

WOOD COUNTY INDUSTRIAL COMMISSION

November 12, 2015

Regular Monthly Meeting Minutes

AJ's Fish House in Alba, Texas

The Wood County Industrial Commission met November 12, 2015 at 7:00 p.m., at AJ's Fish House in Alba, Texas.

Members Present:

Allene Doggett	Gary Edwards	Dan Kirk	Janna Castloo
Paul Kelbe	Ken Donahue	Neal Duncan	JR Simpson
Sam Scroggins			

Members Not Present:

William Smialek	Jeff Croley	Melanie Whitehurst	Martha Scroggins
Sue Hitzemann	Gerald Elliott	Lowe Ann Elliott	Richard Pearce
Sammie Barney			

Others Present: Executive Director Kiki Bettis; Guests: Gwyn Kirk, Tammy Kelbe; Media, Larry Tucker, Brandi Box.

- 1. Call To Order/Welcome:** Chairman Sam Scroggins called the meeting to order at 7:00 p.m., welcomed and introduced the guests followed by the invocation led by Ken Donahue.
- 2. Consent Agenda:** A motion was made by Paul Kelbe and seconded by Dan Kirk to approve the minutes from the October 1 meetings. Chairman Scroggins declared the motion carried however no vote was called. A motion was made by Neal Duncan and seconded Ken Donahue to approve the monthly financial report. Chairman Scroggins declared the motion carried and again no vote was called.
- 3. Review Advertising Options:** The Advertising & Promotions Committee met on October 14 to discuss advertising options in lieu of the billboard and Hotel Lodging Association contracts. Chairman Scroggins reported the committee's decision on a county tourism promotion strategy. He handed out a worksheet indicating the full amount of monies allocated for advertising and promotions and went over the multiple strategies the committee agreed upon and discussed the breakdown of the different avenues in which the monies should be used on advertising. Chairman Scroggins said the budget would be impacted at approximately \$50,000 with activities focusing 60% on fishing and 10% each on Arts, shopping, wineries, nature and other recreation. Bettis noted that some monies have been earmarked for certain advertising projects and that the only monies needing to be reviewed are those left available from the billboards and Hotel Lodging Association Membership. She also noted that both budgets could not be combined together as they have to be kept separate per county and state policy. No action was taken as the agenda item was for review only. Chairman Scroggins asked for the item to be reviewed again at the January meeting.
- 4. Executive Directors Report:** Bettis reported on the Texas Downtown Association Conference held last week in Waxahachie. Two Wood County cities received awards at the conference- Winnsboro was honored as the first place winner in the People's Choice category, and Quitman was awarded a \$2,000 grant from the Association for downtown beautification. Bettis also noted on several new marketing tools that will soon be launched and the WCIC can utilize at no cost.
- 5. Community Reports:**

Alba- High School Fishing Tournament this weekend at Lake Fork Marina. More than 300 teams representing the Central Division and East Texas. There will also be a BBQ luncheon at noon with proceeds benefiting the Lyles Family. Also, the City will be celebrating Christmas on the Square on December 19.

Hawkins- The 'Jesus Welcomes you to Hawkins' sign was purchased by a church group. There will be a benefit at the Community Center on December 1st with proceeds going to Hospice. Richey's has opened a restaurant in Hawkins and will be offering a Free Thanksgiving dinner.

Golden- There will be an Artesian Sale at the Homestead on Saturday, November 28 at 10 a.m.

Mineola- The Kacey Musgraves Hometown Hang was a huge success with more than \$100,000 raised and \$60,000 going to local schools. This weekend, the Select Theatre will be showing Goosebumps followed by the new Bond movie. The annual Christmas Gala will be held at the Civic Center on December 3 followed by the Christmas Parade and Tour of Home on December 5. On December 13, the Lake Country Symphonic Orchestra will present its Christmas concert. Also, two new businesses have opened in Mineola including a bakery/ice cream shop and new women's clothing shop.

Quitman- The High School Theatre will present the musical "Grease" this weekend through Monday. Also on Monday the True Value Hardware Store officially opens for business. On December 5, the annual Christmas parade and Holiday in the Park activities will be held in downtown and Jim Hogg Park.

Holly Lake Ranch- More than 14,000 crappie and bluegill fish were put in the lake at the Ranch. Also the election for new board representation is underway. With the Thanksgiving holiday, the Ranch is expected to receive between 8,000-9,000 visitors.

Yantis- Activities at the Industrial Park are moving according to schedule as 80% of the property has been cleared. Also, the city is receiving new electronic water meters and will be installing those soon.

6. **Next Meeting:** The next meeting will be held Thursday, January 7, in Hawkins, however the location of the meeting will be announced at a later time.
7. **Meeting adjourned at 7:43 p.m.**

Kiki Bettis, Executive Director