

WOOD COUNTY INDUSTRIAL COMMISSION

February 2, 2017
Regular Monthly Meeting Minutes
Richie's Restaurant
Winnsboro, Texas

The Wood County Industrial Commission met February 2, 2017 at 7 p.m., at Richie's Restaurant in Winnsboro, Texas.

Members Present:

Jason LaRue	Richard Pearce	JR Simpson	Janna Castloo
Allene Doggett	Ben Hudman	Robby Fair	Dan Kirk
Martha Scroggins	Gerald Elliott	Lowe Ann Elliott	Sam Scroggins
Sue Hitzemann	Gary Edwards	Neal Duncan	

Members Not Present:

Marcella Smith	Brad Floyd	Miste Davis	Ken Donahue
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Others Present: Executive Director Kiki Bettis; Texas Hotel Lodging Association Representative Robin Clinker; Guests: Joshua Pogue, Jim and Jackie Buerger; Media: Bryan Giguere, Editor of the Winnsboro News; and Larry Tucker, Editor of the Wood County Monitor.

1. **Call To Order/Welcome:** Chairwoman Sue Hitzemann called the meeting to order at 7:01 p.m. Chairwoman Hitzemann welcomed guests and thanked them for attending the meeting. The invocation was led by Gerald Elliott.
2. **Open Forum:** Jim Buerger, representing the 'My Honor Program' on behalf of the local Boy Scouts organization, spoke to the board regarding a Wood County project and presented the idea that the Boy Scouts could help maintain 'Welcome to Wood County' signs along the highways entering into the county. Mr. Buerger also suggested amplifying the welcome signs to include the word "Beautiful—Wood County". Robin Clinker, representing the Texas Hotel Lodging Association (THLA), spoke to the board about renewing their membership with THLA and presented an overview of the benefits of being a part of the THLA. Through the membership, all of the Wood County lodging properties would be listed on the major tourism websites that partner exclusively with the THLA in promoting travel & tourism throughout the state of Texas. Each of the properties would be listed on 3 websites including traveltexas.com, texaslodging.com and tourtexas.com and would also be advertised 365 days a year with a target audience of more than 7 million users. THLA has a marketing agreement with the state of Texas that tasked the state hotel association to provide, format and update the list of lodging properties that populate this site as well as take part in various state and national marketing campaigns.
3. **Consent Agenda:** A motion was made by JR Simpson and seconded by Richard Pearce to approve the minutes from the regular meeting held January 5, 2017. Motion carried- unanimously. A motion was made by Dan Kirk and seconded by Martha Scroggins to accept the financials for the month ending January 31, 2017 as presented. Motion carried-unanimously.
4. **Award UCC Grant to Cowburners BBQ:** The UCC Committee met in January to review the applications that recently applied for grant funding after it was determined that one of the recipients was not eligible to receive such funds. After thorough review of all applications, the Committee members recommended Cowburners BBQ to receive the grant. A motion was made by Gerald Elliott and seconded by Neal Duncan to award the \$5,000 grant to Cowburners BBQ in Mineola. Motion carried- unanimously.
5. **UCC Grant Fund Projects- Policy & Procedures:** The Executive Director requested a new procedure to be implemented into the WCIC's guidelines with regards to funding Economic Development projects using Unclaimed Capital Credit (UCC) monies. The policy would authorize the Economic Development Sub-Committee to select two alternate applicants as recipients in the instance that an organization awarded UCC monies opt not to use those funds. The monies would then be awarded to one of the two alternate recipients that were selected by the Sub-Committee. Furthermore, any additional grant funds not used after awarding monies to the alternate recipients will remain in the budget and carried over into the next fiscal year. Chairwoman Hitzemann agreed with the request and noted that the procedure would mirror the HOT fund system. Sam Scroggins voiced his concerns with the policy pointing out his fears of potentially missing an opportunity if there was an economic event that wasn't around when people had the opportunity to request those funds. A motion was made by Allene Doggett and seconded by Janna Castloo to approve to implementation of the policy on returned UCC funds and authorize the Sub-Committee to select two alternates if any funds were returned used. The Chairwoman requested a vote by a show of hands: 7 were in favor while 6 opposed the new policy. The motion passed.

6. **Membership Renewal with the Texas Hotel Lodging Association:** Following Mrs. Clinker's presentation on the membership with Texas Hotel Lodging Association, the board requested a proposal and agreed to table the item until the March meeting.
7. **Participation in Beautiful Wood County & My Honor Program:** Neal Duncan proposed the involvement with the 'My Honor Program' and asked that the project be brought back to the board at the April meeting.
8. **Executive Directors Report:** There will be a book giveaway at Winnsboro Elementary Friday, February 3 at 9 a.m. in the library. This event is part of the elementary school's Early Literacy Program and the WCIC awarded grant funds to this project. Bettis noted that she is working with the Tyler Economic Development Corporation on a joint project. Details of the project are not public at this time however Bettis mentioned that it will be a great asset to the County and be beneficial not just to Wood and Smith Counties but the surrounding areas as well. Bettis hopes to make an official announcement within the next couple of months. There was a snag on the mobile app project that we had to halt the project with Bumble Bee Mobile Apps. However Bettis plans to continue this project but is looking at other companies to assist in this endeavor. Also Bettis announced that she is working on putting together some new print material such as a "Welcome to Wood County" booklet and a map with places to See, Shop, Stay and Eat. She requested assistance in collecting information about the cities and photos to accompany such as well as a list of events throughout the year. The information will also be used on the WCIC website and any future marketing projects. Bettis reminded the board that she will be out of town February 21-23 attending the annual ETCOG Reception in Austin.
9. **Chairwoman's Report:** Chairwoman Hitzemann helped correct the internet problems at the WCIC office and continues to work on revamping the website.
10. **Community Reports:**
 - Hawkins-* The annual Chamber Banquet will be held in February and this year there will be a special award given to the Best Pancake recipe. Last week the Retired Teachers Association read and gave away books to the elementary students.
 - Holly Lake Ranch-* Joan Hallmark, representing KLTV News of Tyler, interviewed two residents at the Ranch. The special segment is scheduled to appear on KLTV sometime this month.
 - Mineola-* Little Caesar's Pizza is coming to Mineola. Cowburners BBQ restaurant, located in downtown across from the Select Theater, is set to open at the end of this month. A trout fishing excursion is scheduled to take place February 11 at the Nature Preserve from 8 am until noon and everyone is invited to attend the free event. Showing at the Select Theater this weekend will be "Hidden Figures" followed by the showing of "A Dog's Purpose" to be held next weekend. Boy Scout Pack 381 will be selling chili dogs at Tractor Supply. Two Mineola High School seniors signed letters of intent to attend college.
 - Quitman-* Downtown renovations are moving along, the city is waiting on architectural plans to be presented to the investors. The Chamber banquet will be next Thursday at the Carroll Green Civic Center. Two new residential developments will be coming to the City. The Stinson House will host a Valentine's celebration.
 - Winnsboro-* The Rooster Café is open. Tractor Supply is scheduled to open in March. Autumn Wind is undergoing new residential developments. New Madison Oaks apartments are currently taking applications. The Chamber held their annual banquet last week and a good time was had by all.
 - Yantis-* A new Subway will be opening at the corner of FM 515 and Highway 154.
11. **Next Meeting** The next meeting will be held Thursday, March 2, 2017 at the Yantis Café.
12. **Meeting adjourned at 8:29 p.m.**



Kiki Bettis, Executive Director