



WCEDC Mission Statement: *To Improve Wood County's Quality of Life by Promoting Economic Development*

WCEDC BOARD MINUTES
WINNSBORO CENTER FOR THE ARTS – ANNEX BUILDING
212 Market Street
Winnsboro, TX 75494

Minutes of October 26, 2022 Board Meeting

Attendees: Tom Keenan (Chair), Jim Berry (Secretary), Craig Lindholm (Vice Chair), Stephen Eggleston, Gwen Winters, Pam Swanner, Allene Doggett, Mike Simmons, and Adam Ehlert; Quorum present.

Members not present: Steven Steele, Lee Smith, and Thomas Callan.

Staff Present: Christophe Trahan, WCEDC Executive Director.

Others Present: Larry Tucker with Wood County Monitor, Mary White with the Winnsboro Center for the Arts, Yantis City Alderman Gerald Schmidt, Lorinda Mikesell of Golden, and Shenoah Cailey-Wildshoe of Golden.

Call to Order

Chairman Keenan called the meeting to order at 12:00 p.m.

Citizen Comment:

There was no citizen comment made at this meeting.

Consider/Approve of August 24, 2022 Minutes: Ms. Doggett made a motion to approve the September 28, 2022 minutes as presented. Ms. Swanner, 2nd the motion; motion carried.

Executive Director Report:

Mr. Trahan presented his Executive Director's report to the Board. Mr. Trahan attended the Texas Economic Development Council's Annual Conference in San Antonio on October 19-21, 2022. The conference included seminars and workshops discussing a variety of topics, including broadband and lodging, which are target areas for the WCEDC.

Mr. Trahan presented the local Sales and Use Tax collection report for the month of October. Mr. Trahan noted the county experienced a substantial growth during the month of October compared to October 2021. Mr. Trahan also highlighted substantial growth in both Hawkins and Alba, with new retail stores contributing to those figures; he also informed the Board that Quitman experienced a contraction in collection compared to October of last year. Mr. Trahan also noted that Quitman has been experiencing overall growth in collection with sales and use tax since before the pandemic.

Mr. Trahan presented the Board with the Hotel Occupancy Tax revenue summary report for the period, with the 2021-2022 fiscal year coming to a close on September 30. Mr. Trahan noted that the county experienced a 3% overall growth in hotel occupancy tax collection over the previous fiscal year.

Administration:

- **Financial Reports:** Mr. Trahan presented the financial summary for the month of September as presented. Mr. Trahan also announced that the WCEDC has received some invoices that have been paid out for the Hotel Occupancy Tax Grant program since new guidelines were established with the grant program this year.
- **Special Called Board Meetings for November and December:** Mr. Keenan announced that the WCEDC will be combining the November and December board meetings due to their respective placements on the calendar fall around Thanksgiving and Christmas respectively. The special meeting that will combined both of these meetings will take place on December 7, 2022.



Programs:

- Presentation from WCA Executive Director Mary White: Ms. White presented the WCEDC Board with an overview of the Winnsboro Center for the Arts (WCA). Currently, the WCA has an annual budget of around \$200,000 and 3 part-time employees who work for the WCA. The WCA hosts several events throughout the year including regional art programs and competitions, cowboy art, music, theater, and concerts. The Arts and Wine festival in 2021 brought in around 6,000 visitors
- County-wide Chamber of Commerce Meeting: Mr. Berry presented the Board with a proposed county-wide meeting with all Chambers of Commerce within Wood County. Mr. Berry highlighted some important features of the networking session which would include techniques on how to recruit new members and communication between the members and chamber.

Chairman's Report:

There was no Chairman's Report for this meeting.

Featured Committee Reports – Additional Reports as Needed

- Marketing: Mr. Eggleston presented the Board with an update from the Marketing Committee. Mr. Eggleston announced that the Marketing Committee is within the final stages of editing for the new Wood County travel brochure.

Mr. Trahan presented information to the Board regarding the 2022-23 Fiscal Year Travel Texas Cooperative program. Mr. Trahan announced that the Marketing Committee is working to create and source content for programmatic stories through Travel Texas. Programmatic stories are banner advertisements that appear on a website. The programmatic stories had the highest click through rate and amount of impressions that drove significant website traffic to Love Wood County. Mr. Trahan said the WCEDC will target lower travel seasons such as winter and early to mid-spring in order to naturally drive traffic to the website and Wood County. Mr. Trahan also said that Travel Texas records these statistics and provides each partner with monthly analytics. Mr. Trahan said the cost to buy in for the program is \$500 per partner, and the WCEDC can withdraw and re-enter at any time.

- Health and Human Services: Ms. Winters presented the Board with an update from the Health and Human Services Committee. Ms. Winters announced that the Health and Human Services Committee has printed 6,000 cards advertising the county-wide health survey, in addition to 1,500 printed surveys that are being distributed to nursing homes around Wood County. Ms. Winters also noted that students from Jarvis Christian University are involved with advertising the health survey by attending events to get people to take the survey. Mr. Trahan said that Amanda Shurley will create a post every other week for the survey on the WCEDC's social media pages.

Adjournment

Mr. Lindholm made a motion to adjourn the meeting at 12:40 p.m. 2nd by Ms. Doggett: motion carried.

Approved by WCEDC Board of Directors

Tom Keenan, WCEDC Board Chair

Approval Date: December 7, 2022