

WOOD COUNTY INDUSTRIAL COMMISSION

March 2, 2017

Regular Monthly Meeting Minutes

Yantis Cafe

Yantis, Texas

The Wood County Industrial Commission met March 2, 2017 at 7 p.m., at Yantis Café, in Yantis, Texas.

Members Present:

Richard Pearce	Sue Hitzemann	Miste Davis	Martha Scroggins
Sam Scroggins	Dan Kirk	Gerald Elliott	Lowe Ann Elliott
Ken Donahue	Janna Castloo	Allene Doggett	

Members Not Present:

Marcella Smith	JR Simpson	Jason LaRue	Dana Donahue
Robby Fair	Ben Hudman	Gary Edwards	Neal Duncan

Others Present: Executive Director Kiki Bettis; Guests: Gwyn Kirk; 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 7:00 p.m. Chairwoman Hitzemann welcomed guests and thanked them for attending the meeting. The invocation was led by Gerald Elliott.
- 2. Consent Agenda:** A motion was made by Sam Scroggins and seconded by Richard Pearce to approve the minutes from the regular meeting held February 2, 2017. Motion carried- unanimously. A motion was made by Lowe Ann Elliott and seconded by Sam Scroggins to accept the financials for the month ending February 28, 2017 as presented. Motion carried-unanimously.
- 3. Membership with Texas Hotel Lodging Association:** Bettis presented the board with a proposal from the Texas Hotel Lodging Association (THLA) to advertise all of the Wood County lodging properties on websites that partner with THLA to promote travel and tourism within Texas. The annual cost of listing the 60 properties would be \$8,531.25 which included a 25% discount if a portion of the county HOT tax would be used to pay to list the properties. Wood County would also be featured on the THLA homepage for a month at no cost which would allow Wood County to showcase not only its lodging properties, but as well as restaurants, area attractions, events and festivals. Additionally Wood County would have access to THLA attorneys for advice and written materials on how the county hotel occupancy tax funds can be legally spent and administered. A motion was made by Lowe Ann Elliott and seconded by Janna Castloo to pass on the proposal with THLA. Motion carried- unanimously.
- 4. Accept Resignation of Board Member Brad Floyd:** Brad Floyd submitted his letter of resignation from the WCIC Board of Directors. Floyd stated in his letter that he has many obligations including coaching his son's basketball and baseball teams to devote the proper time to WCIC. The board accepted Floyd's resignation. Bettis notified the City of Quitman of Floyd's resignation and was informed that a replacement would be made before the April meeting.
- 5. Advertise Lodging Establishments with Trip Advisor:** Bettis presented the board with an advertising proposal from Trip Advisor to list all of Wood County's lodging establishments on their website. The premium sponsorship includes up to 25 events, 10 articles, 10 collections containing up to 10 listings, along with direct links to websites, guides, social media and ads on main sponsored pages. The sponsorship also include a banner ad campaign which includes 250,000 total impressions targeting IP addresses actively researching the Dallas/Fort Worth, Tyler/Longview, Waco/Temple/Bryan locations. The total cost for the sponsorship package is \$10,000 for the year. The board members discussed the overall costs and upkeep of the listings/information on the sites and agreed to allow the HOT Committee to look into other advertising avenues that would be more suitable for the county's lodging establishments.
- 6. Set Deadline Date to Submit HOT Grant Applications:** It is time to request Hotel/Motel Occupancy Tax (HOT) fund project proposals. Bettis suggested, and the board agreed, to set the deadline date to submit applications for May 12, 2017. Project presentations will be held mid-to late May and the Committee will present its recommendation list at the July board meeting. Press releases will be sent local newspaper and radio offices for promotion.
- 7. Executive Directors Report:** The book giveaway at Winnsboro Elementary on February 3 was a huge success. The WCIC awarded grant funds to the elementary school's Early Literacy Program. Each book, featuring a decorative label noting its donation by the WCIC, was given to every child in kindergarten

along with a special treat. There were a total of eight kindergarten classes with roughly 20 kids in each class. Bettis noted that she is working with the Tyler Economic Development Corporation and Mineola City Officials 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. Bettis updated the board on the "Welcome to Wood County" booklet and a map with places to See, Shop, Stay and Eat. She asked for 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.

8. **Community Reports:**

Alba- The Economic Development Corporation is working on several projects including the annual Country Fair. The city welcomed 2 new businesses to town: Craw Daddy's and Donut Palace. The Ford Mega Bass Fishing Tournament is scheduled for March 19 at Lake Fork Marina.

Hawkins- A group of middle school students took home several awards during the recent band competition. Judging for the Best Pancake recipe will be held March 6 at 5:30 pm at the Community Center.

Mineola- Bush's Chicken ribbon cutting will be held Friday, March 3 at noon. Hibbets and the Dollar Tree are coming along and are set to open by the end of the month. Waldo Way Dairy is the talk of the community as it unveiled its first "cow milking" robot. Everyone is encouraged to visit the dairy and check it out. The Lincoln Day Dinner will be held at Lands End on March 18 and tickets are \$35 each. Mineola High School welcomed a new Athletic Director to the campus. Also, film crews will be rolling into town on Friday to shoot a commercial at Claw Daddy's.

Quitman- The Speak Easy Coffee House is close to opening. The northeast corner of the downtown square was purchased by developers which will make a bigger impact on the city than official's thought- very exciting things happening in the county seat! The Business Park will soon be home to new Senior Citizen apartments along with an 80 unit affordable housing development to be located adjacent to the Senior Apartments. Also, the Forever Young Activity Center will be celebrating its 8 year anniversary with a reception on Thursday, March 9 from 5-7 pm.

Winnsboro- The Farmers Market will open every Saturday in April from 8 a.m. until noon until the month of October. There will be an Outdoor Expo at the Civic Center on March 18-19. On April 8, the Wellness Coalition will host its annual 5k/10k Color Run beginning at 8 a.m. at Walker Park. Registration forms can be picked up at Scotts Pharmacy in Winnsboro.

Yantis- The High School Boys Basketball team went undefeated in district play and advanced to the Regional Finals. The new Subway facility is coming along and is set to open by the end of March.

9. **Next Meeting** The next meeting will be held Thursday, April 6, 2017 in the Holly Lake Ranch area.

10. **Meeting adjourned** at 8:07 p.m.



Kiki Bettis, Executive Director