

WOOD COUNTY INDUSTRIAL COMMISSION

November 3, 2016

Regular Monthly Meeting Minutes

Connie's Café

Alba, Texas

The Wood County Industrial Commission met November 3, 2016 at 7 p.m., at Connie's Café in Alba, Texas.

Members Present:

Sue Hitzemann	Dan Kirk	Robby Fair	Janna Castloo
Gary Edwards	Ben Hudman	Sam Scroggins	Martha Scroggins
Neal Duncan	Miste Davis	Ken Donahue	Lowe Ann Elliott
Gerald Elliott			

Members Not Present:

Marcella Smith	Allene Doggett	Brad Floyd	JR Simpson
Richard Pearce	Jason LaRue		

Others Present: Executive Director Kiki Bettis; Guests: Alba Mayor Ted Levitt.

- 1. Call To Order/Welcome:** Chairwoman Sue Hitzemann called the meeting to order at 7:06 p.m. Chairwoman Hitzemann welcomed and recognized special guest Ted Levitt, the Mayor for the City of Alba, and thanked Connie for opening her café to the WCIC for their monthly meeting. Mayor Levitt welcomed everyone to the City and thanked the board for everything they do for the betterment of Wood County. The invocation was led by Gerald Elliott.
- 2. Consent Agenda:** A motion was made by Janna Castloo and seconded by Ken Donahue to approve the minutes from the regular meeting held October 3, 2016. Motion carried- unanimously. Financials were not presented as the county auditors have not officially closed the books for the 2015-2016 fiscal year. Bettis stated that financials will be presented at the January meeting.
- 3. WCIC Logos- Tourism & Economic Development:** Bettis proposed creating a logo for the Industrial Commission to be used strictly for economic development. Bettis noted that the "Lakes of Wood County" logo is beautiful and vibrant however is more suitable for promoting tourism. Bettis gave the board members a copy of a logo she created which included the tag line: "Developing the Future-Today". With several board members absent from the meeting, Chairwoman Hitzemann suggested the item be tabled until the January meeting.
- 4. Revision to Bylaws extending Chairman's term to 2 years:** Bettis presented the board with a copy of the WCIC bylaws and noted that there are no term limits listed under the guidelines of the chairman. Bettis requested the board to consider and approve incorporating term of two years for the chairman to serve. A motion was made by Neal Duncan and seconded by Dan Kirk to approve setting the chairman's term to two years. Motion carried-unanimously.
- 5. Travel Expenses for North Star to make presentation to WCIC:** Chairwoman Hitzemann presented to the board with the idea of asking the company, North Star Destination Strategies, to return to Wood County to give an overview/review presentation of the Branding Study that was done in December 2011. If agreed upon, the WCIC would be required to cover the cost of the travel expenses which were estimated between \$3,000-\$4,000. Gerald Elliott noted that it was a good idea and suggested opening it up to the public and hosting a dinner with the presentation. Neal Duncan asked if the company could provide updated information and give a five year comparison. Chairwoman Hitzemann said she would speak with the company to get more information and suggested the item be tabled until the January meeting.
- 6. Executive Directors Report:** Bettis reported that Jarvis College has invited the WCIC board to attend the 2016 Jarvis Fest which will be held on Saturday, November 12. There will be a VIP Reception at 6 p.m. followed by the program at 7 pm and a concert at 8 pm. All proceeds benefit the United Negro College Fund. Also, Marty Gould, owner of Beacon Aviation, Inc., Digital Aerial Mapping, would like the board members to attend a presentation to discuss aerial mapping of the county. Mr. Gould and his company have been serving the Texas, Oklahoma, Louisiana and Arkansas areas since 1997 using state-of-the-art digital remote sensing equipment and cutting-edge software that can target, and map anything from a city's airport to an entire county. The presentation will be held on November 15 at 9 a.m. in his hangar at the Wood County Airport. Lastly, the County finally has an accurate list of all the lodging establishments throughout the county including, tax ID#s, addresses (physical & mailing), phone numbers, and payments! Currently there are nine establishments not up-to-date on their payments out of a total of 60. The District Attorney's

office has sent out letters and tax forms to all County Hotel/Motel establishments. We have also devised a plan in regards to collections and monitoring of the County HOT monies. The *Wood County Hotel/Motel Occupancy Tax Form* and payments will be mailed to the Wood County Tax Assessor and payments will be posted to QuickBooks where I will be monitoring the payments as well as receive copies of all the tax forms submitted along with a copy to the DA's office. At the end of each month, I will receive a "Sales by Item Report" where I can track payments and determine which establishments are delinquent. Bettis also reminded the board members that she will be attending the Texas Downtown Association Conference November 8-11 and County Offices will be closed November 24-25 for the Thanksgiving holiday.

7. **Chairwoman's Report:** Chairwoman Hitzemann requested a calendar list of fishing tournaments from board members Ken Donahue and Sam Scroggins. Hitzemann stated one of her goals is to fill all of the lodging establishments/marinas during fishing tournaments as well as throughout other annual events around the county. She also noted that she is currently searching for investors to work with the WCIC in hopes of bringing more businesses/industry to the County. Hitzemann will also be contacting TxDOT to discuss signage for the County and will report her findings at the January meeting.
8. **Community Reports:**
 - Alba-* The Halloween Fest was a huge success! There was a 5k Zombie Fun Run, chili cook-off, bounce houses, petting zoo, hayride, face painting, snow cones—and lots of attendees. Next on the event list for the city will be their first annual Christmas on the Square set for Saturday, December 10.
 - Hawkins-* The annual Halloween event was a great success with more than 250 in attendance. There will be a Veteran's Program at the high school on Friday beginning at 11 a.m.
 - Holly Lake Ranch-* There is new signage at the entrance of the Ranch—it now reads Holiday Inn.
 - Mineola-* The Iron Horse Festival was a huge success and thanks went to the WCIC for their support. Next Tuesday is Election Day and voters are encouraged to head to the polls to support their local officials. Wood County saw a record turnout during early voting. The annual Artesian Sale at the Golden Homestead will be held November 18-20. Busch's Chicken is near complete and everyone is anxiously waiting for the restaurant to officially open.
 - Quitman-* A Veteran's Parade will be held Saturday, November 12 followed by program at the Governor Jim Hogg Park. The Economic Development Corporation will host a "Hard Hat Party" on Friday, November 18 beginning at 6:30 p.m. on the downtown square and everyone is invited to attend. The annual Holiday Extravaganza, hosted by the Quitman Pilot Club, will be held Saturday, November 12 from 6-8 pm at the Carroll Green Civic Center.
 - Winnsboro-* The Art & Wine Festival will be held Friday and Saturday, November 11-12 and tickets are available for purchase at the Cooper Leaf Spa in downtown Winnsboro. The Rotary Club will host a mini golf tournament on Saturday beginning at 9 am. The event will be held at the new Miniature Golf Course located in Winnsboro. The cost to participate in the tournament will be \$50 for a team of four persons and prizes will be awarded to the top winners. This event is "fun"raiser and all monies benefit the Rotary Club.
9. **Next Meeting** The next meeting will be held Thursday, January 5, 2017 in Hawkins. Location of the meeting will be determined at a later time.
10. **Meeting adjourned at 8:10 p.m.**

Kiki Bettis, Executive Director