8. Discuss and take action on any revisions to the marketing survey.

Spiegel had worked with Jack to revise the marketing survey. Damiano suggested an addition to the citizen's survey; item 11 to include 'retired' Jack would revise the survey and work with Connie on marketing the survey.

Item #9. Discuss and take action on EDC marketing prospects.

Spiegel reported the new billboard would be installed on Wednesday. The mayor had received a letter from Mr. Mark Malkowski, Owner and Founder of Stag Arms LLC 515 John Downey Drive, New Britain, CT 06051 in response to Spiegel's gun manufacturing mail outs. Spiegel read the letter and was happy with the response at the cost of \$67.00 (mainly postage) to do three mail outs.

Jack's report for July 2013.

Old City Hall Site

Orasi electronically distributed for a third 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. The former City Hall Site was also posted on Loop Net a commercial real estate Web site. Packets were also sent to various restaurants and retailers, a complete list is below. One of the developers that was sent information on the site is interested in coming to Gun Barrel City to look at the site the week of the 22nd. We will coordinate a specific date and time for the visit.

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.

Banks

- Austin Bank

- Citizens 1st – not expanding West of Tyler
- Capital One
- Citizens National – probably not interested but ok to email information
- Citizens State Bank
- Chase – not interested
- Frost – not interested
- BBVA Compass – only does ATM's within CVS stores outside of major markets

Healthcare Services

- Texas Health Presbyterian Hospital Kaufman

Restaurants

Prospects that declined to purchase the property

- In-N-Out
- Starbucks
- Del Taco
- Chuck E. Cheese
- Raising Cane's

Prospects that we have contacted multiple times

- Zaxby's
- Sonny Bryan's
- Cotton Patch
- Texas Roadhouse
- Rudy's

New July contacts

- Culver's
- Taco Casa – has franchisee interest in the area, talking with franchise dept.
- Popeye's
- Churches
- Captain D's
- Long John Silver's
- IHOP
- Furr's
- Golden Corral
- Luby's
- Buffalo Wild Wings
- Taco Bueno

Business and Individual Surveys

A business survey and a residential survey (this will go out to both residents and non-residents) was developed and sent to the GBC EDC offices for review and distribution through the City's and EDC's Web sites. Through this survey service we use, Orasi will be able to monitor the responses as well as keep up with the results as they are completed online.

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.

Board of Director Comments.

Rankin and Thompson had talked with Steve Peace concerning the theatre. Peace said the bank is probably going to foreclose on the theatre next month. Peace and Smith would make their last payment in July. The debt on the theatre is 3.5 million and the bank would probably sell it for 1.5 million. The theatre needed a new roof and two walls. Peace didn't think the bank would close the theatre. Rankin had the numbers on the cost of running the theatre and would pass them along to the other directors. Thompson said the most eminent threat the theatre was the cost of going digital. The decision would be made by the bank to go digital by this fall. Peace said the theatre was making money, but all eight screens would have to go digital at the same time. Thompson asked the directors if they wanted to keep the theatre a float by helping them go digital and work out some kind of guarantee with the bank that they won't close it.

Spiegel said the EDC had offered the owners a loan for the digital equipment. The hook was they would be personally liable and they wouldn't do it. The debt was too deep for them. Rankin said the bank had been difficult to work with in the past. Thompson asked the directors if the theatre closes what happens to the value of the rest of Heritage Cove. Thompson opinion was if you save the theatre; you have to save the entire development. Grants had been mentioned, but grants take time. Rankin felt the EDC could provide a sign this year. Damiano wondered if it would be open in September. Rankin said if there ever was a property tax, you could abate the tax and put it in a grouping where all the tax goes for improvement of Heritage Cove. Rankin had talked to Cinemark and they were willing to run the theatre, but didn't want to own the property. Rankin and Thompson are hoping to persuade the council the PID is the way to go for Heritage Cove. Thompson went through his EDC report.

Adjourn: 6:33 p.m.

Approved by: 
Linda Rankin, V.P.

Attest by: 
Pat Cassady, Secretary