

## WOOD COUNTY INDUSTRIAL COMMISSION

April 2, 2015

Regular Monthly Meeting Minutes

Fore Seasons Restaurant, Holly Lake, Texas

The Wood County Industrial Commission met April 2, 2015 at 7:00 p.m., at the Fore Seasons Restaurant in Holly Lake Ranch.

### Members Present:

JR Simpson	Richard Pearce	Ray Fischer	Dan Kirk
Imogene Davis	Sue Hitzemann	Andrew Rosson	Claudeane Sublett
Janna Castloo	Ken Donahue	Sam Scroggins	Martha Scroggins
Jeff Croley	Neal Duncan	Lowe Ann Elliott	

### Members Not Present:

Mitzi Pearce	Phil Sadler	Melanie Whitehurst	William Smialek
Bruce Sumner	Paul Kelbe		

**Others Present:** Executive Director Kiki Bettis; Media: Bryan Giguere, Winnsboro News, and Brandi Box, Wood County Democrat; guests: Gary Edwards, Joshua Pogue, Debby Croley, Dana Donahue- Hotel Lodging Representative, and Mercy Rushing- Mineola EDC.

1. **Call To Order/Welcome:** Chairman Ken Donahue called the meeting to order at 7 p.m., welcomed and introduced all of the guests followed by the invocation led by Neal Duncan.
2. **Consent Agenda:** A motion was made by Neal Duncan and seconded by Imogene Davis to approve the minutes from the March 5 meeting and the monthly financial report. Motion carried.
3. **EDC Roundtable- Set Time and Date:** A motion was made by Neal Duncan and seconded by Jeff Croley to set May 27 at noon as the date and time of the Roundtable to be held at the Depot in Winnsboro and invite each city's EDC Representative for lunch which is to be covered by the WCIC up to \$250. Motion carried.
4. **Alba HOT Fund Request for Wild Hogg Cook-off:** A motion was made by Jeff Croley and seconded by Sam Scroggins to accept the \$2,000 HOT Fund request for the Alba Wild Hogg Cook-off. During discussion, Martha Scroggins suggested setting policy on returning funds to the Hotel Occupancy Fund and set a process on how those extra monies can be disbursed. Croley opted to withdraw his original motion from the floor, as did Sam Scroggins. However, another motion was made by Sam Scroggins and seconded by Sue Hitzemann to accept the \$2,000 HOT Fund request for the Alba Wild Hogg Cook-off. Motion carried.
5. **Directors & Chairman's Terms on the Board:** The directors appointed a committee to discuss the policies and procedures regarding the terms of the board. The committee, which includes Sam Scroggins, Sue Hitzemann and Neal Duncan, will arrange a meeting and report back to the board at the May meeting.
6. **Mineola request for \$10,000 in UCC Funds to benefit Concert:** Mercy L. Rushing, Assistant City Administrator/Executive Director Economic Development, Marketing & Tourism for the City of Mineola asked the Industrial Commission to be a Sponsor for the Kacey Musgraves Hometown Concert. All net profit will go toward Kacey's Scholarship fund to go toward Hawkins, Mineola, Alba/Golden, Quitman and Winnsboro for scholarship towards Arts & Music. Small portion will go toward development of Children Park associated with learning at the Mineola Nature Preserve. Kacey is giving her time and talent for free for this Concert to be held at the Mineola Nature Preserve. Her management team is expecting anywhere from 5,000 to 7,000 in attendance on Sept. 26, 2015. This will be one of the biggest one day concert to be held in Mineola. The facility will be open at 3 pm. going on till midnight and will fill up a lot of the lodging facilities throughout Wood County and surrounding area. Tickets will be on sale by May 2015 through the City, Chamber and Online through professional company such as Outhouse that will be chosen by her management team. It will also be marketed through her PR & Marketing Team, via her fan based, her Facebook, twitter, etc. The City will market this throughout out all our Facebook pages and websites. We will also be using TV, Radio, & Magazine media through Dallas, Shreveport, and Tyler. Kacey's family will be making appointments with these schools to discuss how to set it up and she will be setting up her non-profit foundation. The board agreed to discuss the funding request at a later meeting until more information about available funds can be gathered.

7. **Chairman's Report:** Ken Donahue announced that he would be stepping down as Chairman of the board at the end of this meeting. Donahue's decision did not come lightly however felt it would be best due to some health and family related issues. Donahue will remain a director on the board and Vice Chairman Sam Scroggins will take over the seat as Chairman at the May meeting. The board will also elect a new Vice Chairman at that time.
8. **Executive Directors Report:** The call for HOT Fund Projects has been announced. A press release was forwarded to the local newspapers and radio station, as well as uploaded to the WCIC website and Facebook pages. Bass Classic has announced its top 35 anglers who will be competing in the tournament (including returning champ Keith Combs, Kelly Jordon of Mineola and Kevin Van Damm- among many others). TTBC coordinators are beginning to accept volunteer applications. Tickets to the tournament are now on sale: General Admission \$8 (in advance) or \$15 at the gate. Children ages 15 and under get in free. Plus, in honor of Memorial Day, military members and their families will be given free admission all weekend. Coordinators have also submitted a "Wish List" needed for the tournament: looking for 5 Easels and 12 Office chairs. Update on status- Several lodging establishments are not paying county H/OT (40 out of 90 are not paying). All information has been handed over to the District Attorney's Office, which they will begin sending out letters and handling the legal end. However, Mr. Wheeler and I are working together in establishing a policy in which these funds/process should be handled. From there it will then be handed over to the Commissioners Court for discussion and action. Starting to receive our promotional items; thus far, we have: (revamped) Hats, Koozies, (handout) pens, keychain lures and drawstring bags.
9. **Committee Reports:** A Website Committee Meeting was set for April 7 at 9 a.m. at the Airport Board Room. Also, a UCC Committee Meeting was scheduled for April 16) at 9 a.m. at the Airport Board Room.
10. **Community Reports:**
  - Alba-* Ken Donahue reported a slow month for the city however they are gearing up for Wild Hogg Cook-off April 17-18. Also, the First Baptist Church has built a new community center and is the new home of the Food Bank.
  - Hawkins-* Dan Kirk reported that two high school students won a film contest and a trip to Washington DC to meet the President of the United States. Also, a new plant is set to be built in Hawkins.
  - Holly Lake Ranch-* Jeff Croley reported a high volume of visitors to the Ranch for the month of March however the highest traffic count was reported in the month of November during the Thanksgiving holidays.
  - Mineola-* The Beckham Hotel will host a Spirit meeting on April 10 followed by the Highway 80 Car Cruise on April 11 with the Highway 80 Garage Sale scheduled for April 17-19. The winery will have an Open House April 18 and tickets are already sold out. The Farmers Market is set to open May 2 and the Select Theater will be showing the movie "Home" the weekend of April 11. Also a new Restoration Company is moving into the downtown area and anticipates hosting a car cruise every month.
  - Quitman-* Martha Scroggins reported that the Dogwood Parade and Street Dance last weekend were a huge success! The Dogwood festivities will wrap up next weekend with the Little, Junior and Miss Pageants on Saturday, April 11. The Chamber will be hosting a Golf Tournament April 9 at the Links in Lands End. Also the Quitman Development Corporation has been looking at several business opportunities.
  - Winnsboro-* Sue Hitzemann reported the Farmers Market is set to open Saturday, April 4 and will also be opening on Monday night's beginning in June. The Winnsboro Wellness Coalition is hosting their third annual Fun Run and Easter Egg Hunt this Saturday, April 4 at the City Park.
  - Yantis-* The Catfish Classic Fishing Tournament on Lake Fork is scheduled to take place May 2-3 at Oak Ridge Marina. Also, 27 acres have been cleared in the Yantis area for the purpose of establishing an "Industrial Park".
11. **Next Meeting:** The next meeting will be held Thursday, May 7, 2015 in Golden; however the location of the meeting will be announced at a later time.
12. Meeting adjourned at 8:12 p.m.

---

Kiki Bettis, Executive Director