

WOOD COUNTY INDUSTRIAL COMMISSION

January 7, 2016

Regular Monthly Meeting Minutes
Dubya's Smokehouse in Hawkins, Texas

The Wood County Industrial Commission met January 7, 2016 at 7:00 p.m., at Dubya's Smokehouse in Hawkins, Texas.

Members Present:

Allene Doggett	Janna Castloo	Martha Scroggins	Sam Scroggins
Sammy Barney	Sue Hitzemann	Jim Horn	Gary Edwards
Jason LaRue	JR Simpson	Richard Pearce	Neal Duncan
Ken Donahue	Dan Kirk	Gerald Elliott	Lowe Ann Elliott
Paul Kelbe			

Members Not Present:

Melanie Whitehurst

Others Present: Executive Director Kiki Bettis; Guests: Tammy Kelbe, Tom Castloo and Dana Donahue, Hotel Lodging Representative.

1. **Call To Order/Welcome:** Chairman Sam Scroggins called the meeting to order at 7:00 p.m., welcomed and introduced new board members Jason LaRue of Yantis and Jim Horn of Holly Lake Ranch, along with guests Tammy Kelbe and Tom Castloo, candidate for Wood County Sheriff; followed by the invocation led by Ken Donahue.
2. **Consent Agenda:** A motion was made by Paul Kelbe and seconded by Ken Donahue to approve the minutes from the November 12, 2015 meeting. Motion carried- unanimously. A motion was made by Dan Kirk and seconded Sue Hitzemann to approve the monthly financial report. Motion carried- unanimously.
3. **Economic Development Logo:** Executive Director Bettis presented the board with a rough draft copy of a logo that she would like to use for the Economic Development side of the Industrial Commission and asked the board to acknowledge the request. The logo is cohesive with the Industrial Commission's tourism logo (The Lakes of Wood County) and will only be utilized on the Commission's letterhead, website, social media, etc. in regards to Economic Development. After a brief discussion over the look and purpose of the logo, Donahue suggested the board accept the request and grant permission for the usage of the logo. Suggestion carried.
4. **New Grant Programs:** Bettis presented the board with a list of proposed grants to be utilized under the new Economic Development & Tourism Support Program in which businesses and cities may apply for Unclaimed Capital Credit (UCC) monies. This is the first year for the board set aside and earmarked UCC monies to be given to applicants in the form of a grant for business expansion, attraction and retention as well as promotion of the arts/tourism destination. Bettis suggested creating three different grants under the ED program allowing the Commission to offer a wide range of incentives as well as be more transparent to the public. Chairman Scroggins suggested the Commission complete the first year of the ED program before making changes and recommended the board revisit the proposals at a later meeting.
5. **Trip Advisor Advertising Proposal:** With the board's decision not to renew the contract with the Texas Hotel Lodging Association, Bettis contacted Trip Advisor and requested a proposal on the costs to advertise the county's lodging establishments on their website. Bettis presented three different advertising options which led into a lengthy discussion over the costs per impression as well as the costs per month for each of the campaigns. Chairman Scroggins asked for Bettis to meet with Neal Duncan (website host) and Dana Donahue (County Lodging Representative) to communicate to get a better understanding of the proposal along with the costs associated with it and requested the item to be reviewed again at the February meeting.
6. **Executive Directors Report:** Bettis reported that she is working on bringing the Perryman Group to Wood County to discuss and present an Economic Study on the County which will include a detailed overview complete with a five year forecast for the US Economy, Texas and Wood County. The findings of this study and key indicators will be a useful tool as businesses and leaders in Wood County map out a plan for growth in the years to come. These professionals bring expertise in finance, statistics, economics, real estate, database management, valuation, sociology, programming, systems analysis, engineering, technical communications and marketing. Also, looking to hold at Mineola Civic Center and it will be open to everyone. Tickets will be sold and include the session and meal. Bettis also mentioned revamping the

Commission's website as a whole, not just front page. It will feature a new design, layout, photos as well as be user friendly. She also noted that photos of directors will be needed for the site as well as updated or new biographies of each of the directors.

7. **Chairman's Report:** Chairman Scroggins discussed the Texas Toyota Bass Classic and the changes made to the tournament for 2016. The tournament will be held at Lake Ray Roberts near Denton and Toyota Stadium in Frisco will host the activities and concerts. Chairman Scroggins asked the board to be thinking of ways to help bring the tournament back to Wood County in 2017.

8. **Community Reports:**
 - Alba-* High School Fishing Tournament February 13 at Lake Fork Marina. Two new businesses to the Alba area, a Tire Shop and "Pea Picker."
 - Hawkins-* The Hawkins Independent School District is searching for a Superintendent, Middle School and Maintenance Supervisors.
 - Golden-* Lots of rain and the grass is getting green!
 - Mineola-* New restaurant on Highway 80, west of town, "Pizza, Pasta, Amore"; Dairy Queen has remodeled their building; 'Daddy's Home' will be showing at the Select Theater on Feb. 15-17. The Republican Women of Wood County will be hosting a debate for the candidates running for the House and Senate offices. It will be held at the Quitman High School Auditorium beginning at 6:30 p.m. Also, the annual Gun Show will be held February 20-21 at the Civic Center.
 - Quitman-* Two new restaurant will be coming in the Spring. The City has received an offer on the former Wood County Carpet building in the downtown and is working vigorously on the downtown revitalization projects. The new Ford dealership in Quitman reported that sales came in doubled than what was projected and True Value Hardware met their sales projected for the summer. Things are looking good and up for Quitman.
 - Holly Lake Ranch-* Farm-to-Market 2869 and the dam have been washed out due to the recent flooding, as well as Lyles Road.
 - Winnsboro-* The dress store in downtown is expanding and construction is underway. Also, 'R Cinco Ranch' Outlet opened on Market Street.
 - Yantis-* The City received a new grant for the sewer lagoon at the wastewater treatment plant.

9. **Next Meeting:** The next meeting will be held Thursday, February 4, however the location of the meeting will be announced at a later time.

10. **Meeting adjourned at 8:13 p.m.**

Kiki Bettis, Executive Director