

**WOOD COUNTY INDUSTRIAL COMMISSION**

February 4, 2016

Regular Monthly Meeting Minutes

Oak Ridge Marina, Quitman, Texas

The Wood County Industrial Commission met February 4, 2016 at 7:00 p.m., at Oak Ridge Marina & Restaurant in Quitman, Texas.

**Members Present:**

|                  |               |                  |                |
|------------------|---------------|------------------|----------------|
| Allene Doggett   | Janna Castloo | Martha Scroggins | Sam Scroggins  |
| Sue Hitzemann    | Jim Horn      | Gary Edwards     | Paul Kelbe     |
| Jason LaRue      | Neal Duncan   | Dan Kirk         | Gerald Elliott |
| Lowe Ann Elliott |               |                  |                |

**Members Not Present:**

|              |            |                |             |
|--------------|------------|----------------|-------------|
| Sammy Barney | JR Simpson | Richard Pearce | Ken Donahue |
|--------------|------------|----------------|-------------|

**Others Present:** Executive Director Kiki Bettis; Guests: Gwyn Kirk; media, Bryan Gigurere and Larry Tucker.

1. **Call To Order/Welcome:** Chairman Sam Scroggins called the meeting to order at 7:00 p.m., followed by the invocation led by Dan Kirk.
2. **Consent Agenda:** A motion was made by Paul Kelbe and seconded by Janna Castloo to approve the minutes from the February 4 meeting. Motion carried- unanimously. A motion was made by Martha Scroggins and seconded Sue Hitzemann to approve the financial reports for the month ending January 31. Motion carried- unanimously.
3. **Trip Advisor Advertising Proposal:** As requested during the January meeting, Hotel Lodging Representative Dana Donahue along with Neal Duncan and Kiki Bettis reviewed the advertising options with Trip Advisor and discussed which options would be best suited for the lodging establishments as well as the WCIC. Dana suggested advertising during late summer into the Fall (September through November) rather than during the peak Spring season that way it would increase traffic at a desirable but less busy time of year for the lodging establishments. Duncan and Bettis also agreed and presented the recommendation to the board. A motion was made by Sue Hitzemann and seconded by Martha Scroggins to approve the 3-month advertising proposal with Trip Advisor at the total cost of \$5,000 for the months of September through November. Motion carried- unanimously.
4. **'Lake Country Living' Home & Garden Expo:** The Mineola Chamber of Commerce will be hosting a Lake Country Home and Outdoor Living Expo at the Mineola Civic Center on May 13-14 and request the WCIC consider becoming the title sponsor for the event. The two day event will provide an opportunity for tourists to enjoy the Lake Country area in an entertaining, family friendly environment while attending a business expo, home and garden show, and a boat and RV show all at once featuring Wood County businesses. Total cost of the title sponsorship is \$3,000 and includes advertising/recognition on the front cover and inside of the Home & Garden magazine as well as all other print and digital materials, along with on-site signage, booth and show bags. A motion was made by Paul Kelbe and seconded by Sue Hitzemann to approve the \$3,000 title sponsorship for the Lake Country Home and Outdoor Living Expo. Motion carried- unanimously.
5. **'Shop Wood County' Campaign Proposal:** Gary Edwards suggested the Industrial Commission develop a marketing plan (contest) to keep Wood County money in the county during the upcoming Christmas shopping season, as well as attract outside money from nearby counties to encourage shoppers of goods and services to spend their money in Wood County. The contest would be known as "SHOP WOOD COUNTY." Buyers of goods and services would enter the contest through one of two ways, an entry form that has their contact information on it that would be supplied by the merchant or by a shopping receipt that has their name and contact information on it... we'd decide which of those ways to adopt. The program would run for a period of time leading up to the Thanksgiving/Christmas shopping season in 2016. The length of the contest (to be six weeks)... would terminate in mid December with 10 winners of \$500 each. Entries would be placed in a single container on a given date and the winners drawn randomly. The contest is open to any business in the county and the intent is to develop this into an annual event that grows in size, with the number of winners increasing as the popularity of the event grows and potential revenue sources are developed to cover the increase in prize money. Edwards also discussed ideas to promote the event including a website, facebook, and local media and radio stations. Chairman Scroggins agreed with the concept and suggested this event fall under the advertising committee. A motion was made by Neal

Duncan and seconded by Jim Horn to appropriate the 'Shop Wood County' campaign to the Advertising Committee and begin discussions in planning for the event.

6. **Economic Development Study by the Perryman Group:** Bettis reported that she is working on bringing the Perryman Group to Wood County to discuss and present an Economic Study on the County which will include a detailed overview complete with a five year forecast for the US Economy, Texas and Wood County. The findings of this study and key indicators will be a useful tool as businesses and leaders in Wood County map out a plan for growth in the years to come. These professionals bring expertise in finance, statistics, economics, real estate, database management, valuation, sociology, programming, systems analysis, engineering, technical communications and marketing. Also, looking to hold at Mineola Civic Center and it will be open to everyone. Tickets will be sold and include the session and meal. Bettis also mentioned revamping the Commission's website as a whole, not just front page. It will feature a new design, layout, photos as well as be user friendly. She also noted that photos of directors will be needed for the site as well as updated or new biographies of each of the directors.
7. **Texas Aviation Conference:** The 34<sup>th</sup> annual Texas Aviation Conference has been scheduled for March 9-11, 2016 in Montgomery, Texas. After a brief discussion regarding the importance and purpose for Bettis to attend the conference, a motion was made by Neal Duncan and seconded by Martha Scroggins to send Bettis to the Aviation Conference and approved the expenses which will include registration, travel, hotel and meals. Motion carried-unanimously.
8. **Chairman's Report:** Chairman Scroggins gave a status update on the call for Unclaimed Capital Credit (UCC) Projects. The WCIC received a total of 10 applications requesting monies for various projects and events. Scroggins announced the Economic Development (ED) Committee will meet to review the applications on Thursday, February 18 at 3:30 p.m. in the Board Room of the Wood County Airport. Each applicant will have the opportunity to present their application to the committee as well as have a Question & Answer session. Interviews will commence at 4 p.m. with each applicant getting 15 minutes for their presentation. The committee will present a list of recommendations to the Board for approval at the March meeting.
9. **Executive Directors Report:** Bettis updated the board members on the status of William Smialek's term on the board and made mention of the resignation of a board member. Smialek has been transferred to Kentucky so his seat remains vacant however the College Administration has been notified of the vacancy and hopes to appoint someone soon. Also, Quitman representation Melanie Whitehurst has resigned from the WCIC board. Bettis noted that she has contacted Quitman Mayor JR Evans about the vacancy and a replacement should be announced coming the weeks. Bettis also informed the Board that she had worked with the Republican Women of Wood County in preparing for the political forum for the candidates seeking office for the House and Senate. Each candidate received a junior legal pad and stylus pen "compliments of the Wood County Industrial Commission." The items were well received and extremely appreciated. Plans are in the works to do the same for the candidates running for Wood County Sheriff as there will be another political forum held February 25 at the Quitman Civic Center beginning at 6 p.m. Local news media will assist with the questions and Ken Donahue will serve as the moderator. Also, Peoples Telephone will host their annual meeting on Tuesday, February 11 at the Quitman Civic Center beginning at 2 p.m. Refreshments will be served along with lots of free giveaways including a large flat screen television. Bettis also added that she will be attending a Regional Tourism workshop in Tyler on Thursday, March 3 entitled "Destination Marketing Principles" featuring Scott Joslove with the Texas Hotel Lodging Association.
10. **Community Reports:**
  - Alba-* A Stew & Chili Supper will be held February 5 at the Community Center beginning at 5 p.m. There will be a High School Fishing Tournament on February 13 held at Lake Fork Marina. Bob Hayden will be speaking at the Library & Museum on February 16 at 7 p.m. And, C&M Building Supply was named Alba's Business of the Month.
  - Hawkins-* The annual Chamber Banquet will be held February 18 at the Hawkins High School Cafeteria. Also, former NFL player and Super Bowl Champion Stanley Richards was honored at the High School Gym.
  - Holly Lake Ranch-* A political forum for candidates seeking the office of Precinct 3 Commissioner will be held February 8 at Holly Hall beginning at 6:30 p.m. Everyone is invited and welcomed to attend.
  - Mineola-* The Lake Country Playhouse will present "The Love Potion" beginning February 11 and run through February 21. Also, the Nature Preserve will host a Trout Fishing event on February 16 from 9 a.m.-12 p.m.
  - Quitman-* Lake Fork Bridal Show will be held Sunday February 21 at the Carroll Green Civic Center.

*Wimmsboro-* The annual Chamber Banquet will be held February 18. The Wellness Coalition will host their annual 5k Run at Walker Park on March 19 beginning at 8 a.m. The annual Gun Show is slated for April 9. Also, there are two new restaurants set to open soon in the downtown area.

*Yantis-* Texas Parks & Wildlife and the Lake Fork Sportsmen's Association held a ceremony at Yantis ISD dedicating a greenhouse to the campus and students. In the community, volunteers are working to re-establish the Youth Foundation.

11. **Next Meeting:** The next meeting will be held Thursday, March 3, however the location of the meeting will be announced at a later time.
12. **Meeting adjourned** at 8:10 p.m.

---

Kiki Bettis, Executive Director